

A Study on the Impact of Consumers' Awareness of ESG Activities in Coffee Shops on Corporate Image and Long-Term Orientation

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Abstract. This study aimed to investigate the relationship between consumer awareness of ESG activities of coffee shops on corporate image and customer long-term orientation. Forty-seven valid questionnaires collected from customers visiting Starbucks in Busan Metropolitan City were analyzed in terms of demographical analysis, validity-and-reliability analysis, correlation analysis, and multiple regression analysis by using the statistical program SPSS Ver 26.0. As a result of the empirical analysis, first, it was confirmed that the environmental, social, and governance factors of coffee shops have a statistically significant (+) relationship with Starbucks corporate image. This result supports hypothesis 1 that the ESG activities of coffee shops will have a positive effect on the corporate image. Second, it was confirmed that the corporate image has a statistically significant positive relationship with the long-term orientation of customers. This is the result of supporting hypothesis 2 that corporate image will have a positive effect on customer long-term orientation. Third, the environmental factors and social factors of ESG activities in coffee shops were found to have a statistically significant (+) effect on long-term orientation, but the governance factors did not have a significant effect on long-term orientation. The implications that the results have are as follows: First, it can be said that the study contributed academically in that it attempted to investigate the relationship between the corporate image and the formation and influence of customers' long-term orientation caused by the ESG management activities of coffee shops. Second, in order to carry out ESG activities in the enterprise, it is inevitable to put considerable time and cost into the activities, and in the end, there will be limitations to carrying out ESG management activities in the long run unless there is an increase in sales through the use or purchase of consumers. Therefore, the government provides an implication that it is necessary to provide ESG activity policies and economic support for small and medium-sized enterprises with weaker financial capabilities than large corporations.

Keywords: coffee shops, ESG, corporate image, long-term orientation

1. Introduction

In the past, the value of a company was assessed through short-term and quantitative indicators such as financial statements. However, as global climate change occurs and the COVID-19 Pandemic spreads over in a strikingly expanded size, it has been recognized that corporate non-financial performance is an important factor in corporate management. In this situation, it is important for companies to establish strategies to prepare for the unpredictable future through ESG activities and promote sustainable management. In particular, since COVID-19 Pandemic, ESG management has been recognized as an important paradigm change in management, and global companies and domestic and foreign major companies are competitively promoting ESG management. Especially, coffee shops are actively practicing ESG activities. ESG activities of coffee shops have the advantages that consumers can recognize ESG activities at the point of contact, so they can be quickly recognized by consumers. Through this, coffee shops are taking the effect of brand image and corporate image enhancement, ultimately leading to positive management performance.

In the previous studies on ESG activities of companies, there are a lot of studies on ESG activities from the investment perspective of companies, and there is little research on how consumers perceive ESG activities, how the effects of ESG activities lead to consumer behavior, and through which mechanism the effects operate. Therefore, this study is set to investigate the effect of ESG activities of coffee shops on corporate image and consumer's long-term orientation, and to suggest practical implications for establishing marketing strategies of coffee shops by suggesting effective strategic directions and providing academic intentions of ESG activities of domestic coffee shops.

To this end, the theoretical background of ESG, corporate image and long-term orientation are presented based on previous studies and literature research. Based on the theoretical background of this study, the research model and hypothesis are presented and hypothesis verification is conducted through empirical analysis. Prior to hypothesis testing, empirical analysis on the general characteristics of survey participants and measurement items was conducted to verify the appropriateness of survey data by conducting validity analysis, reliability analysis, and correlation analysis. Through the analysis, this study intends to provide basic data for the sustainable management of coffee shops by identifying the relationship between variables used in this study.

2. Theoretical Background

2.1. Coffee concepts and conditions

Coffee shops in Korea are not only places to drink coffee, but also places for relaxations such as family leisure, social encounters, reading, and wireless internet

use. Recently, a specialized cafe called 'study cafe' focused on study only has become a trend. Therefore, recent coffee shops are not only able to purchase coffee, beverages, and snack-type meals, but also serve as a physical space that sells encounters using images and atmosphere, satisfying the desires of modern people who prefer a sensual design. In addition, as it has been transformed into a cultural space that seeks convenience and rationality, not merely for the purpose of drinking coffee in the past, coffee shops has become a new cultural complex with the appearance of large coffee shops equipped with a cozy and comfortable atmosphere centered on natural scenery and interiors oriented to individuality and unique themes.

Franchise coffee shop in Korea opened its first store in 1999 in front of Ewha Womans University. Starbucks, a famous coffee brand in the United States, made people experience different forms of quality and consumption from the coffee sold at that time. As many coffee brands specializing in take-out such as Starbucks were created, those brands came to lead trends. As of 2019, the domestic coffee industry in China is worth 7 trillion won in terms of sales, and the top three brands in the coffee shop market recorded sales of about 2 trillion won. However, due to the concentration of some large coffee shops, the number of stores is continuously increasing, but the number of the brands specializing in coffee only is decreasing. This is because there is a striking increase in stores made by global coffee brands and domestic large corporations. It is expected that the number of small brands specializing in coffee only is inevitably reduced.

As such, the coffee shop market is steadily growing, but on the other hand, due to intensified competition, ordinary coffee shops have become difficult to attract customers. In response to the change, the market requires ordinary coffee shops to differentiate marketing, diversify menus, and make endless efforts like theme stores to induce consumers' revisit, which, in turn, weakens the profit structure and forces brands that are not differentiated to be withdrawn from the market. To cope with these changes, derived forms of stores such as coffee shops with various concepts, specialty coffee shops of specializing high-quality, beverage shops, bakery shops, and deserty specialty stores are emerging in the market. In recent years, coffee shops have become more competitive with a variety of consumers ranging from people called 'CARCANCES' who spend their holidays in a coffee shop without leaving for a destination to 'CAGONGs' (group of people who study in cafe) or 'COFFICES' (group of people who work in a cafe without commuting to work).

Table 1 shows the current status of coffee shops belonging to the top group in the domestic coffee market for five years from 2016 to 2020. In the table, it is shown that the number of coffee shops is steadily increasing every year, except for some specialty coffee shops. In particular, in the case of Starbucks, a large franchise coffee shop occupying the top position in the domestic market, it was found that it increased over 500 stores from 1,000 stores in 2016 to 1,508 stores in 2020 sales

performance also increased significantly in proportion to the increase in the number of stores.

In the case of Starbucks, sales in 2017 were KRW 1.2635 trillion, KRW 1.5224 trillion in 2018, KRW 1.8696 trillion in 2019, and KRW 1.9284 trillion in 2020, an increase of 52.62% compared with 2017. In the case of Ediya coffee, which has a somewhat inexpensive coffee price range in the domestic coffee market, the number of stores increased sharply from 1,577 in 2016 to 2,651 in 2020 by 68.10%. As such, coffee shops are showing an ever-increasing trend, and competition among coffee shops is also fiercely intensified with efforts to satisfy the growing coffee market and consumer needs made by coffee shop brands.

Table. 1: Status of domestic coffee shop

Division	2016 년	2017 년	2018 년	2019 년	2020 년
Ediya Coffee	1,577	1,865	2,142	2,399	2,651
Starbucks	1,000	1,141	1,262	1,378	1,508
Twosome place	633	749	887	1,001	1,097
Yogurpresso	768	792	755	705	656
Baek Coffee Shop	412	522	539	571	617
Hallis Coffee	361	385	405	427	453
Angelinus	813	744	647	554	483
Cafe Bene	821	681	523	354	314
Pascuzzi	353	376	408	441	460
Coffee Bay	415	428	471	539	597
Tom and Tom's Coffee	357	335	306	280	301

2.2. ESG (Environment, Social and Governance) concepts

ESG means 'environment', 'social', and 'governance' as non-financial elements of a company. It means the activities to promote corporate sustainable growth by minimizing the disadvantages caused in the course of corporates' pursuit of interest and maximizing the effectiveness of governance structure. It is evaluated as a key factor to be considered when making investment decisions.

Corporate Social Responsibility (CSR) began in 1946 with the Harvard Business School's new MBA training on business leaders' responsibilities, and the notion of 'corporate interests and social benefits' was developed during the Cold War of 1945-1960[8]. The term "sustainable development", which further enhanced the awareness of corporate social responsibility, first appeared in the Brundtland Report published by the World Commission on Environment and Development (WCED) in 1987, and has since been used worldwide.

If companies do not consider economic, environmental, and social aspects in the course of development, they will be at risk of unsustainable management[10]. Therefore, the importance of ESG in the growth of the enterprise can be confirmed, and the three elements - environment, society and governance - included in ESG are

unavoidable problems that all companies face in the management process. Companies that cause environmental pollution, have poor relationships with society, and have poor governance, are unlikely to grow, and will eventually be eliminated over time, while companies with sound governance, which implement eco-friendly production, actively participate in social activities, and maintain good relationships with business and society, will survive. Therefore, it is very necessary to emphasize ESG management for sustainable management from the perspective of companies.

Benabou & Tirole(2010) argue that even if operating and public disclosure come at a cost in accordance with social needs, corporates will be engaged in desirable corporate activities that bring benefits to society for a variety of reasons. Lins et al.(2017) explained that ESG management activities can increase trust between companies and stakeholders. In particular, the reason behind the active discussion on investment based on ESG management activities in the COVID-19 pandemic situation is that there is a growing awareness that ESG plays an important role in generating long-term profits for companies as well as social profits.

Table. 2: Concept of ESG management

ESG management			
	Environmental	Social	Governance
Factors	Resource saving, promotion of recycling, water resources, environmental protection, reducing the use of plastic.	Assistance to the socially disadvantaged, resource poverty, hunger eradication, customer satisfaction, work environment improvement, social safety, support of developing countries, etc.	law and ethics, transparent business operations, etc.

In Korea, ESG disclosure obligations of listed securities companies with total assets of more than KRW 2 trillion will be introduced from 2025, and it will be expanded to all KOSPI listed companies from 2030. As a result, ESG as a non-financial and eco-friendly social responsibility is expected to take its position as an important indicator in evaluating corporate value.

2.3. Cases of ESG elements and Starbucks ESG

2.3.1. Environment

The environment is a condition of people's production and life, and is used as an overall term for various factors that directly or indirectly affect people's production and life. In terms of environment (E), it focuses on the environmental activities of companies, environmental awareness and responsibility in the process of production management of companies, confirmation of negative impacts on the environment, and establishment of environmental protection policies. Given one must try to

minimize the negative impacts of climate change, resource shortages and other problems, environmental management can be said to be a management method that minimizes environmental damage inevitably caused by enterprise-specific production activities and promotes environmental health and sustainable development.

Environmental management focuses on human resources, the process of changing the natural environment, and its potential value. It is an active management attitude presuming that customers evaluate not only the quality of products or services, but also environmental responsibility, contribution to the community, and ethical responsibility as corporate qualities. Therefore, if the company conducts eco-friendly management, the company can create more profits and give a better corporate image to consumers.

Starbucks headquarters in the US has introduced paper straws to domestic stores with the goal of removing plastic straws from all Starbucks stores around the world by 2020. Starbucks reduced 180 million plastic straws a year through this policy. It also introduced 'strawless lids' for paper straws and ice drinks to reduce the amount of using straws.

Furthermore, coffee beans are rich in nitrogen, phosphoric acid, potassium, etc., and simultaneously protect the environment as a good fertilizer without heavy metals. Starbucks Korea has partnered with Gyeonggi-do Province since 2015 to supply coffee grounds to local farmers. On April 2019, we signed a memorandum of understanding (MOU) to cooperate with Pyeongtaek City to produce agricultural products grown with environmentally friendly compost as Starbucks products and sell them at Starbucks stores.

2.3.2. Social

In terms of society (S), it refers to organizing and managing activities in a way in favor of society, which is an activity to carry out corporate responsibilities for the sustainable development of society. Among them, corporate social responsibility can be defined as a company's fulfilling its obligations to shareholders, employees, and the whole society. If companies do not maximize individual interests in production management activities, but rather start from the long-term interests of society, they will protect the interests of stakeholders (employees, consumers, shareholders, etc.) and maintain better relations with society.

The concept of corporate social responsibility is often partly or entirely mixed with the concept of corporate social responsibility, business ethics, corporate community activities. Corporate social contribution is defined as an activity in which a company gains a good reputation by securing a good image from local residents and various organizations in the region and contributing to the welfare of the community through interaction between companies and communities. In general, the term 'corporate social responsibility' is used to mean that, on top of the

economic responsibility, corporates have the cultural responsibility, the responsibility related to the social welfare business and the charity donation for the marginalized class, and the responsibility as a civil entity that should be in charge of the contributions such as social welfare business and refugee relief.

Starbucks has begun recruiting the disabled since 2007 and signed an employment promotion agreement with the Korea Employment Agency for the first time in the coffee industry in 2012 and is hiring people with disabilities every quarter, regardless of disability type and disability level. And 51 disabled partners are working at a position over middle managers by giving equal promotion opportunities to disabled partners. In addition, for all purchased items of Starbucks Seoul National University Dental Hospital store, a fund of 300 won for each item is being collected and donated to the Heart-Heart Foundation, strengthening aware-raising activities for people with disabilities.

2.3.3. Governance

Governance (G) refers to a system of action that establishes values, sets goals, and makes a business think and conduct strategically so that employees and all the members of management in a company act freely within an organization in a way that the entity of the corporation is commanded, controlled, and managed. Good governance is very important because it enables transparent and responsible management to restore trust from stakeholders and secure long-term funds both domestically and internationally, thereby enhancing corporate management efficiency and securing competitiveness. Companies with sound governance can increase their ability to cope with uncertain situations and reduce internal and external risks, thereby reducing corporate losses and promoting growth.

Starbucks is making public all the processes including the distribution and delivery to end consumers by using the block chain technology. In order to maintain the quality of the beans and gain consumers' trust, information on where it is produced and how it has come to this point is transparently provided through the 'Bean to cup' program. Through the 'Bean to cup program', consumers can check out how Starbucks supports local farmers and where beans are grown and produced if they scan QR code on the bean packaging with a smartphone. Through this, it discloses all the detailed information such as roasting time and tasting notes of farms, farmers, and production sites. It also supports coffee farmers who produce good quality beans reflecting the response of consumers who purchase coffee beans.

2.4. Corporate images

Corporate image typically refers to the general public's opinions, attitudes, or overall impressions of a particular company, but the concept has been defined variously by scholars for a long time. Corporate image is a comprehensive concept that the public thinks represents the company, and it can be defined as a total of

subjective impressions that are accumulated as a result of various activities of the company, which can be associated with by each individual because it is formed according to the subjective idea of the individual.

Kim Bo-gyeong and Jeong Eun-jeong(2013) defined the corporate image as a positive or negative attitude formed through the total of subjective beliefs, feelings, impressions, thoughts, and knowledge about a company. Park So-ra and Lee Sookwang(2018) defined the corporate image as the overall impression of a company perceived by its employees and a positive or negative attitude toward the company. Since a positive corporate image has a positive effect on marketing activities, it is important to analyze the attributes of appropriate corporate image in order to enhance corporate image and to form a corporate image in the direction that the company desires.

A positive corporate image is absolutely necessary to maintain the relationship between a company and its consumers. So, given that corporate image has a direct and indirect influence on business activities and forms an attitude toward a company, companies should make efforts to establish a positive image by providing consumers with tangible or intangible information on the companies.

On the other hand, large corporations have perceived ESG management as an effective means to enhance corporate image and used advertisements using ESG. SK Group is broadcasting a corporate advertisement of 'the world pursued through the practice of ESG management', and SK Corporation also advertises a campaign video named 'ESG World, Happiness.' In addition, the Hanwha Group is promoting the theme of 'Sustainable Tomorrow,' Shinhan Financial Group is campaigning 'Writing ESG Right,' and Hana Financial Group is promoting a campaign to explain how to practice ESG.

2.5. Long-Term Orientation

Long-term orientation means an integrated value for the time that put a value both to the past and to the future rather than focusing on the impact of the current short-term perspective. Park Mi-young et al. (2010) described long-term orientation as an intention for consumers to make efforts to positively evaluate the relationship between customers and current trading companies in the relationship between customers and companies, to trust trading companies, and to maintain the relationship for a long time. Therefore, long-term orientation can not only maintain a close partnership with the company in the future but also benefit from mutual benefits.

In the study of Lee Chung-shin (2011), the economic, ethical, and philanthropic dimensions that constitute social responsibility activities have a positive effect on the relationship continuity intention.

3. Research Design

3.1. Research models and hypothesis

The purpose of this study is to empirically analyze the effect of consumer awareness on corporate image and customer long-term orientation according to the ESG activities of coffee shops. In order to empirically verify the hypotheses and data in this research, the research model in Figure 1 is presented based on the results of testifying the influence relations between the variables presented in the previous studies.

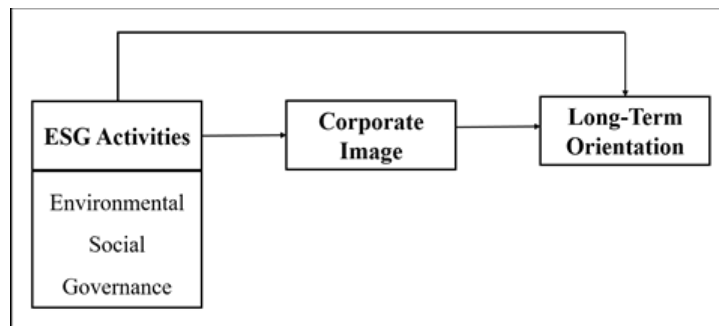


Fig. 1: Research model

Among the previous studies on the relationship between ESG activities and corporate image, Park Yun-na and Han Sang-rin(2021) said that 'environmental' among corporate ESG management activities has a positive effect on the formation of good corporate image, 'social' on the formation of a warm image and a competent image, and governance on the formation of an image of a competent company. And Lee Cheol-seung(2022) said that ESG management activities of golf course companies have a positive effect on corporate image. Among previous studies on the relationship between corporate image and long-term orientation, Lee Chung-shin(2011) said that the economic dimension, ethical dimension, and philanthropic dimension of corporate social responsibility activities have a positive effect on relation continuity intention. In addition, Lou & Bhattacharya(2006), among the previous studies on the relationship between ESG activities and long-term orientation, stated that corporate social responsibility activities improve the corporate image by improving the preference and favourable impression of companies doing the activities, and ultimately increase corporate financial performance and asset value by increasing purchase intention for products. Kang Dong-ju(2014) said that a positive image can make long-term loyal customers by continuously influencing the decision-making and evaluation of purchasing behavior of food products.

Based on the results of the influence relationship between the variables presented in the previous studies, this study presents three hypotheses as follows

and six sub-hypotheses according to the sub-variables of independent variables as research hypotheses.

Hypothesis 1. ESG activities in coffee shops will have a positive effect on corporate image.

1-1 Environmental factors of coffee shop ESG activities will have a positive effect on corporate image.

1-2 The social factors of the coffee shop ESG activities will have a positive effect on the corporate image.

1-3 Corporate governance factors of coffee shop ESG activities will have a positive effect on corporate image.

Hypothesis 2. Corporate image will have a positive effect on long-term orientation.

Hypothesis 3. ESG activities in coffee shops will have a positive effect on long-term orientation.

3-1 Environmental factors of coffee shop ESG activities will have a positive effect on long-term orientation.

3-2 Social factors of coffee shop ESG activities will have a positive effect on long-term orientation.

3-3 Governance factors of coffee shop ESG activities will have a positive effect on long-term orientation.

3.2. Research models and hypothesis

3.2.1. Manipulative definition of variables

The ESG activity measurement items were set to 18 items based on the measurement items written in the previous studies of Park Yun-na, Han Sang-rin (2021), and Lee Cheol-seung (2022). Environmental factors consist of six items including environmental planning, implementation of environmental planning, environmental management evaluation, evaluation of the results from environmental management, environmental investment, and continuous efforts to protect the environment. Social factors include six items of employees' efforts to protect human rights, ethics education of anti-corruption for employees, mutual growth with cooperative companies, efforts to secure customers' safety, fairness of reservation systems, and activities of social contribution for local communities. Governance factors are composed of six items including gathering customer feedback, use of profits for some customers, reinvestment of partial profits, fair accounting, collection of internal or external opinions, and fair transaction management system.

The measurement items of corporate image were composed of 4 items based on the measurement items written in the previous study of Lee Hung Shin (2011):

continuous efforts for customer satisfaction, active involvement in social contribution activities, reliability of corporate brand, and fairness of corporate operation. In addition, long-term orientation consisted of 4 items: customer's positive evaluation, trust, continuity effort, and concession based on the measurement items written in the previous study of Kang Dong-Ju (2014), and the measurement was made using the Likert 5-point scale.

In order to examine the demographic characteristics of the subjects, 5 items such as gender, age, marital status, occupation, and frequency of visits were included in the questionnaire. Therefore, the questionnaire used in this study was composed of 31 items including those of humanistic statistical characteristics.

3.2.2. Manipulative definition of variables

In order to achieve the purpose of this study, customers who visited Starbucks stores in Busan were surveyed for 15 days from September 1, 2022 to September 15, 2022 with the questionnaire response methods explained to them. A total of 500 questionnaires were distributed and 438 questionnaires were collected. Out of the collected questionnaires, 407 valid samples were used for final analysis except for 31 insincere responses.

The empirical analysis of the collected survey data was verified using the statistical program SPSS Ver 26.0, and the specific analysis methods are as follows. First, the general characteristics of the survey subjects are identified through frequency analysis. Second, through exploratory factor analysis, the validity and reliability of the questionnaire items are grasped. For exploratory factor analysis, the Varimax Rotation method was used, and reliability analysis was measured by Chonbach's α coefficient. Third, correlation analysis is conducted to diagnose the problem of multi-collinearity between variables and hypothesis testing is conducted through multiple regression analysis.

4. Results of Empirical Analysis

4.1. General characteristics of subjects

As a result of the frequency analysis conducted to identify the general characteristics of the survey participants, 134 (32.9%) were males and 273 (59.7%) females. The number of female was higher than that of male. As for age, 12 were in their teens (3.4%), 152 in their 20s (37.3%), 113 in their 30s (27.8%), 83 in their 40s (20.0%), and 47 in their 50s or older (11.5%). As for marital status, 293 (71.9%) were unmarried and 114 (28.1%) were married, which was 2.5 times higher than that of married. As for occupation, 104 students (25.6%), 166 workers (40.7%), 41 self-employed (10.1%), 83 housewives (20.4%), and 13 others (3.2%) were surveyed, and the number of students and workers was more than 60%. The number of visits was 154 (37.8%) in the case of 1 to 5 times, 187 (45.9%) in the case of 6 to

10 times, 53 (13.0%) in the case of 11 to 20 times, and 13 (3.2%) more than 21 times.

Table 3 summarizes the results of frequency analysis to examine the general characteristics of the survey subjects.

Table. 3: Demographic characteristics

Division		Frequency(name)	Ratio(%)
Gender	Men	134	32.9
	Women	273	67.1
age group	Teenager	12	3.4
	Twenties	152	37.3
	Thirties	113	27.8
	Forties	83	20.0
	More than fifties	47	11.5
marital status	Unmarried	293	71.9
	Married	114	28.1
Job	Student	104	25.6
	Office worker	166	40.7
	Self-Employed Business	41	10.1
	Housewife	83	20.4
	Others	13	3.2
visitation frequency	1 time to 5 times	154	37.8
	6 to 10 times	187	45.9
	11 to 20 times.	53	13.0
	More than 21 times	13	3.2
Total		407	100%

4.2. Reliability and validity analysis

As a result of the exploratory factor analysis of the measurement tools used in this study, the KMO measure was .913, which is close to 1, so the measurement tools used in this study can be regarded as suitable data for factor analysis. The Bartlett's unit matrix was also 11,495.412, which proved that it was not a unit matrix statistically at the significance level of .001%, so it was judged that there was no problem in performing factor analysis. A total of five factors were derived from the extracted factors: environmental factors (6 items), social factors (6 items), governance factors (6 items), corporate image (4 items), and long-term orientation (5 items). The total explanatory variance by these factors was 62.633%, and the commonality of measurement variables was more than .5.

Therefore, using the summed average value of the variables included in each factor in the future analysis is not too much in interpreting the meaning.

Table 4 summarizes the results of exploratory factor analysis.

Table. 4: Demographic characteristics

Variable name	factors	Measurement Item	Eigen Value	Variance (%)	Cronbach' α
ESG Activity (18 questions)	Environment Factors (6 Questions)	Environmental planning, Implementation of environmental planning, Environmental management evaluation, Evaluation of the results from environmental management, Environmental investment, Continuous efforts to protect the environment.	3.124	60.211	.869
	Social Factors (6 Questions)	Employees' efforts to protect human rights, Ethics education of anti-corruption for employees, Mutual growth with cooperative companies, Efforts to secure customers' safety, Fairness of reservation systems, Activities of social contribution for local communities.	2.565	52.124	.853
	Governance Factors (6 Questions)	Gathering customer feedback, Use of profits for some customers, Reinvestment of partial profits, Fair accounting, Collection of internal or external opinions, Fair transaction management system.	2.837	53.363	.812
Corporate image (4 Questions)		Continuous efforts for customer satisfaction, Active involvement in social contribution activities, Reliability of corporate brand, Fairness of corporate operation.	3.994	62.633	.896
Long-term orientation (4 Questions)		Customer's positive evaluation, trust, continuity effort, and concession.	6.389	50.894	.923
Kaiser-Meyer-Olkin measure of standard adequacy = .913Bartlett's sphericity test approximation chi-squared = 11,495.412, significance probability = .000					

4.3. Reliability and validity analysis

Pearson correlation analysis was conducted to examine the correlation between environmental factors, social factors, governance factors, corporate image and long-term orientation.

As a result of the analysis, environmental factors showed a positive correlation with social factors, corporate governance factors, corporate image and long-term orientation ($r=.464\sim.570$), and social factors showed a positive correlation with corporate governance factors, corporate image and long-term orientation ($r=.363\sim.467$). Corporate governance factors had a positive correlation with corporate image and long-term orientation ($r=.416\sim.544$), and corporate image had a positive correlation with long-term orientation ($r=.473$).

And the correlation coefficient value is less than .6, so it is judged that there is no problem with the multicollinearity proposed in the multiple regression analysis, and it can be seen that the suitability of the data is secured.

Table 5 summarizes the results of the correlation analysis of this study.

Table. 5: Correlation analysis

Variable Name	Environmental Factors	Social Factors	Governance Factors	Corporate Image	Long-Term Orientation
Environmental Factors	1				
Social Factors	.518***	1			
Governance Factors	.570***	.467***	1		
Corporate Image	.526***	.363**	.544***	1	
Long-Term Orientation	.464**	.428***	.416**	.473***	1
*p<.05, **p<.01, ***p<.001					

4.4. Hypothesis test

4.4.1. The Influence Relationship of ESG Activities of Coffee Shops and Corporate Images

Multiple regression analysis was conducted not only to verify hypothesis 1 that ESG activities of coffee shops will have a positive effect on a corporate image but also to test hypothesis 1-1, hypothesis 1-2, and hypothesis 1-3 as sub-variables of independent variables. The results are as shown in Table 6.

Table. 6: Multiple regression analysis of ESG activities and corporate images of coffee shops

Dependent Variables: Corporate image						
Variable	Non-Standardized Coefficient		Standardized Coefficient	t	Significance level	VIF
	B	Standard Error	β			
(Constant)	.891	.146		5.437	.000	
Environmental Factors	.416	.052	.258	7.124***	.000	2.804
Social Factors	.325	.063	.113	5.616***	.000	2.662
Governance	.397	.043	.189	8.758***	.000	2.755

Factors						
R = .725, modified R2 = .714, F variation = 167.632, D-W = 2.329						
*p<.05, **p<.01, ***p<.001						

The F value of the regression model that verified hypothesis 1 was 167.632, which was statistically significant at the significance level of $p<.001$. The determinant coefficient value representing the explanatory power was .725, which showed that the ESG activity, which is an independent variable, explains 72.5% of the change in the corporate image, which is a dependent variable. In addition, the variance expansion index (VIF) of all the independent variables put into the model was smaller than the reference value of 10, indicating that there is no problem in multicollinearity between independent variables.

As a result of multiple regression analysis to examine the effect of sub-variables of ESG activities in coffee shops on corporate image, the variables that have a statistically significant effect on the corporate image were environmental factors ($\beta=.258$, $t=7.124$), social factors ($\beta=.113$, $t=5.616$), and governance factors ($\beta=.189$, $t=8.758$), all of which had a positive (+) effect on the corporate image at a significant level of .001%. In addition, among the ESG activity factors of coffee shops, environmental factors had the greatest effect on corporate image, followed by governance factors and social factors. Therefore, Hypothesis 1 was supported.

4.4.2. Influence relationship between corporate image and long-term orientation

The results of the simple regression analysis to verify the hypothesis 2 that corporate image will have a positive effect on long-term orientation are as shown in Table 7.

Table. 7: Regression analysis of corporate image and long-term orientation

Dependent Variable: Long-Term Orientation						
Variable	Non-Standardized Coefficient		Standardized Coefficient	t	Significance Level	VIF
	B	Standard Error	β			
(Constant)	.465	.092		4.789	.000	
Corporate Image	.931	.043	.842	25.755***	.000	1.000
R = .728, modified R2 = .727, F variation = 175.964, D-W = 1.976						
*p<.05, **p<.01, ***p<.001						

The F value of the regression model that verified hypothesis 2 was 175.964, which was statistically significant at the significance level of $p<.001$. The coefficient of determination, which represents explanatory power, was .728, indicating that corporate image explains 72.8% of long-term orientation changes. As a result of the analysis, the corporate image was statistically significant at the

significance level of .01% on the long-term orientation, confirming that the corporate image had a positive effect on the long-term orientation. Therefore, hypothesis 2 was supported, which means that the longer the corporate image, the higher the customer's long-term orientation.

4.4.3. Relationship between ESG activities and long-term orientation in coffee shops

Multiple regression analysis was conducted not only to verify hypothesis 3 that ESG activities of coffee shops will have a positive effect on long-term orientation but also to test hypothesis 3-1, hypothesis 3-2, and hypothesis 3-3 as sub-variables of independent variables. The results are as shown in Table 8.

Table. 8: Multiple regression analysis of ESG activity and long-term orientation in coffee shops

Dependent Variable: Long-Term Orientation						
Variable	Non-Standardized Coefficient		Standardized Coefficient	t	Significance Level	VIF
	B	Standard Error	B			
(Constant)	.768	.245		2.754	.005	
Environmental Factors	.198	.076	.247	2.536**	.008	2.804
Social Factors	.495	.083	.354	5.472***	.000	2.662
Governance Factors	.083	.102	.003	0.984	.428	2.755
R ² = .257, modified R ² = .247, F variation = 25,798, D-W = 1,985						
*p<.05, **p<.01, ***p<.001						

The F value of the regression model that verified hypothesis 3 was 25.798, which was statistically significant at the significance level of $p < .001$. The determinant coefficient value indicating the explanatory power was .247, which showed that ESG activity, an independent variable, explained 24.7% of the change in corporate image as a dependent variable. In addition, the variance expansion index (VIF) of all the independent variables put into the model was smaller than the reference value of 10, indicating that there is no problem with multicollinearity between independent variables.

As a result of multiple regression analysis to examine the effects of sub-variables of ESG activities in coffee shops on long-term orientation, it was found that environmental factors ($\beta = .247$, $t = 2.536$) and social factors ($\beta = .354$, $t = 5.472$) had a positive effect on long-term orientation at the significance level of .001% and .01%. However, the governance factor ($\beta = .003$, $t = .984$) was not statistically significant, so hypothesis 3 was partially adopted.

5. Conclusion

As non-financial performance has recently been recognized as an important element of corporate management, corporate ESG activities are emerging as a major strategy to prepare for an unpredictable future and promote sustainable management. In particular, ESG activities of coffee shops have the advantage of being able to make consumers quickly recognize the activities unlike large corporations because consumers can perceive ESG activities at the closest point. Therefore, this study conducted empirical analyses for the purpose of investigating the effect of ESG activities of coffee shops on corporate image and long-term orientation of customers. The results of this study are summarized as follows.

First, as a result of verifying the hypothesis 1 that ESG activities of coffee shops will have a positive effect on corporate image, environmental factors, social factors, and governance factors of ESG activities have a statistically significant positive effect on corporate image, so hypothesis 1 was adopted. Second, as a result of verifying hypothesis 2 that corporate image will have a positive effect on customers' long-term orientation; it was found that corporate image had a statistically significant positive effect on customers' long-term orientation, so hypothesis 2 was adopted. This result is in line with the research analyses of previous researchers. Third, environmental factors and social factors of ESG activities in coffee shops had a statistically significant positive effect on long-term orientation, but governance factors did not have a significant effect on long-term orientation, so hypothesis 3 was partially adopted.

The implications of the empirical analysis of this study are as follows: First, ESG activities of coffee shops have a positive effect on corporate image, so ESG activities should be implemented quickly not only in franchise coffee shops but also in privately-owned brand coffee shops that are becoming larger in size. Second, the fact that corporate image has a positive effect on customers' long-term orientation means that customers' perception of coffee shops' ESG activities leads to positive behavioral intentions such as relationship continuity and recommendation. Therefore, existing coffee shops and prospective entrepreneurs who are preparing to establish start-ups should give attention to developing and operating programs related to ESG activities. Third, among the ESG activity factors of coffee shops, governance factors did not affect long-term orientation. This can be attributed to the fact that domestic consumers do not have confidence in the morality of corporate governance. Therefore, companies need to make continuous efforts to give consumers confidence in corporate governance through transparent management and ethical management.

Based on the above findings mentioned, this study provides the following implications. First, there are few studies on how ESG management activities affect consumer behavior, considering that most of the previous studies related to ESG

management activities have examined the effects of investment and financial perspectives. In particular, no research has been conducted to measure the effectiveness of ESG management activities in areas that are easily accessible in daily life, such as coffee shops. Therefore, this study has made an academic contribution in that it attempted to investigate the relationship between the corporate image made by the ESG management activities of coffee shops and the formation and influence of customers' long-term orientation. Second, ESG companies are trying to protect the environment and fulfill their social responsibilities and have a transparent governance structure, so they are likely to achieve sustainable growth in the long run. However, companies have no choice but to spend time and money carrying out these ESG activities, and in the end, companies will have limitations in carrying out ESG management activities unless sales increase through consumers' purchases. Therefore, the government suggests that it is necessary to prepare ESG activity policies and economic support for small and medium-sized companies with weaker financial capabilities than large corporations.

Despite the results of this study, I would like to suggest future research directions based on the limitations of this study. First, this study is somewhat insufficient in that it is locally limited in terms of the diversity of samples. Therefore, in the future study, it is judged that more objective research results can be derived if research is conducted on coffee shops in all regions of Korea, not limited to specific regions. Second, the study was conducted only for franchise coffee shops. Therefore, in the future, if studies are carried out not only for franchise coffee shops but also for privately-owned coffee shops which are being expanded in their size, it is thought that more systemic and generalized results and implications can be derived.

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