

Coffee Culture Cultivation as Influencing Factors on Consumer Purchase Intention

Nurul Atiqah Mohamad Zamri

Management and Science University, Malaysia. 012020071738@gsm.msu.edu.my

Ahmad Albattat

Management and Science University, Malaysia, dr.battat@msu.edu.my

Yahya Ahmad Sayuti

Management and Science University, Malaysia. ahmad_sayuti@msu.edu.my

Azman Norhidayah

Management and Science University, Malaysia. norhidayah_azman@msu.edu.my

Abstract

The research focused on boosting consumer preferences in Klang Valley coffee intake. They were swayed by customer purchasing intent. As a result, there is a disconnect between competitive marketing challenges and personal aspects such as demography, age and life-cycle stage, income level, lifestyle, and personality, and identifying exactly to distinct types of customers comply with their requirements when purchasing intention. The primary goal of this study is to get an in-depth understanding of the elements that impact consumer purchase intentions of coffee and to investigate the link between personal aspects and purchasing intentions of coffee culture cultivation. The primary source of data for this study was a survey of the literature; secondary data was acquired from prior results on the subject issue. For this study, they presented a comprehensive explanation of the research topic. Literature reviews were conducted to find out the theme of behavioural changes amongst consumers that influence the preference the rise of coffee culture of the research topic.

Keywords: Coffee Culture; Consumer Behavior; Purchasing Intention; Age and Life-Cycle Stage; Income Level; Lifestyle.

Introduction

Globalisation began to show some effects in the early 1980s, which affected marketing strategies and other commercial practices. As a result of these developments, all firms are now in rivalry with one another (Ekmekçi, 2009). According to Flanders Investment & Trade, Malaysia Office (2020), the Malaysian food and beverage (F&B) sector is quickly expanding, and Malaysians' rising urbanisation

has increased their need for a unique coffee experience, boosting demand for the F&B industry. The hot coffee category is expected to increase at the fastest annual growth rate (CAGR) of 5.8% from 2019 to 2024, driving the expansion of the beverage sector (Global Data, 2022).

As coffee culture has evolved, there are now several sorts of coffee enterprises, such as coffeehouses and shops that provide hot and cold espresso, latte, and cappuccino. Coffee Bean and Starbucks, who are beginning to rework their corporate identities while still delivering service and creating a "third place" ambience, nowadays are influencing the local coffee shop. Coffee shops may be found everywhere in Kuala Lumpur (Mohamud et al., 2017; Yahya, et al., 2022), and coffee culture is becoming increasingly popular among young people in the Klang Valley (Lee, et al., 2017; Yahya, et al., 2022).

The habit of coffee intake becomes more common in Malaysia (Ong, 2021), a historically tea-drinking country, especially among young people and professionals (Thomas et al., 2021). Since 1997, Malaysian branded retail locations such as Coffee Bean and Starbucks have served coffee. As a result, a local coffee culture has emerged. It began with the branding of neighborhood coffee shops and the sale of "kopitiam," and it has since extended to include services such as selling things and investigating how to invest in technology as part of marketing initiatives to attract younger generations (Thomas, et al., 2021).

Thus, in this new global economy, establishing client views and expectations has become vital to success. Executives of the firm must evaluate both their products and the essential characteristics of the market to compete (Ekmekçi, 2009; Lee, et al., 2017; Thomas, et al., 2021). To preserve their competitive edge, local premium coffee shop owners must grasp the critical aspects that will aid in raising consumer buy intention. Understanding client views and expectations are now essential for success in the new global economy. Offering products made for certain goals, such as employment, lifestyle, age and lifecycle, money, and personality, is the only way to achieve this goal (Njeru, 2007).

Literature Review

Intentions or actions of consumers when making purchases are traits of human behavior in general. Based on relevant purchasing behavior theories, this study has deployed several concepts that focus on the study's purpose. The reference viewpoint determines the subjective norms or perceived social power to carry out a certain action, which is the social pressure applied to users by their family, relatives, or close friends and taken into consideration before the person engages in the activity (Ajzen,

1991). People's judgments of how easy or difficult it is to complete an action are reflected in perceived behavioral control (PBC) (Ajzen, 2002).

It reflects how individuals feel they have access to the opportunities and resources needed to carry out the activity, such as money, time, and other resources, as well as how confident they are in their ability to do so. Customers are more likely to engage in an action when they have more favourable perceptions and intentions to stop a habit (Ajzen, 1991). The model includes a thorough list of social, psychological, and marketing aspects that influence purchasers' ability to logically perceive product information. According to the hypothesis, consumer's buying behavior is reasonable and that the process is repeated with subsequent transactions. The diagram depicts how people decide to make purchases once a certain amount of time has elapsed (Njigua, 2018; Yahya, et al., 2022).

According to Lewsley (2021); Fraser, et al., (2022), youngsters aged 13 to 18 consume the most coffee daily. Furthermore, according to the statistics above, 37 percent of youngsters in this age range consume these beverages daily, up from 23 percent in 2014 and 31 percent in 2016. A 2014 survey found that 10% of youngsters between the ages of 2 and 11 consumed coffee in the years 1999–2000. That ratio had more than quadrupled to 24 percent of caffeine usage a decade later. Following that, prominent health organizations such as the American Academy of Pediatrics (Castle, 2017; Yahya, et al., 2022) recommend that children under the age of 12 refrains from consuming caffeinated foods or beverages. Finally, Hirschmann (2021); Yahya, et al., (2022) cites Starbucks and The Coffee Bean & Tea Leaf as examples, as well as homegrown coffee brands like Oldtown White Coffee, which helped boost its acceptance among Malaysia's youth.

Previous studies defined income as the amount of money gained from one's work. The amount of money a person can spend depends on their work and income. A higher-income individual would virtually always buy goods that a lower-income person would deem expensive. The quantity of a person's salary and financial obligations influence their capacity to purchase a service or product. The capacity of a customer to buy a product was assumed to be significantly influenced by a person's economic level (Njigua, 2018); Yahya, et al., (2022). Lautiainen (2015); Maroufkhani, et al., (2022) previously investigated the elements that impact customer purchase decisions when selecting a coffee brand and discovered that personality influences consumers' opinions of themselves, their surroundings, and others. Additionally, the views, values, and people around have an impact

on personality. An individual's personality adapts as they mature and travel about. Many individuals consume many cups of coffee each day.

Research Methodology

The primary source of data for this study was a study of the literature; secondary data came from prior results on the subject issue. It provided a full explanation of the research issue for this study. The research variable was developed by a theoretical and empirical examination of the literature (Yahya, et al., 2022).

Findings and Discussions

Consumers are still searching for lower prices of the same quality with respect to private label goods because they are very price aware (Retnawati et al, 2018; Mathur, et al., 2021; Yahya, et al., 2022). Identifying the aspects that influence consumers' decisions and how they make decisions will aid in the creation of efficient marketing techniques aimed at retaining customers and attracting new ones (Abdullah, et al., 2016; Mathur, et al., 2021; Tangerang, et al., 2022). The interests, choices, preferences, views, and opinions of consumers, as well as their lifestyles and regular manifestations in different activities, even within the same culture, class, and socioeconomic occupation, all have an impact on their purchasing behaviour. A style of life is a distinct model of a person's existence and expression in a society where individuals buy items based on their actions and opinions (Maroufkhani, et al., 2022). The way people live and spend their money is reflected in their consumer behaviours. It is predicated on a confluence of present conditions, inherent traits, and prior experiences. Lifestyle influences consumer product selection (Rehman, et al., 2017; Yahya, et al., 2022).

Concept/ Theory of Purchase Behavior

Depending on the direction, the buying channel can be split into online and offline networks. Online channels include ordering products online via the Internet and smart devices, while offline channels include cash purchases and purchasing in physical shops (Hansen, 2015; Widyanto, et al., 2018; Li, et al., 2019; Thomas, et al., 2022). The marketing strategy is to generate desire for the goods and profit of the firm, in fulfilling the consumer desires, either now or in the future (Tangeren, et al., 2022). For such a purpose, the reactions of buyers mostly in case of various existing characteristics in different

cost, payment, and even the procurement and travel methods are essential besides market analysts (Yahya, et al., 2022).

Thus, it is important to consider the variables that influence the purchasing cycle and the purchase decision of your advertising department and promotional staff (Sangurde, et al., 2019; Yahya, et al., 2022). Buyers do not just buy a good and service for some of its specific usefulness, as well as for its expected value (Hofmann, et al., 2017; Boukhobza, 2022). There are many explanations for why a person buys things. There are indeed explanations for why a person buys things. This emphasizes the significance of promoting consumers' purchase intention and evaluates the theory and potential impact of consumer buying (Rathore, 2017; Mehrohta, et al., 2022). Numerous research studies have also sought to explore and explain client purchase intentions, food product identification, and used (Bimbo, et al., 2017; Ashraf, et al., 2021; Yahya, et al., 2022).

Personal Factors Towards Purchasing Intention of Coffee Culture Cultivation

Personal aspects such as a buyer's age and life phase, employment, financial status, environment, personality, and identity all impact their choices (Parment, et al., 2013; Thomas, et al., 2021). Individuals vary throughout their lives, and their product purchases fluctuate based on their age and stage of life. Taste in food, dress, entertainment, and furnishings are all age-related characteristics (Thomas, et al., 2021). Furthermore, the environment, beliefs, lifestyle, hobbies, and purchasing habits change throughout time. The stages of family life influence shopping behavior and brand preference (Patel, et al., 2022). Traditionally, only young singles and married couples with children were included in the family life cycle. Marketers are increasingly focused on unconventional, alternative phases such as unmarried couples, childless couples, same-sex couples, single parents, and individuals marrying later in life. It might be expected that customers' tastes evolve over time and have an impact on coffee brand choices at various periods of life (Kotler, et al., 2017; Dibie, et al., 2019).

Considerations on what to buy and how much to spend are influenced by a consumer's job and income. What customers can afford and their attitude toward money are influenced by their income level (Yahya, et al., 2022). Comparable interests in music, fashion, and leisure activities are frequently shared by people with similar employment. Since they have similar beliefs and ideals, they frequently interact socially. Buyer affordability and attitude toward money are influenced by income level (Solomon, 2004; Suhaily, et al., 2017; Yahya, et al., 2022). Less wealthy people are more eager to spend money on necessities like food and clothing than they are on expensive brands or trendy brands.

Consumer spending patterns and lifestyle reveal how an individual life is. It is a synthesis of prior encounters, current circumstances, and innate traits. Buyer preferences are influenced by environment (Mehtora, et al., 2022).

Behavior Age and Life- Cycle Stage Toward Consumer Purchase Intention Of Coffee Culture Cultivation.

Throughout their lifetimes, people purchase many items and services. With age, a person's needs and desires change. Marketers must be aware of changes in customer purchasing habits as a result of the human life cycle (Tangeren, et al., 2022). The amount of time a person or thing has lived to this point is called their age, experience and wisdom come with age according to Orji, et al., (2017); Yahya, et al., (2022). However, as individuals get older, their demands, lifestyles, and personal convictions change, which has an impact on the trends they follow and the products they choose to buy (Njigua, et al., 2018; Tangeren, 2022). When individuals are younger, they focus more on their lifestyle requirements, including entertainment, movies, and fashion. As people become older, their spending on these goods decreases (Orji, et al., 2017; Yahya, et al., 2022). Age had a bearing on the purchasing of opulent goods and had a part in motivating the purpose to acquire the brand, according to research by Njigua, et al., (2018); Boukhobza, (2022). In comparison to older people, younger consumers under the age of 40 exhibited a strong preference for monetary ideals, according to the survey. People above the age of 50 were more interested in a product's distinctiveness, while people under the age of 40 were more focused on a product's tangible value (Njigua, et al., 2018; Boukhobza, 2022).

Behavior Occupation Towards Consumer Purchasing Intention of Coffee Culture Cultivation

The primary source of income for consumers was their employment, and they often made purchases that were aligned with their line of work (Sheth, et al., 2020; Mehrotra, et al., 2022). People with comparable employment frequently seemed to share the same preferences for holiday destinations, clothing, and musical genres (Lasmi, et al., 2021; Maroufkhani, et al., 2022). Additionally, mixing and adhering to the same views and values was common among these groups of individuals. Consumers' purchase preferences in terms of services and commodities are guided by their livelihoods, according to Rugiman, et al., (2018), Yahya, et al., (2022) stated that marketers were required to identify tactics that were successful in influencing the purchasing decisions of distinct people.

A study on the elements that contributed to customer decisions to purchase home goods and appliances was undertaken by Machi, et al., (2022); Tangerang, et al., (2022). Age, gender, employment, and education were used as demographic factors in the study, while lifestyle, social class, personality, and behavioral aspects were used as psychographic variables in the consumer approach (Yahya, et al., 2022). The study discovered that occupation was the most crucial component in customer decisions (Machi, et al., 2022).

An individual's employment has an impact on their purchasing choice, according to Shamri, et al., (2021); Rehman et., (2022) study on consumer purchasing behavior. People chose products that were related to their occupation and were required in their job. A study on the role of occupation on Saudi Arabian retailers' decision-making about the kind of retail outlets was undertaken by Khan, et al., (2020); Alatawy, (2022).

The findings of the study show choosing a retail store was significantly influenced by the store's qualities and occupation. Demographic parameters including age, income and employment impact online buying behavior, according to Lele, et al., (2021); Kabir, et al., (2022) study on the determinants of consumer online shopping behavior. Lele, et al., (2021); Tangerang, et al., (2022) investigated how individual variables influence customer purchasing decisions. Age and life cycle stage, employment, economic condition, lifestyle, and personality were the personal factor characteristics studied in the study (Machi, et al., 2022). The findings revealed that occupation did not affect the buyer's selection (Lewsley, et al., 2021).

Behavior Income Level Towards Consumer Purchasing Intention of Coffee Culture Cultivation

Income was defined by Standish, et al., (2022) as what a person earned from their employment. A person's income and earnings convert into their purchasing power (Kotler et al., 2017; Lee, et al., 2022). Most of the time, someone with more money would purchase items considered excessive by someone with less money (Ahmad, et al., 2022). An individual's capacity to purchase a service or good was determined by the level of their income and financial responsibilities (Kotler et al., 2016; Lee, et al., 2022). A principal factor that may impact a consumer's ability to purchase a product was thought to be that person's income level (Palani, et al., 2013; Yahya, et al., 2022). According to a study by Shamri, et al, (2021); Konar, et al., (2022) on purchasers' preferences for qualities, consumers from different socioeconomic brackets were sensitive to the various functional and product types of items.

As consumers were lured to characteristics discovered that income was a defining factor (Chatterjee, et al., 2021; Reddy, et al., (2022).

A person's willingness to buy a thing depends on their ability to pay (Chatterjee, et al., 2021; Reddy, et al., 2022). The kind and quantity of items that consumers buy depend on their income (Nekmahmud, 2022). If the customer had a larger income, it is more likely that they would purchase luxury products. A fall in income influenced a buyer to buy inferior items (Tu, et al., 2022). People choose status-related things when traditional indicators of social status, such as wealth or respect from the workplace, are not available (Tu, et al., 2022). Consumers' choice of a product was influenced by the price looked at the elements that drive consumer behavior (Carter, et al., 2018; Nekmahmud, 2022). However, when consumers moved from having a low monthly income to having a higher income generating, the impact of price on their decision-making was shown to be less significant (Carter, et al., 2018; Nekmahmud, 2022).

Behavior Lifestyle Towards Consumer Purchasing Intention of Coffee Culture Cultivation

The definition of lifestyle was a systematic impression that incorporated the characteristics of a certain group of people or culture and was distinct from other groups (Heijis, et al., 2009; Njigua, 2018; Krongyut, et al., 2022). The manifestation of a person's propensities, attitudes, and willingness to engage in the political, social, and economic sectors of their domains may be seen in their lifestyle (Hui, et al., 1994; Njigua, 2018; Yahya, et al., 2022). A person's lifestyle includes a variety of lifestyle elements (Khan, et al., 2020; Siddiqui, et al., 2022). Other characteristics included interests, which are the consumer's preferences and top priorities like food, house, or family (Siddiqui, et al., 2022). Activities describe how a person spends their time, such as hobbies, jobs, or holidays; views describe how they feel about diverse topics or situations, such as politics, goods, or oneself (Heijis, et al., 2009; Njigua, 2018; Rossolov, et al., 2022).

Lifestyle trends offer a viewpoint of purchasers that enables marketers to assess consumers (Ng, et al., 2022). Due to their significant impact on each person's typical buying selections believed that lifestyle distinctions were crucial in marketing (Carter, et al., 2018; Chen, et al., 2022). More specific and detailed information about customers is provided by these lifestyle traits (Chen, et al., 2022). The expectations of a complex and competitive market may be met using this information, which can then be exploited by advertising (Njigua, 2018; Vriens, et al., 2022). A person's spending habits and way of life were shown through their consumer behaviors (Njigua, 2018; Rossolov, et al., 2022). It

combined a person's present circumstances, past experiences, and hereditary features and significantly affected the product decisions (Heijis, et al., 2009; Njigua, 2018; Rossolov, et al., 2022).

Behavior Personality Towards Consumer Purchasing Intention of Coffee Culture Cultivation

Personality is defined as a person's constant pattern of responding (Mehmet, 2012; Mehmet, et al., 2022). Behavior and experiences are carefully interwoven to form an innate configuration known as personality (Mehmet, et al., 2022). The assortment of psychological characteristics collectively called a person's personality influences their capacity to respond to environmental cues consistently and long-lastingly (Mullin, 2010; Schrage, et al., 2022). Personality is the collection of a person's defining behaviors, characteristics, and attitudes (Kotler, et al., 2016; Negrea, et al., 2022). Feist, (2006); Al-Abyadh, et al., (2022) proposed that personality influenced how people saw themselves and their surroundings, and how others perceived them, and personality was shaped by their values and views. Personality might be understood as consistent qualities that explain how a person behaves in a particular way (Mullin, 2010; Mehmet, 2012; Mehmet, et al., 2022).

The previous study investigated the relationship between personality characteristics and aggression in children and discovered a significant link between personality and aggressiveness components in children's purchasing behavior (Ritchie, et al., 2022). All disputed that there was a link between personality and purchasing behavior (Hui, et al., 1994; Mehmet, 2012; Mehmet, et al., 2022). The study by Mehmet, (2012); Mehmet, et al., (2022) was limited to goods and services with an experiencing component. Without knowledge of the buyers' intentions, beliefs, demographic profile, and attitudes, he believed it was challenging to assign a precise value to personality as a universal complete construct or single hypothesis that predicts purchasing behavior (Siddiqui, et al., 2022; Tangerang, et al., 2022). According to Akin (2011); Yahya, et., (2022), personality traits should frequently be the first thing that researchers consider since they have a significant and important impact on determining intents and attitudes about a brand or product.

Conclusion

In conclusion, the impact of customer behavior on demographic levels, marketing, lifestyle, and consumer sentiments is demonstrated. This study would be interested in identifying the personal aspects that affected customer purchase intention and learning about the consumer's demographic

information. This study would look at whether consumers are more eager to buy coffee or whether the ambience to repeat order affects the consumer's cognitive thoughts. Buyer behavior is the study of people's reactions to commodities and the purchase intention of items and services. The purpose of this research is to examine customer identification behavior of purchase intention. Future studies ought to investigate the elements that impact customer purchase intentions and learn more about the consumer demographics that may be addressed in this study. To improve the Malaysian coffee industry, coffee shops should exchange suggestions on how to improve their goods and services. Because, according to reviews, customers expectation customer care into account when selecting products and services, and customers are the most significant set of personal variables. Furthermore, just a few studies address the critical psychological factors that impact customers' purchasing intentions in the coffee industry.

References

- Abdullah A. Aldousari, Narges Delafrooz, Mohd Shukri Ab Yajid & Zafar U. Ahmed (2016) Determinants of Consumers' Attitudes Toward Online Shopping, *Journal Of Transnational Management*, 21:4, 183-199, DOI: 10.1080/15475778.2016.1226658.
- Ahmad, A., & Khan, B. M. (2022). Understanding Consumer Responses Towards Social Media Advertising and Purchase Intention Towards Luxury Products. In *Integrating New Technologies in International Business* (pp. 95-117). Apple Academic Press.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 6.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 665-683.65-683.
- Akin, M. (2011). Predicting consumers' behavioral intentions with perceptions of brand personality: A study in cell phone markets. *International Journal of Business and Management*, 6(6), 193.

- Al-Abyadh, M. H. A., & Abdel Azeem, H. A. H. (2022). Academic Achievement: Influences of University Students' Self-Management and Perceived Self-Efficacy. *Journal of Intelligence*, 10(3), 55.
- Alatawy, K. S. (2022). The Role Social Media Marketing Plays in Customers' Purchase Decisions in the Context of the Fashion Industry in Saudi Arabia. *International Journal of Business and Management*, 17(1).
- Ashraf, M. A. (2021). What drives and mediates organic food purchase intention: An analysis using bounded rationality theory. *Journal of International Food & Agribusiness Marketing*, 33(2), 185-216.
- Bimbo, F., Bonanno, A., Nocella, G., Viscecchia, R., Nardone, G., De Devitiis, B., & Carlucci, D. (2017). Consumers' acceptance and preferences for nutrition-modified and functional dairy products: A systematic review. *Appetite*, 113, 141-154.
- Boukhobza, J. (2022, June). Emerged and emerging NVM: technologies & challenges. In SUPSEC-le deuxième atelier sur la supervision de sécurité,
- Castle, J. (2017, June 1). Caffeine: A Growing Problem for Children. Caffeine: A Growing Problem for Children for Parents, US News.
- Carter, S., & Yeo, A. C. M. (2018). Internet-enabled collective intelligence as a precursor and predictor of consumer behaviour. *Economics, Management and Financial Markets*, 13(4), 11.
- Chatterjee, S., Chaudhuri, R., Thrassou, A., & Sakka, G. (2021). Impact of firm's intellectual capital on firm performance: a study of Indian firms and the moderating effects of age and gender. *Journal of Intellectual Capital*.
- Chen, L. A., & House, L. (2022). Food lifestyle patterns among contemporary food shoppers. *International Journal of Consumer Studies*, 46(3), 944-963.
- Dibie, V., & Kalu, E. U. A. N. K. (2019). Determinants of Consumer Purchase Decision Making for Fast Moving Consumer Goods.
- Ekmekçi, A. (2009). The Examination Of The Role Of Identifying The Factors Influencing Consumer Behaviour In Multinational Markets On The Mncs' Market Success. *Marmara University Journal of the Faculty of Economic & Administrative Sciences*, 27(2).

- Feist, J., Feist, G. J., & Roberts, T. A. (2006). Theories of personality.
- Fraser, K. T., Ilieva, R. T., James, C. J., Chong, V. P., Shapiro, S., Willingham, C. & Freudenberg, N. (2022). Use of environmental scan to assess density, content, and variation of predatory food and beverage marketing in New York City. *Health & Place*, 76, 102843.
- Global Data. (2020). 30 Oct 2020 Increasing desire for unique coffee experiences continues to drive demand in Malaysia, says. 30 Oct 2020 Increasing desire for unique coffee.
- Hansen, R., & Sia, S. K. (2015). Hummel's digital transformation toward omnichannel retailing: key lessons learned. *MIS Quarterly Executive*, 14(2).
- Heijs, W., Carton, M., Smeets, J., & Van Gemert, A. (2009). The labyrinth of lifestyles. *Journal of Housing and the Built Environment*, 24(3), 347-356.
- Hirschmann, R. (2021, July 23). Malaysia: Total coffee consumption 2022. Statista.
- Hofmann, E., & Rüsçh, M. (2017). Industry 4.0 and the current status as well as future prospects on logistics. *Computers in industry*, 89, 23-34.
- Hui, M. K., Laroche, M., & Kim, C. (1994). A product typology based on ethnicity and acculturation.
- Kabir, M. H., Biswas, S., Rahman, M. S., Islam, M. S., & Tan, M. L. (2022). Determinants of vegetable growers' knowledge and willingness to adopt botanical pesticides. *International Journal of Pest Management*, 1-10.
- Khan, M. A., Saqib, S., Alyas, T., Rehman, A. U., Saeed, Y., Zeb, A., ... & Mohamed, E. M. (2020). Effective demand forecasting model using business intelligence empowered with machine learning. *IEEE Access*, 8, 116013-116023.
- Konar, N., Gunes, R., Palabiyik, I., & Toker, O. S. (2022). Health conscious consumers and sugar confectionery: Present aspects and projections. *Trends in Food Science & Technology*.
- Kotler, P. (2017). *Principles of Marketing (Seventh Eu)*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. India: Pearson
- Krongyut, k., & choibamroong, T. (2022). *The International Marathons Branding Creation Model Of Thailand (doctoral dissertation, national institute of development administration)*.

- Lasmi, H., Lee, C. H., & Ceran, Y. (2021). Popularity Brings Better Sales or Vice Versa: Evidence from Instagram and OpenTable. *Global Business Review*, 09721509211044302.
- Lautiainen, T. (2015). Factors Affecting Consumers' Buying Decision in the Selection of a Coffee Brand.
- Lele, S., & Maheshkar, S. (2021). Online Shopping: Do Men Behave Differently than Women? *International Management Review*, 17, 88-97.
- Lee, S., Lee, K. S., Chua, B. L., & Han, H. (2017). Independent café entrepreneurships in Klang Valley, Malaysia—challenges and critical factors for success: does family matter? *Journal of destination marketing & management*, 6(4), 363-374.
- Lewsley, J. (2021, April 28). Children and coffee drinking. *Medical News Today*. <https://www.medicalnewstoday.com/articles/is-coffee-bad-for-kids>.
- Li, Z., Sha, Y., Song, X., Yang, K., ZHao, K., Jiang, Z., & Zhang, Q. (2019). Impact of risk perception on customer purchase behavior: a meta-analysis. *Journal of Business & Industrial Marketing*.
- Machi, L., Nemavhidi, P., Chuchu, T., Nyagadza, B., & de Villiers, M. V. (2022). Exploring the impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. *International Journal of Research in Business and Social Science* (2147-4478), 11(5), 176-187.
- Maroufkhani, P., Asadi, S., Ghobakhloo, M., Jannesari, M. T., & Ismail, W. K. W. (2022). How do interactive voice assistants build brands' loyalty? *Technological Forecasting and Social Change*, 183, 121870.
- Mathur, M., & Gangwani, S. (2021). Mediating Role of Perceived Value on the Relationship Among Perceived Risks, Perceived Quality, and Purchase Intention of Private Label Brands. *International Journal of Applied Management and Technology*, 20(1), 4.
- Mehrotra, S., & Jaladi, S. R. (2022). How start-ups in emerging economies embrace circular business models and contribute towards a circular economy. *Journal of Entrepreneurship in Emerging Economies*, (ahead-of-print).

- Mehmet, O. & Erkan, T. D., Muhammet, D.(2012). The impact of areas of multipleintelligence on entrepreneurial behavior. *African Journal of Business Management*, 6(1), 415-421.
- Mehmet, M. I., & D'Alessandro, S. (2022). More than words can say: a multimodal approach to understanding meaning and sentiment in social media. *Journal of Marketing Management*.
- Mullins, J. L. (2010). *Management and Organisational Behaviour*. (9th ed). New York, NY: Prentice Hall Financial Times
- Negrea, M., Cocan, I., Alexa, E., & Obistioiu, D. (2022). Consumers food preferences influencing factors and methods of evaluation.
- Nekmahmud, M. (2022). Food consumption behavior, food supply chain disruption, and food security crisis during the COVID-19: The mediating effect of food price and food stress. *Journal of Foodservice Business Research*, 1-27.
- Njeru, W. G. (2007). Factors that influence consumer purchasing decisions: The case of mobile phone consumers in Westlands area Nairobi. Research Project. Nairobi. University of Nairobi.
- Njigua, R. W. (2018). Influence of personal factors on consumer purchase decisions of mobile phones in Nairobi County, Kenya (Thesis). Strathmore University.
- Ong, S. H. (2021). The rise in Malaysia's coffee culture. *Recuperado* December, 6, 2021.
- Orji, M. G., Sabo, B., Abubakar, M. Y., & Usman, A. D. (2017). Impact of personality factors on consumer buying behaviour towards textile materials in south eastern Nigeria. *International Journal of Business and Economics Research*, 6(1), 7-18.
- Patel, R., Kaka, B., Gosai, D., & Ganatra, A. (2022, January). Forecasting Unpredictable Behavior of Indian Consumer (Lifestyle Driven Shopping) and Take Back Control with Information Fusion. In *2022 International Conference for Advancement in Technology (ICONAT)* (pp. 1-6). IEEE.
- Parment, A. (2013). Generation Y vs. Baby Boomers: Shopping behavior, buyer involvement and implications for retailing. *Journal of retailing and consumer services*, 20(2), 189–199.
- Rathore, R., Thakkar, J. J., & Jha, J. K. (2017). A quantitative risk assessment methodology and evaluation of food supply chain. *The International Journal of Logistics Management*.

- Reddy, S., & Thanigan, J. (2022). Antecedents of customer mortgage shopping satisfaction: the mediating role of search intensity, evidence from the NSMO survey. *International Journal of Housing Markets and Analysis*, (ahead-of-print).
- Rehman, Fazal & Yusoff, & Mohamed Zabri, Shafie & Ismail, Fadillah. (2017). Determinants of personal factors in influencing the buying behavior of consumers in sales promotion: a case of the fashion industry. *Young Consumers*.
- Retnawati, B. B., Ardyan, E., & Farida, N. (2018). The important role of consumer conviction value in improving intention to buy private label product in Indonesia. *Asia Pacific Management Review*, 23(3), 193-200.
- Rossolov, A., Aloszynski, Y., & Lobashov, O. (2022). How COVID-19 has influenced the purchase patterns of young adults in developed and developing economies: factor analysis of shopping behavior roots. *Sustainability*, 14(2), 941.
- Rugiman, N. A. (2018). Psychological Factors Towards Purchasing Decision Among Students in School of Business Innovation and Technopreneurship. Available at SSRN 3237245.
- Schrage-Früh, M., & Tracy, T. (Eds.). (2022). *Ageing Masculinities in Irish Literature and Visual Culture*. Taylor & Francis.
- Shamri, S. N., Suhaimi, N. A. M., & Alwi, A. (2021). The Factors Affecting the Consumer Buying Behaviour Towards Local Brand of Food Product in Selangor. *Journal Of Agrobiotechnology*, 12(1S), 40-50.
- Sheth, J., Jain, V., & Ambika, A. (2020). Repositioning the customer support services: The next frontier of competitive advantage. *European Journal of Marketing*.
- Siddiqui, S. A., Zannou, O., Karim, I., Awad, N. M., Gołaszewski, J., Heinz, V., & Smetana, S. (2022). Avoiding Food Neophobia and Increasing Consumer Acceptance of New Food Trends - A Decade of Research. *Sustainability*, 14(16), 10391.
- Standish, K., McDaniel, K., Ahmed, S., Allen, N. H., Sircar, S., Mira, M., & Khoshnood, K. (2022). US trainees' experiences of ethical challenges during research in low-and middle-income countries: A mixed methods study. *Global Public Health*, 17(7), 1433-1449.

- Solomon, P. (2004). Peer support/peer provided services underlying processes, benefits, and critical ingredients. *Psychiatric rehabilitation journal*, 27(4), 392.
- Suhaily, L., & Darmoyo, S. (2017). Effect Of Product Quality, Perceived Price and Brand Image On Purchase Decision Mediated By Customer Trust (Study On Japanese Brand electronic Product). *Jurnal Manajemen*, 21(2), 179-194.
- Tangeren, h. T., & saerang, r. T. (2022). Analyzing the influence of personal factors on consumer buying decision for clothes in facebook group (case study: rumah live online manado). *Jurnal emba: jurnal riset ekonomi, manajemen, bisnis dan akuntansi*, 10(1), 579-587.
- Thomas, A. J., Chris, O. S. H., & Ramasamy, R. (2021). Influence Factors of Customer Satisfaction in Coffee Industry in Klang Valley. *Qualitative and Quantitative Research Review*, Vol 6 (Issue 2), 120–144.
- Thomas, E. E., Haydon, H. M., Mehrotra, A., Caffery, L. J., Snoswell, C. L., Banbury, A., & Smith, A. C. (2022). Building on the momentum: sustaining telehealth beyond COVID-19. *Journal of telemedicine and telecare*, 28(4), 301-308.
- Tu, J. C., Hsu, C. F., & Creativani, K. (2022). A Study on the Effects of Consumers' Perception and Purchasing Behavior for Second-Hand Luxury Goods by Perceived Value. *Sustainability*, 14(16), 10397.
- Vriens, M., Bosch, N., Vidden, C., & Talwar, J. (2022). Prediction and profitability in market segmentation typing tools. *Journal of Marketing Analytics*, 1-30
- Widyanto, H. A., & Saleh, T. A. R. (2018). The Influence Of Customers' Perception And Attitudes Toward Customer Purchase Intention At Gramedia Lembuswana, Samarinda. *Firm Journal of Management Studies*, 3(1), 84-97.
- Yahya, N. Y., Mazlan, N. A., & Kamarudin, W. N. B. W. (2022). Personal Factor and Consumer Purchase Intention: The Risen of Coffee Culture in Klang Valley, Malaysia.