Online Reviews and In-Store Purchase Decisions at Homey Coffee

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***Abstract*—This undergraduate thesis examines how online reviews relate to customers' decisions to visit Homey Coffee in Thai Nguyen. It considers review credibility, written comments, photos and videos, and star ratings, using a customer questionnaire and statistical analysis. The source gives inconsistent survey counts in different sections, so this English summary does not assert a single verified sample size. Its reported standardized regression coefficients rank credibility first, followed by comment content, visual material, and star ratings. These are associations in the analyzed responses; they do not prove that changing reviews would cause more visits. The study offers a local framework for monitoring review quality while requiring a reconciled survey dataset before its numerical estimates can be relied on externally.**

***Index Terms*—online reviews, coffee shop, purchase intention, survey, review credibility**

I. Introduction

Coffee customers may check Google Maps, Facebook, or TikTok before choosing a place to visit. Reviews supply descriptions and images that can reduce uncertainty, yet the relationship between online impressions and in-store purchase is hard to isolate. The thesis studies four review features for Homey Coffee and relates them to stated purchase decisions [1]. Earlier ICTU undergraduate theses on related topics provide context [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The student collected customer questionnaire responses and analyzed scales, exploratory factors, correlations, and a multiple regression. The manuscript discusses review credibility, written content, visual material, and ratings. One section gives 27 valid questionnaires for a Homey Co-Working description, while another reports 148 Homey Coffee respondents. This unresolved inconsistency prevents a reliable sample-size statement. The analysis is cross-sectional and uses reported choices rather than observed transactions [1].

III. Results

The reported standardized coefficients are 0.279 for credibility, 0.238 for comment content, 0.216 for images or video, and 0.211 for star ratings. The source interprets all four as positive relationships. Because the survey counts conflict and the underlying data are unavailable here, these estimates should be treated as manuscript-reported associations. They do not measure an increase in actual store revenue [1].

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IV. Discussion

The ranking suggests that detailed and believable reviews may matter more than a star score alone, but the inconsistent sample description limits confidence. A later audit should reconcile recruitment and valid-response counts, release a de-identified analysis table, and compare stated intentions with recorded visits. Earlier ICTU customer-facing and food-service systems provide local commerce context, not validation of these coefficients [1].

V. Conclusion

The thesis reports positive associations between four review attributes and stated decisions to visit Homey Coffee. Its numerical interpretation needs a corrected, traceable survey denominator. Until then, the work is best used as a local exploratory case and a guide to more rigorous review monitoring [1].

References

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