



Factors of Customer's Preference of Visiting Coffee Shop in South Korea

Aisyah Muhammad^{a*}, Sungplee^b

^a*Siti Aisyah Muhammad, Universiti Malaysia Kelantan, Bachok 16300, Malaysia*

^b*SungPil Lee, Dongseo University, Busan 617716, South Korea*

^a*Email: aisyah@umk.edu.com*

^b*Email: sungplee@gdsu.ac.kr*

Abstract

Coffee shop is currently a most rapid developing business in the world and become a famous trend in foodservices. South Korea's per-capita coffee consumption is five times greater than Asia-Pacific regions and the total coffee market is valued at about \$3 billion in 2014. Although various style and themes sprung up throughout years, not all coffee shops survive. Thus, this research will explicitly determine the factors prior to choosing the coffee shop. It will be conducted mainly according to the physical environment in order to examine the relationship between the factors and customer's preference. The semantic differential method and structural equation model were applied to answer the aims of this research. The results and findings of the case study and analysis show that there are six factors contributing to customer's preference of a coffee shop. The relationship of the factors has been analyzed and it is concluded that Impression and Behavior, as mediating factors, have prominently influenced the customer's preference.

Keywords: coffee shop; physical environment; preference; factor analysis.

* Corresponding author.

1. Introduction

As reported by Ethiopian Coffee Exporters Association 2014, South Korea is currently ranked the 12th and Asia's second largest coffee market, next to Japan, where it recorded 18 percent and 2 percent growth in value and volume terms, respectively between 2008 and 2012. This research has selected coffee shops in Korea as case study by considering a rapid progress of Korean coffee industry since 2005, with the total of 12000 coffee shops. There were some coffee shops that only survived a year or less and have been replaced by the franchise coffee shops which are stronger in term of brand and commercial. Nevertheless, the coffee shop has to have an x-factor as its significant identity to attract the customers, as most agreed that the coffee taste is not the main attraction [8]. Coffee shops in Seomyeon, Busan, South Korea were selected as case studies by emphasizing two distinct concepts on physical environment. Based on the aerial view from www.google.map.com, there are plenty of cafés and coffee shops existed in Seomyeon, Busan.

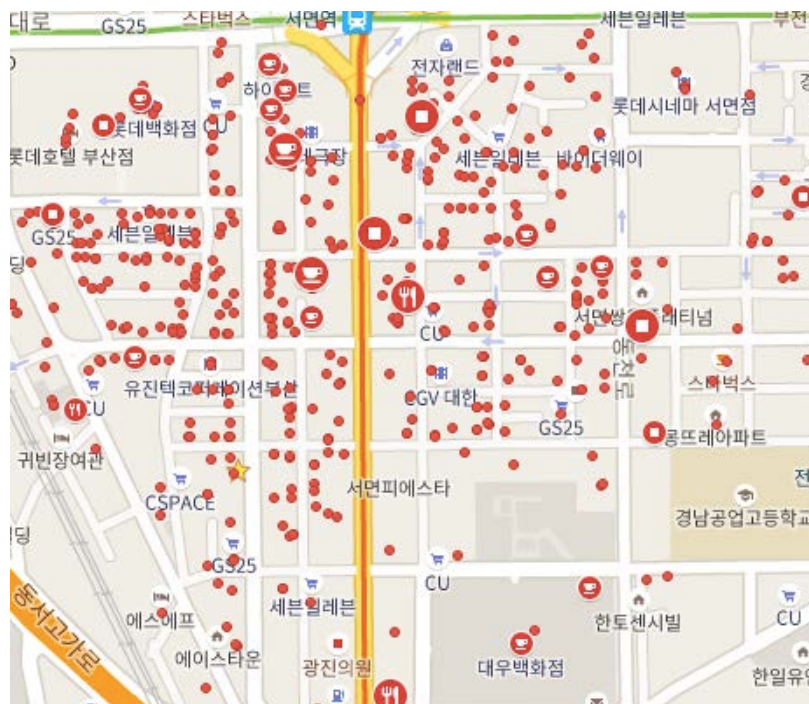


Figure 1: A map of cafés and coffee shops in Seomyeon, Busan (www.google.map.com)

The physical environment is an important influence in creating an image that manipulates customer behavior especially in the restaurant industry [11,14,19]. Furthermore, researches argued that there is a direct connection between the physical environment and customer satisfaction [7, 9]. Chang suggested that perceived physical environment was a direct indicator of customer satisfaction that associated with positive approach behavior [9]. In addition, Wakefield and Blodgett studied the effects of layout accessibility, facility aesthetics, electronic equipment, seating comfort, and cleanliness on the servicescape and it turned out that physical environment

significantly affected customer satisfaction [10]. In fact, Mattila and Wirtz indicated that the top three reasons for customers to patronize their target restaurants in the casual dining sector were food quality, service, and atmosphere [3]. Voss and Zomerdijs have proposed experiential innovation journey for a service process [5]. Furthermore, in the context of retailing, atmospherics was a sentient design of physical environment that created the impact in consumers prone to purchase probability [21].

2. Methodology

The overview of the research methodology suggests that, based on the objectives of the study, the most relevant methods to study about people perceptions are semantic differential method and to test the mediating effect between the factors of preferences is by implementing structural equation model methodology. A pre-test survey of 20 samples was done in order to decide the most visiting and inviting coffee shop according to the exterior and the interior aspects of the coffee shop in Seomyeon. The two coffee shops were selected with the same criteria in which they are local Korean franchise coffee shop and located within 100m bounds. The two different styles of coffee shops were selected; namely OK Dabang and KAVAN Espresso. OK Dabang has started its business in 2005 and currently has 7 franchises. OK Dabang continues the tradition of *dabang* atmosphere where DJ and music request are offered. OK Dabang in Seomyeon, Busan is open in 2011 at the corner of two-storey building. Located at the same junction with OK Dabang, KAVAN Espresso is open later in 2012 and presents different atmosphere as it follows contemporary industrial design interior with modern gallery look.



Figure 2: OK Dabang Coffee Shop and KAVAN Espresso Coffee Shop (right)

Semantic Differential Method (SDM) consists semantic attributes of the product to analyze and carry out user tests where the user must assess the product according to their favorable. The attributes were gained from pre-test taken used KJ method [17]. The attributes then, were categorized into similar and pairwise adjectives. 30 attributes were developed where half of it was the opposite of the other half. A five-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure consumer likelihood about physical environment

and psychological attributes of the coffee shops selected (Table 1). Statistical analysis such as principle component, factor and hierarchal cluster analysis was employed to reduce dimensionality of the adjectives and to find the underlying dimensions of component attributes. The questionnaire intends to investigate the customers' and visitors' preferences when choosing the coffee shop.

Table 1: The 5-bipolar scale of pairwise matrix for both coffee shops

	1	2	3	4	5	
1	INFORMAL	편안한			FORMAL	정중한
2	FLEXIBLE	신축성			RIGID	규칙
3	ORDINARY	보통의			EXCLUSIVE	독점적인
4	LEISURE	여가			TENSE	긴장한
5	AFFORDABLE	줄 수 있는			EXPENSIVE	하고 싶은 대로 함
6	NOSTALGIA	빈티지			FUTURISTIC	미니멀리스트
7	TRADITIONAL	전통의			MODERN	현대의
8	QUIET	조용한			NOISY	시끄러운
9	GLOOMY	어둑어둑한			BRIGHT	밝게
10	FUNNY	우스운			SERIOUS	심각한
11	ENJOYMENT	즐거움			LEGISLATIVE	입법의
12	SOCIALNESS	사회적임			PRIVACY	사생활
13	LOCALITY	지역의			UNIVERSAL	국제적인
14	FREEDOM	자유로운			ETIQUETTES	에티케트
15	ISOLATED	외떨어진			UNIFIED	통일된

3. Results

One hundred samples participated in this study (male: 49, female: 51) where 61% are Design Students and 39% are others (4%: unemployed; 9%: arts or entertainment field; 16% education field; 4% financial field; 3% public servant; 2% health care field; 1% real estate field). The results of the 5-bipolar scale are presented, as the X-axis represents the pairwise adjectives and the Y-axis projects number of participants, while the series are the 5-point scale. Generally, based on the scattered chart (Figure 3), the graph skews significantly towards the left side adjectives, although the graph is generally skewed significantly towards the right side. Moreover, participants' preferences were more profound choosing the adjectives 'Enjoyment/Legislative', where 58% of the participants chose the second point, nearest to 'Enjoyment'. Compared to OK Dabang, the adjectives selected for KAVAN Espresso were less vital where there were more than one high percentage of chosen adjectives.

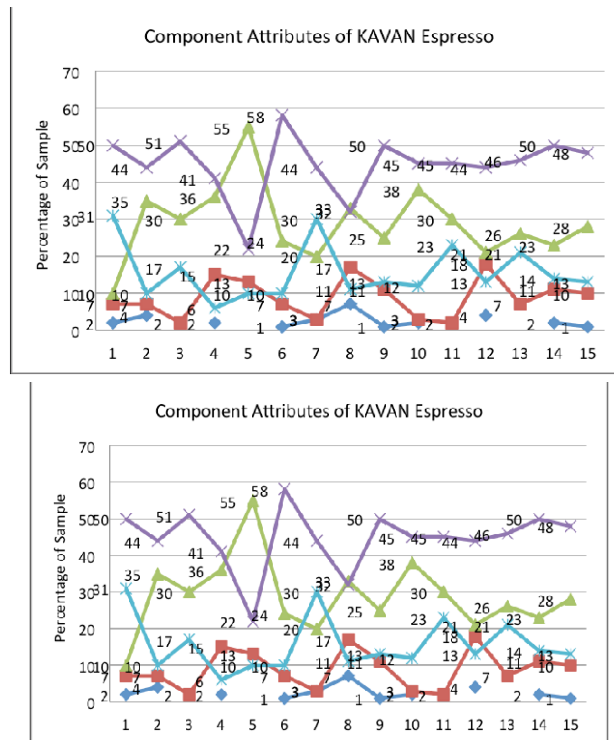


Figure 3: The Contribution attributes diagram of OK Dabang and KAVAN Espresso

Factor analysis shows the correlations among subsets of the responses to the bipolar pairs and groups the correlated variables, and because of that, each group is largely independent from the others. The results of the principal components analysis are shown in Table 2 below. The evaluation scores were average for each adjective and layout sample, and a factor analysis was performed on the average adjectives scores. From fifteen pairwise adjectives given to the both coffee shops, there are six factors extracted. The value above 0.5 is significantly selected and clustered.

Measurement model was, at first, estimated using Exploratory Factor Analysis (EFA). Factor analysis with Varimax rotation procedure was employed and reliability test was used to test the internal consistency among constructs. Each construct of the questions was measured using 7-point scale (1= extremely disagree and 7 = extremely agree). Moreover, modified constructs, which focused on the preferences of coffee shop customers, were also included in the questionnaire. Due to some of the items from previous researches were not relevant to the coffee shop, a pretest had to be conducted. In order to test the reliability of the constructs, it was done to 40 samples. The result from the pre-test suggested recommendations to eliminate and also modify some items to better fit the context of the coffee shop. The initial questionnaire was revised and reliability test was conducted that resulted Cronbach Alpha .857, and rejected six items. The reliability of the scale is valid if the Cronbach Alpha values were greater than 0.7. Later, with remaining reliable constructs, the finalized questionnaire was distributed to 215 samples, whereby the complete feedback gained was only 200 samples. The exploratory factor analysis based on an eigenvalue cut off resulting five factors explained under Impression and Behavior with a total cumulative 97.945%. The interpretation of these factors resulted as such dimensions; Impression 29.278% with factors underlying as such (Ambience 8.166%, Atmosphere 19.191%, Layout 11.989%), and

Behavior 4.703% with factors underlying as such (Hedonic 14.230%, Emotion 6.528%). ANOVA with Friedman’s Test resulted Sum of Squares 617.941, Chi-square 2701.730, with sig. .000.

Table 2: Component analysis of OK Dabang and KAVAN Espresso

Component of OK Dabang						
	1	2	3	4	5	6
Privacy/ socialness	.701	-.139	-.198	.315	-.102	-.113
Rigid/ flexible	.678	.044	.103	-.176	.275	.168
Exclusive/ ordinary	.563	.012	.041	.329	.191	-.037
Bright/ gloomy	.589	.224	.254	.149	-.406	.019
Affordable/ expensive	.260	.626	.371	.001	.227	-.057
Enjoyment/ legislative	.043	.780	-.164	.047	.109	.192
Freedom/ etiquette	-.113	.583	.031	.187	-.135	.045
Quiet/ noisy	-.119	-.052	.837	.026	-.174	.054
Traditional/ modern	.220	.031	.609	.414	.153	-.113
Unified/ isolated	.487	.137	.526	-.030	-.085	.335
Locality/ universal	.243	.021	.061	.748	.039	.224
Nostalgic/ futuristic	.002	.335	.113	.729	.053	-.063
Leisure/ tense	.039	-.046	-.084	.050	.802	.249
Formal/ informal	.132	.435	.005	.186	.637	-.250
Serious/ funny	.035	.138	.043	.103	.115	.900

Component of KAVAN Espresso						
	1	2	3	4	5	6

Formal/ informal	.629	.226	.111	.359	-.091	.187
Rigid/ flexible	.751	.125	.022	-.008	-.033	-.126
Bright/ gloomy	.785	.022	.027	-.114	-.103	.054
Unified/ isolated	.511	-.044	.046	.280	.442	.109
Exclusive/ ordinary	.151	.554	.337	.376	.208	.078
Serious/ funny	.018	.787	-.073	.031	-.083	-.135
Freedom/ etiquette	.167	.638	-.017	.164	.181	.121
Quiet/ noisy	.241	.109	.668	.090	-.166	-.099
Nostalgic/ futuristic	-.130	-.152	.767	-.021	.134	.315
Privacy/ socialness	.035	.164	.020	.833	-.070	.042
Affordable/ expensive	-.264	.098	-.078	-.143	.822	-.125
Enjoyment/ legislative	-.003	-.059	.151	.148	-.142	.676
Traditional/ modern	.256	.380	-.093	-.304	.377	.560
Leisure/ tense	.020	.484	.410	-.327	-.074	-.373
Locality/ universal	.443	.142	.318	.197	.418	-.410

The data from the component analysis were analyzed to construct the relationships between the factors. Figure 4 below shows the proposed model.

Confirmatory Factor Analysis (CFA) was used to assess the relationships between constructs by using AMOS 22. CFA with covariance matrix was performed to identify whether the measurement items reliably reflected the prior latent construct (atmosphere, ambience, layout, hedonic, emotion). AVE was applied to test the convergent validity and discriminant validity of the model. In sum, consistency of each construct was measured used Cronbach alphas, items reliabilities, composite reliabilities, and average variance extracted (AVE) and later SEM with AMOS 22 to test the hypothesis. The convergent validity was satisfied in that all CFA, with results of factor loadings exceeded .65 and significant at .01.

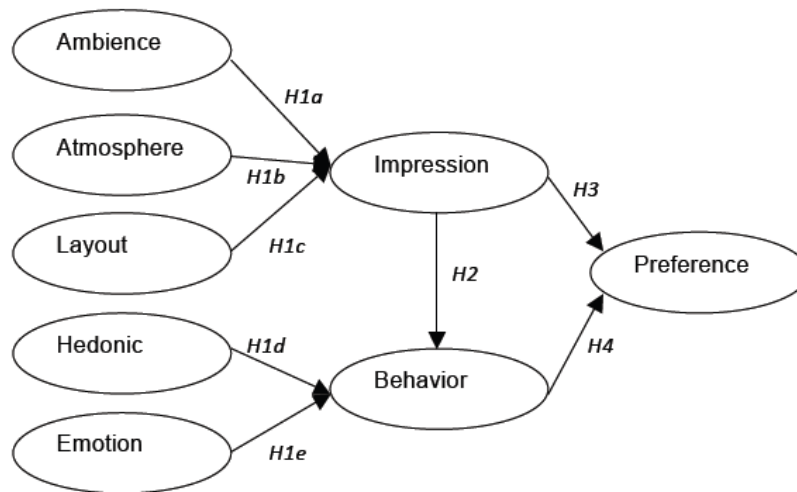


Figure 4: Proposed hypothesis model

H1a : Ambience relates with customer's impression.

H1b : Atmosphere relates with customer's impression.

H1c : Layout relates with customer's impression.

H1d : Hedonic value relates with customer's behavioral response.

H1e : Emotion relates with customer's behavioral response.

H2 : Impression do have preceded customer's behavior.

H3 : Customer's impression moderates the relationship between physical factors with customer's preference.

H4 : Customer's behavioral intention moderates the relationship between psychological factors with customer's preference.

The average variance extracted (AVE) exceeded the minimum .50, indicating that a large portion of the variance was explained by the constructs. The χ^2 value with 108 degree of freedom was 268.05 ($p < 0.001$) and used goodness-of-fit ($\chi^2 / df = 2.482$, RMSEA = 0.071, GFI = 0.902, NFI = 0.928, CFI = 0.944). The indexes show satisfaction model fit provides a good basis for testing the hypothesized paths.

Eight hypotheses were tested and the result shows that one of them was not supported. Hypothesis 1a shows that the relationship between Ambience and Impression was significant (0.703, (11.067), $p < .01$), Atmosphere and Impression was related (0.543, (8.67), $p < .01$), and Layout was related to Impression (0.189*, (3.078*), $p < .02$). The Hypotheses of 1a, 1b, and 1c show that the factors measured to Impression were all connected to the dimensions of Impression. However, Hypothesis 1d shows that Hedonic was insignificantly connected to Behavior (0.042, (0.566), $p < .01$) meanwhile Emotion was notably related with Behavior (0.18**, (2.898**), p

< .05). Hypothesis 2 is supported where Impression was related to Behavior (0.24, (3.106), $p < .01$). Hypothesis 3 indicates Impression as mediating effects, related with Preference (0.44, (0.567), $p < .01$) and Behavior was also associated with Preference (0.655, (8.977), $p < .01$).

Table 3: List of construct variables with factors' Cronbach's Alpha value

Construct variables	M	SD
Ambience	(.786)	
A1 Lighting creates a warm atmosphere	6.2	.60
A2 Background music is pleasing	6.0	.63
A3 Temperature is comfortable	6.3	.46
A4 Aroma is enticing	5.3	.64
Atmosphere	(.845)	
At1 The facility layout allows me to move around easily	5.5	.50
At2 The interior design is visually appealing	6.3	.46
At3 Colors used create a pleasant atmosphere	5.7	.46
Layout	(.773)	
L1 Overall, layout makes it easy for me to move around	6.3	.46
L2 Table/seating arrangement gives me enough space	6.1	.70
L3 Seating arrangement makes me feel comfortable	6.3	.46
L4 This place is filled with etiquettes	4.9	.83
Hedonic	(.865)	
H1 The interior design of the coffee shop was pleasing to me	6.4	.66
H2 The coffee shop's layout and 'look' were fun and unique to me.	6.3	.46
H3 I prefer to go to this coffee shop, because it's a wonderful place that gives me a good feeling.	5.6	.49
Emotion	(.772)	
E1 Displeased -Contented	4.8	1.47
E2 Ignored- joyful	5.6	.49
E3 Fear - Peaceful	4.2	1.17
E4 Shame - Refresh	5.0	1.27
Impression	(.852)	
I1 I feel comfortable visiting this restaurant alone	5.2	.98
I2 It is located near other attraction	5.5	.92
I3 The façade of this place is easy to remember	5.6	.49
I4 I can see inside of this place from outside	5.4	.49
I5 I can read the signage	5.7	.46
Behavior	(.821)	

B1 Staying longer	6.4	.49
B2 Spending more	5.7	.64
B3 I would recommend this place to my friends or others	5.8	.87
B4 I would like to dine out at this coffee shop again	5.8	.87
B5 I would say positive things about this place to others	6.4	.66
Preference	(.895)	
R1 The appealing is attractive	6.4	.49
R2 I can do many activities here instead of drinking coffee	5.9	.54
R3 This place is comfortable either alone or group meeting	5.7	.46
R4 I came here because other people recommendation	5.5	.81
R5 I came here because I want to try new place.	5.1	1.14

4. Discussion

As stated by Jang the limited space encourages Koreans to choose coffee shop as gathering and meeting place than their house [8]. Coffee shop in Korea has many functions than only as a place to drink. In a coffee shop, ambience is a part of the atmosphere, which not only consists of the physical layout but also the total environment, including sensory. OK Dabang has fusion looks which combines the vintage and local Korean traditional environment; sitting on the floor. Conversely, KAVAN Espresso's decoration is parallel to the current industrial contemporary design concept with modern and classy looks. The results from the Semantic Equation Model (SDM) and Structural Equation Model (SEM) show that there are factors contributing to the customers' preferences upon selecting the coffee shop. As argued by Kotler the atmosphere of the place is more influential than the product itself in the purchase decision [21]. The six factors found from the factor analysis were examined and the relationship between the factors has shown that the customers have their own preference, which emphasizes more on the impression of the physical environment. According to the reliability test and literature review, it was found out that the variables were nearly accurate and changed according to the subject of study.

The six factors found were tested by using the reliability and Cronbach alpha that resulted several constructs to develop. Therefore, the hypotheses of the research are as proposed:

- 1) Ambience, atmosphere and layout were related to the customer's impression, enhancing the physical environmental factor. The impression has direct connection to customer's behavioral intention and preferences.
- 2) Hedonic and emotion were related to the customer's behavioral intention and resulting a direct link towards preference.

Table 4: Results of factor analysis and reliability test of the constructs

	Factor Loadings	Eigenvalue	Extracted Variance	Factor Name	Correlated Item – Total Correlation	α
A1	.875	3.834	8.166	Ambience	.544	.841
A2	.871				.533	
A3	.89				.667	
A4	.81				.621	
At1	.865	7.645	19.191	Atmosphere	.641	.733
At2	.86				.542	
At3	.809				.621	
L1	.76	4.751	11.989	Layout	.501	.632
L2	.838				.673	
L3	.654				.542	
L4	.669				.604	
H1	.882	5.887	14.230	Hedonic	.642	.689
H2	.871				.630	
H3	.89				.641	
E1	.763	2.752	6.528	Emotion	.664	.845
E2	.765				.892	
E3	.777				.802	
E4	.709				.680	
I1	.75	10.968	29.278	Impression	.900	.791
I2	.657				.816	
I3	.788				.620	
I4	.768				.639	
I5	.65				.985	
B1	.897	1.725	4.703	Behavior	.607	.790
B2	.901				.704	
B3	.866				.823	
B4	.801				.772	
B5	.821				.644	
R1	.772	1.573	3.859	Preferences	.568	.783
R2	.723				.659	
R3	.856				.683	
R4	.768				.542	
R5	.890				.710	
Total Variance			97.945			

Table 5: The path parameter

Paths	Standardized estimate	t-Value	Hypothesis
Ambience→ Impression	0.703	11.067	Supported
Atmosphere → Impression	0.543	8.67	Supported
Layout → Impression	0.189*	3.078*	Supported
Hedonic → Behavior	0.042	0.566	Not Supported
Emotion → Behavior	0.18**	2.898**	Supported
Impression→ Behavior	0.24	3.106	Supported
Impression → Preference	0.44	0.567	Supported
Behavior →Preference	0.655	8.977	Supported

According to the results and findings, there are direct and indirect relationships between the factors that lead to the customers' preferences in selecting the coffee shops. This research is focusing on the physical environment of the coffee shops in analyzing the factors of customers' preferences. It is determined that the physical environment has relationship with the customers' preferences upon selecting the coffee shops. The relationship is defined as customer's impression and customer's behavioral intention.

5. Conclusion

According to the case study and methodology practiced to determine this objective, there were fifteen pairwise attributes before the factor analysis clustered it. Distributed questionnaire gave a result on the most preferred perception about the coffee shops; focusing on the architectural features or physical environment. Customers' perceptions that were measured through the attributes consideration by using Semantic Differential Method

(SDM) shows that for both coffee shops, the factors influenced their perception were different but emphasis was put more on their cognition and emotions. Taking a coffee shop as the case study, this research proposed the idea of emphasizing the relationship between the customers' impressions and behavioral attentions towards the physical environment that could give the impact on the customers' preferences and re-visiting the place. However, this study is subject to several limitations such as; the constructs of the physical environment were taken from previous research, which do not specifically focus on coffee shop. Moreover, the constructs of the psychological dimension are also taken from previous research that focuses on restaurant. Due to the limited existing constructs, the constructs applied can be modified for future research. The constructs of the impression and preference variables were employed based on the root of this study; to find the perceived value of a coffee shop that associated with customer's judgments. Furthermore, nowadays there is a trend in coffee shop design to provide an alternate space for customers to feel the space as more than a place to drink. Understanding the factors that involve the consideration of the customers may increase the possibility of best practice design. This study implicates that the positive impression of the customers at the first visit, may lead to the positive judgments; behavioral intention. They will recognize the coffee shop as a memorable and functional place and ready to promote positive word-of-mouth and become their preference for next visit. Apparently, the physical environment factors need to satisfy a pleasant perceived senses to the customer, involving sight, smell, hearing, touch and obviously the taste, as customer easily remember a surrounding that has impact to them.

References

- [1] A. L. Kroeber, "Anthropology: Race, Language, Culture, Psychology, Prehistory", Calcutta: Oxford & IBH, 1976.
- [2] A. Parasuraman, V.A. Zeithaml, and L.L. Berry, "SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality". *Journal of Retailing*, Vol. 64, No. 1, pp. 12-40, 1988.
- [3] A. S. Mattila, and J. Wirtz, "Congruency Of Scent And Music As A Driver Of In-Store Evaluations And Behaviour", *Journal of Retailing*, vol. 77, no. 1, pp.273-289, 2001.
- [4] C. E. Osgood, G. Suci and P. Tannenbaum, "The Measurement of Meaning", University of Illinois Press, p32, 1957.
- [5] C. Voss and L. Zomerdiijk, "Innovation in Experiential Services – An Empirical View", In: DTI (ed). *Innovation in Services*. London: DTI.97-134, 2007.
- [6] Cafes/Bar in South Korea <http://www.euromonitor.com/cafes-bars-in-malaysia/report> (retrieved on Oct. 30 2015) ,2015.
- [7] J. Chebat and R. Michon, "Impact Of Ambient Odors On Mall Shoppers' Emotions, Cognition, and Spending", *Journal of Business Research*, 56, 529-539, 2003.
- [8] J. H. Jang, 2012, *Korean Café Culture: What Korean Cafés Mean to Koreans*, retrieved 79-400, cmu.edu., p01. <http://www.cmu.edu/dietrich/modlang/docs/polyglot/F2012/jangE.pdf>. (retrieved on Aug. 18, 2014)
- [9] K. Chang, "The Impact Of Perceived Physical Environments On Customers' Satisfaction and Return Intentions", *Journal of Professional Services Marketing*, 21(2), 75-85, 2000.
- [10] K. L. Wakefield and J. G. Blodgett, "Customer Response To Intangible And Tangible Service Factors", *Psychology & Marketing*, 16, 51-68, 1999.

- [11] K.. Ryu and S. Jang, “The Effect Of Environmental Perceptions On Behavioral Intentions Through Emotions: The Case Of Upscale Restaurants”, *Journal of Hospitality & Tourism Research*, 31, 56-72, 2007.
- [12] M. J. Bitner, B. H. Booms and M. S. Tetreault, “The Service Encounter: Diagnosing Favorable and Unfavorable Incidents”, *Journal of Marketing*, 54, 71-84, 1990.
- [13] M. K. Brady and J. J. Cronin, “Some New Thoughts On Conceptualizing Perceived Service Quality: A Hierarchical Approach”, *Journal of Marketing*, 65(3), 34-49, 2001.
- [14] M. K. Hui, L. Dube and J. Chebat, “The Impact of Music on Consumer’s Reaction to Waiting for Services”, *Journal of Retailing*, 73, 87-104, 1997.
- [15] M. Pullman and M.A. Gross, “Ability Of Experience Design Elements To Elicit Emotions And Loyalty Behaviors”, *Decision Sciences* 35 (3), 551–578, 2004.
- [16] M.J. Bitner, “Servicescape: The Impact Of Physical Surroundings On Customers and Employees”, *Journal of Marketing*, 56, 2, 1992.
- [17] Ministry of Knowledge Economy, Korea’s Food Industry & The National Food Cluster, Invest Korea 2013.
- [18] N. Cross, “Engineering Design Methods: Strategies for Product Design”, 2nd Edition, Wiley, Chichester, 1994.
- [19] N. Raajpoot, “TANGSERV: A Multiple Item Scale For Measuring Tangible Quality In Foodservice Industry”, *Journal of Foodservice Business Research*, 5, 109-127, 2002.
- [20] P. D. Hertog and R. Bilderbeek, *Conceptualising Service Innovation and Service Innovation Patterns, Research Programme Strategic Information Provision on Innovation and Services (SIID) for the Ministry of Economic Affairs, Directorate for General Technology Policy*, 1999.
- [21] P. Kotler, “Atmospherics as a Marketing Tool”, *Journal of Retailing*, 49:48-64, 1973.
- [22] W. Irving, 2012, *Environmental Psychology: Building with Feeling* by Nalina Mose, aia.org. in :Global Studies Advanced Seminar in <http://www.aia.org/practicing/AIAB096792>. (retrieved on Aug 20,2014)
- [23] Y. H. Park and I. Youngsook, USDA Foreign Agricultural Service, Global Agricultural Information Network Report, Korea - Republic of Coffee Market Brief Update 2/5/2013. p.02, 2013.