FACTORS INFLUENCING COFFEE PURCHASE INTENTION AMONG GENERATION Z IN MALAYSIA

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DECEMBER 2023

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BY

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A final year project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

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DECEMBER 2023

DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

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Date: 14 December 2023

ACKNOWLEDGEMENT

Firstly, I would like to express my deepest gratitude to everyone who has assisted me in completing this project. To my supervisor, Dr Fitriya binti Abdul Rahim who has provided me guidance to complete this final year project. She gave the feedbacks, guidance, and ideas help me in making this project a success. She also showed patience in answering all my doubts.

I would also like to thank Encik Khairul Anuar bin Rusli, for his guidance in using SPSS software.

Furthermore, I would like to express my gratitude to all the respondents who completed the Google form survey questionnaire, as without their involvement in the survey questionnaire, I was unable to complete this project.

To my family and friends who have supported me throughout the process, I could never thank you all enough.

Thank you everyone!

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PREFACE

The inspiration for doing this research comes from university or desire to know the factors influencing Generation Z to purchase coffee, as many of Generation Z nowadays often have a cup of coffee in their hand, as well as they often visit or be seen at coffee shop or cafés such as Starbucks, Coffee Bean, Zus Coffee, and so on. Besides, some of the young generation also need a cup of coffee during breakfast to start their day. Hence, these are the reasons that motivated me to do research on factors that influence Generation Z to purchase coffee. The period of this research is two trimesters of my degree study, which contain one long trimester and one short trimester. At the end of this study or research, I hope that the findings in this research can assist the coffee industry or people to know more about the trend of Generation Z's purchase intentions.

ABSTRACT

Coffee is a beverage that is common and popular, consumed by people around the world. Malaysian coffee consumption has increased, as the result of urbanisation and Western culture that have influenced the Malaysian lifestyle. Many coffee shops or cafés such as Starbucks, The Coffee Bean, The Leaf, and etc were introduced and expanded rapidly in Malaysia. More new cafés with different theme, designs, and styles were introduced in Malaysia and indirectly makes coffee became a regular drink among Generation Z in Malaysia. This research is to study the factors influencing coffee purchase intention among Generation Z. It consists of five independent variables namely elitism, health, socialisation, culture, and hedonism, while the dependent variable is coffee purchase intention. 408 data collected using online survey and tested using SPSS. The result of the study also shows that four independent variables are supported which are elitism, health, culture, and hedonism. While, have one independent variable is unsupported which is socialisation. Lastly, the finding provides the coffee industry and people with information or knowledge about Generation Z coffee purchase intention.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

The primary goal of this research is to examine the factors influencing coffee purchase intention among Gen Z. Elitism, health, socialisation, culture, and hedonism was used as independent variables to identify the relationship between coffee purchase intention among Gen Z.

1.1 Research Background

Coffee is famous and considered as a common beverage around the world since it was discovered (Abalo, 2021; Rahim et al., 2019). It is an important part of cultural traditions and social life, and it has been consumed for hundreds of years (Van Dam et al., 2020). There are over 2.25 billion cups of coffee estimated to be consumed daily around the world (Hou et al., 2022). According to Haile and Kang (2019), coffee is the second most significant commodity exchanged in the market around the world, next to crude oil. Country with the highest rate of coffee consumption was Europe where 55.3 million 60-kg coffee bags were consumed in 2022, followed by 44.1 million 60-kg coffee bags consumed by Asia & Pacific countries, 32 million 60-kg coffee bags consumed by North America, 27.3 million 60-kg coffee bags consumed by South America, 13.4 million 60-kg coffee bags consumed by Africa, and 6 million 60-kg coffee bags consumed by the Caribbean, Central America, and Mexico in 2022. The total amount of coffee consumption in the world keeps increasing as well (see Figure 1.1 below), with 167.5 million 60-kg coffee bags being consumed in 2019, 168.5 million 60-kg coffee bags being consumed in 2020, 175.6 million 60-kg coffee bags being consumed in 2021, and 178.5 million 60-kg coffee bags being consumed in 2022 (International Coffee Organization, 2023).

Figure 1.1: World Coffee Consumption – '000 60-Kg Bags
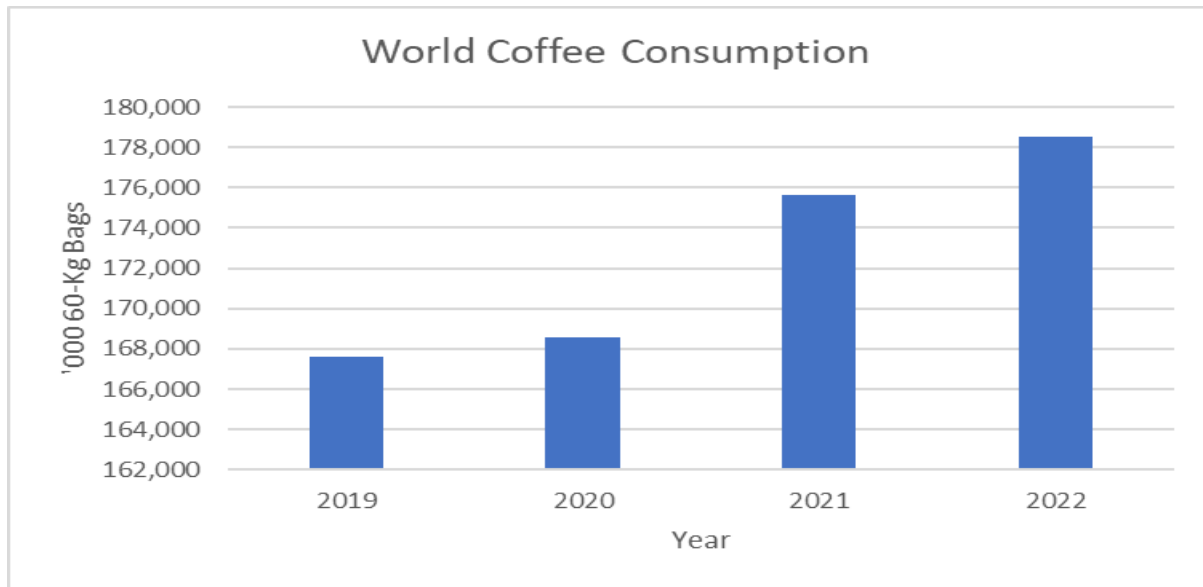
Adopt from: International Coffee Organization. (2023).

Besides, there is also an increasing amount of coffee consumption in Malaysia. In 2020, there are 635 thousand 60-kg coffee bags was consumed by Malaysians, while in 2021 and 2022, 800 thousand 60-kg coffee bags have been consumed (Ramanathan & Ali, 2021). According to Rahim et al. (2019), Malaysia is originally a tea-drinking nation but has been influenced by the Western coffee culture, and the value of foreign cafés has transformed Malaysia's coffee shop culture. A coffee shop is known as a café or a place where people serve coffee and other refreshments. The coffee shops serve many different types of beverages, such as roasted or brewed coffee, espresso, latte, mocha, americano, cappuccino, and etc by using coffee as their main ingredient (Rahim et al., 2019).

Many people start their day with a cup of coffee, and it has become an important part of modern daily life (Bae et al., 2014). Coffee also contributes physiological and psychological effects beyond its nutritional benefits (Haile & Kang, 2019). According to Dhisasmito and Kumar (2020), coffee has become a culture for various generations, and it is not only used to eliminate fatigue. Older Malaysians typically consumed and enjoyed coffee in local coffee shops known as Kopitiam, however, the expansion of local coffee shops such as Old Town White Coffee and multinational retail cafés such as Starbucks contributed to its popularity among the younger

generation, and more people are consuming coffee, especially Gen Z (Omar et al., 2022; Malaysia: total coffee consumption, 2022). Generation Z (Gen Z) is defined as people who were born between the years 1997 to 2012 (Ling et al., 2023). Gen Z is the largest generation, with more than 2 billion people, or nearly 30% of the world's population (Nguyen, 2020). In Malaysia, Gen Z consists of 26% of Malaysia's population (Ng et al., 2021). According to Hashim et al. (2017), consuming coffee at cafes or coffee houses is now the trend among the young generation to meet with their friends and family.

1.2 Research Problem

This research is to better understand the coffee purchase intention among Gen Z. Ramanathan and Ali (2021) stated that international coffee chains were established during the 1900s because of the urbanisation and the introduction of Western culture into the Malaysian lifestyle. The establishment or expansion of cafés or coffee shops, such as Starbucks, Coffee Beans, Zus Coffee and etc, has changed the trend of coffee consumption in Malaysia. The classic year of "kopitiams" has also faded now as the customers, especially the young generation, are being influenced by Western culture, which has changed their views on drink, food, and stylish surroundings (Chiu et al., 2022).

Coffee is becoming more of a regular drink among the younger generations (Michelle et al., 2018). With the increasing numbers of coffee consumption in Malaysia, from 635 thousand 60-kg coffee bags consumed in 2020 to 800 thousand 60-kg coffee bags consumed in 2021 and 2022 as shown in Figure 1.2, coffee is no doubt a lifestyle in Malaysia (Ramanathan & Ali, 2021). According to Rahim et al. (2019), Malaysia was included in the top 50 coffee consumption countries, where coffee was the most regular drink consumed by Malaysians. The increasing demand for coffee in Malaysia has attracted a lot of international and local coffee businesses to expand their coffeehouses and explore this promising industry.

Figure 1.2: Malaysia's total coffee consumption from 2020 to 2022
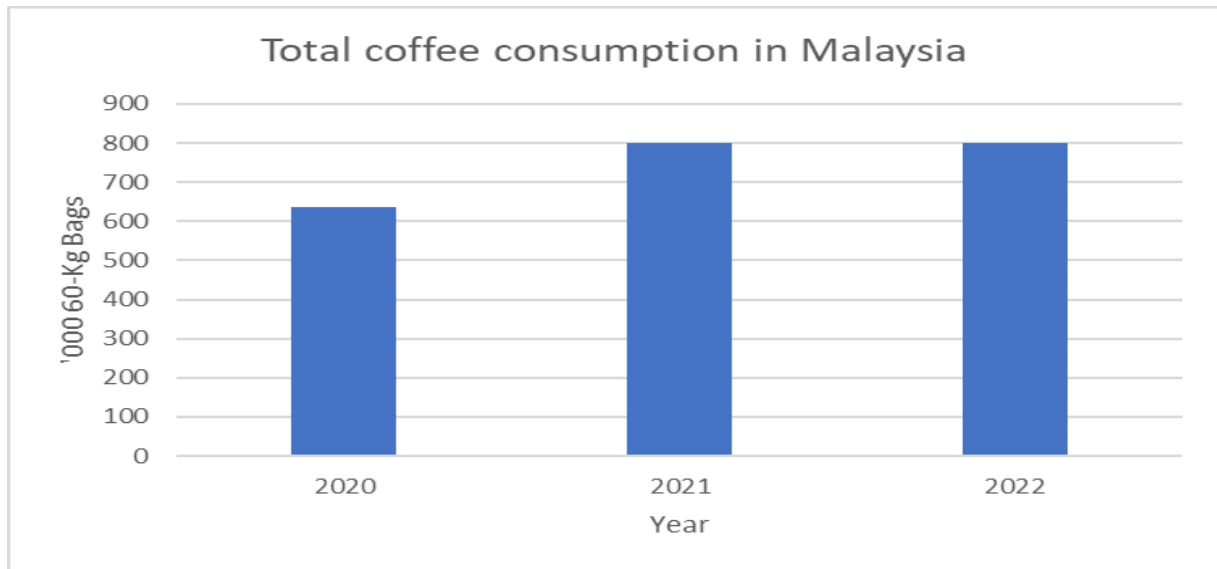
Adopt from: Ramanathan, R., & Ali, N. (2021).

Coffee is currently a trendy lifestyle among the younger generations in Malaysia, especially the Western style of coffee (Michelle et al., 2018). Coffee shops have also become a demand for the young generation (Genoveva et al., 2022). A lot of people now consume coffee, and it has also become a regular drink among Gen Z (Omar et al., 2022). As stated above, a lot of Gen Z are buying and consuming coffee nowadays; hence, there must be some factors influencing Gen Z in Malaysia to purchase coffee. The study is to look at factors influencing Gen Z's coffee purchase intention. The researcher believes that the coffee purchase intention among Gen Z is affected by elitism, health, socialisation, culture, and hedonism.

As the largest population in the world, Gen Z has high consumption power, thus generating coffee consumption (Hurdawaty et al., 2023). The coffee market is constantly changing with generational trends, technology and politic affecting it. There are many trends starts with younger customers and adopted by older generation. Modern consumers, such as Gen Z demanded that products they consume matched their lifestyle. Thus, it is becoming significant to research Gen Z behaviour in purchasing coffee drinks.

1.3 Research Questions

The research questions include:

- Is there any significant relationship between elitism and coffee purchase intention among Gen Z?
- Is there any significant relationship between health and coffee purchase intention among Gen Z?
- Is there any significant relationship between socialisation and coffee purchase intention among Gen Z?
- Is there any significant relationship between culture and coffee purchase intention among Gen Z?
- Is there any significant relationship between hedonism and coffee purchase intention among Gen Z?

1.4 Research Objectives

1.4.1 General Objective

The general objective of this study is to discuss factors influencing coffee purchase intention among Gen Z. The variables included in this study are elitism, health, socialisation, culture, and hedonism.

1.4.2 Specific Objective

The research objectives are:

1. To investigate the relationship between elitism and coffee purchase intention among Gen Z.

2. To investigate the relationship between health and coffee purchase intention among Gen Z.

3. To investigate the relationship between socialisation and coffee purchase intention among Gen Z.

4. To investigate the relationship between culture and coffee purchase intention among Gen Z.

5. To investigate the relationship between hedonism and coffee purchase intention among Gen Z.

1.5 Research Significant

The rapid growth of coffee shops or cafés in Malaysia has increased as the result of urbanisation and Western influence. Nowadays, many of the young generations, especially Gen Z, are often seen at cafés or coffee shops enjoying their drinks. They purchase and consume coffee drinks not because they like the taste of it, but merely because it is a trend as well as a form of self-expression or a symbol of their desired lifestyle that can represent their social status. And as a group of consumers who have strong consumption power, Gen Z could influence other generation to follow the trend.

It is important to understand their buying behaviour and be responsive to the demands of the market and has to serve a new generation of consumers and interest. Other than the regular coffee and specialty coffee, new categories in iced coffee, frozen blended coffees and ready-to-drink coffee has allowed younger consumers to change their behaviour from the traditional usage pattern. Thus, it is important to study Gen Z buying behaviour in coffee market as it could help marketers in promoting it better to them.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

This chapter discussed the five independent variables namely elitism, health, socialisation, culture, and hedonism. The dependent variable in this study is coffee purchase intention among Gen Z. This chapter also shows a review of the conceptual framework, discusses theoretical models, and hypothesis development.

2.1 Dependent Variable

2.1.1 Coffee Purchase Intention

Purchase intention is a crucial concept in consumer behaviour as it helps marketers anticipate and influence consumer decisions. Padmi and Suparna (2021) stated that purchase intention is defined as the tendency of consumers to purchase a product, and it is based on the product evaluation stage that is carried out by the consumers. Purchase intention is also a consumer behaviour that shows the desire to search for and purchase certain products or goods and services (Padmi & Suparna, 2021). According to Zhuang et al. (2021), purchase intention refers to a prerequisite for stimulating and pushing consumers to buy certain goods or services.

Lian and Yoong (2019), define purchase intention as an individual's conscious plan to try to purchase a product, and the intention is related to a proximal measure of actual

behaviour. The consumers may eventually pay for the product when they have a strong purchase intention. Purchase intention is an important predictor of the purchase behaviour of consumers. It is also a vital element that affects consumer's behaviour towards genuine purchasing as well as stimulates future transactions (Rahim et al., 2019). According to Padmi and Suparna (2021), research on purchase intention is important because it shows how to obtain consumer's tendencies to act before they purchase a product or service. The purchase intention of consumers tends to occur when they find the brands or products they prefer or like. The greater the desire, which is the intensity, the more likely the actual purchase occur.

Nowadays, consumers are at the core of all business sectors. Thus, the consumer's choices have an emotional impact on the existence of businesses. The lifestyle of consumers when purchasing coffee is important for those coffee businesses to refine their business strategies (Rahim et al., 2019). Consuming coffee is about pleasure, experience, lifestyle, and social status, instead of just consuming a beverage (Samoggia & Riedel, 2018). According to Czarniecka-Skubina et al. (2021), in the consumer's mind, consuming coffee is more often equated with positive experiences and pleasure, which are also related to social status and lifestyle. Ramanathan and Ali (2021) added, people consume coffee for health benefits, to boost energy, to start the day, and to interact with friends. Samoggia and Riedel (2019), also explain that various motives that lead people to consume coffee include pleasure and taste, socialisation, habit, culture and tradition, and functional.

2.2 Independent Variables

2.2.1 Elitism

Consumers is mostly driven by a desire to display social or economic standing in reflecting the tendency to seek status and identity. According to Hughes (2021), elitism is defined as the sociological practice whereby a group considers itself or is considered by others as separate from the mainstream and, in some way, superior. This perception can also be traced back to numerous structures of society, which include meritocracy, plutocracy, oligarchy, and countless variations of social hierarchy. The word elite in Latin is eligere, which is also the origin word of the English term eligible. Elites have more education, more status, and more money than others (Okeke & Anyadike, 2020). "Elitist" or "elitism" is a programme of social that aims to uphold an elite or venerate the notion of the elite. In other words, the word "elite" refers to a select, often ruling class of individuals, and the word "elitism" is the belief that certain groups or individuals deserve a higher ranking than others (Hughes, 2021).

According to Oniku and Akintimehin (2021), coffee is a famous beverage among the elites of society. The opening of cafés or coffee shops was also related to status and the trend was all over the world, where most of the rich are avid coffee consumers. The global proliferation of coffee is also a replacement for all the local beverages and an elitist marker. Hence, because coffee is a Western beverage, it has become an elitist identification, and the consumption of coffee is thought to be stylish and elitist (Baral & Lamsal, 2021). As many of the specialty coffee companies, such as Starbucks, came into the public eye, the consumers of middle-class groups displayed or showed their discriminating taste by having or consuming a distinct, "authentic" kind of coffee. The increasing number of specialty coffee companies signified a shift, in which the specialty coffee companies started to focus on their brand instead of their product itself. They focused more on the experience of consumption and less on the coffee's qualities. This

allowed the consumers to develop or create identities around these brands and experience and embody a feeling of elite coffee status. While coffee connoisseurs are interested in the flavour and sensory qualities of coffee, some of them could also be subconsciously driven to display or show their elitism and social class membership by demonstrating a refined and discriminatory sense of taste (Kenney, 2016).

2.2.2 Health

The World Health Organisation (WHO) defines health as a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity (Trudel-Fitzgerald et al., 2019). According to Rahim et al. (2019), the consciousness of health leads people to implement or be involved in a healthy lifestyle, and it also initiates the intention to purchase food. According to Oniku and Akintimehin (2021), some consumers believe coffee is a healthy beverage that contains nutritional potential able to improve health and well-being.

Samoggia and Riedel (2019) and Samoggia et al. (2020) explains, energy is the main reason for consuming coffee because coffee can improve alertness and concentration, increase the performance on mental and physical such as improve function of the body stimulation, and improve emotions or mood. Aguirre (2016) stated that the European Food Safety Authority indicated that 400mg of caffeine daily is safe. Coffee is a major source of dietary antioxidants, regular consumption of coffee can inhibit inflammation, improve cardiovascular function, and decrease the risk of coronary heart disease and risk of type 2 diabetes. A study at the Harvard School of Public Health also found that women who consume four or more cups of coffee can reduce the risk of depression compared to those who consume little or none. According to Kim and Kim (2018), they also indicated that the prevalence of depression among those who often consume coffee is 32% lower than among those who do not consume coffee.

According to Poole et al. (2017), consumption of coffee was more associated with benefit than harm for a range of health outcomes, which include cancer, cardiovascular disease, metabolic syndrome-associated conditions, and chronic liver disease. Consumption of coffee is also able to reduce the risk of liver cancer (Bhurwal et al., 2020). According to Oniku and Akintimehin (2021), the consumption of coffee has positive effects on liver enzymes, decreases the incidence of dementia, and promotes a healthy diet. Besides, people who consume at least one cup of coffee per day can reduce the risk of Parkinson's disease compared to those who don't consume. Ahsan and Bashir (2019) as supported by Samoggia et al. (2020) stated that regular consumption of coffee can reduce the risk of colorectal cancer and consuming three cups of coffee a day can also reduce the risk of death compared to non-coffee drinkers. Consumption of coffee is safe within the usual pattern, where a moderate amount of coffee intake is around 3 to 4 cups per day, which provides 300 to 400mg of caffeine per day. The consumption of caffeine in amounts up to 400mg per day for healthy adults, 300mg per day for healthy pregnant women, and 2.5 mg/kg per day for healthy children is not associated with adverse effects.

2.2.3 Socialisation

Nowadays, consumption practice, which is at the centre of daily life, has a significant impact on shaping the socialisation of societies (Argan et al., 2015). According to Potts (2015), socialisation is the process through which people or individuals adopt the standards and values of society needed for successful or effective social interaction. Socialisation is also the activity of mixing socially with others as part of professional identity creation (Roberts & Sayer, 2020). Sakarya and Dortyol (2022) concluded that consuming coffee is considered a way of socialising nowadays. The sociability factor is a significant aspect of coffee consumption that helps to increase the coffee culture because coffee enables people to converse over cups of coffee (Oniku & Akintimehin, 2021). Coffee is also becoming an integral part of social life as well, especially among young people like Gen Z (Czarniecka-Skubina et al., 2021).

Cafés or coffee houses nowadays is an important place for people to socialise while consuming coffee (Argan et al., 2015). It also serves as a gathering place to meet friends and non-family members (Oniku & Akintimehin, 2021). Besides, because of the urbanisation and the influence of Western culture in Malaysia, international coffee chains such as Starbucks were introduced and kept on growing. Many of the young generation nowadays also prefer cafés or coffee houses because they provide the perfect ambience for patrons to socialise with their friends (Ramanathan & Ali, 2021). According to Chiu et al. (2022), there is a demand for food and services such as cafés or coffee shops as the purchasing power of Malaysia and social activities have increased.

Coffee is now enjoyed with conversation, in cafés or coffee houses, tea shops, or houses, and it is also starting to be consumed as a socialisation medium in glittering, elegant, and homey places (Dodamgoda & Amarasinghe, 2019). According to Sakarya and Dortyol (2022), younger consumers have adopted the second and third waves of coffee culture, where they see coffee as a means of socialisation. Coffee has a double role in the meal experience, which provides nutritional intake and the opportunity to socialise (Samoggia et al., 2020). According to Oniku and Akintimehin (2021), coffee has the potential to bring people together with like minds, either at informal, corporate, or leisure gatherings. For people who abstain from alcohol, coffee also serves as a substitute for alcohol when it comes to socialising and entertaining.

2.2.4 Culture

Coffee culture varies across the globe influencing how people consume and appreciate coffee. Culture is defined as the whole complex of traditional behaviours that have been created or developed by humans and are successively learned by each generation (Birukou et al., 2013; Kapur, 2020). Besides, the term coffee culture refers to a social atmosphere or series of associated social behaviours that heavily rely on coffee, particularly as a social lubricant. It also refers to the adoption and diffusion of coffee as a widely consumed stimulant by a culture (Aguirre, 2016). According to Oniku and Akintimehin (2021), coffee culture defines society by the entrenchment of coffee consumption, the expansion of cafés or coffee houses, and the citizen's coffee consumption frequency. Coffee culture provides elucidation on important characteristics of coffee in a society in terms of consumer's value perception, style and preference, and purchase intention.

Coffee is a useful element that fills a culture with social and representative values. It is a unique culture, and it is different across countries. Malaysia was originally a tea-consuming country and has been influenced by the cultures of Western countries. Coffee consumption culture has also become famous among younger generations and professionals nowadays. Coffee consumption culture in Malaysia has been adopted from the entrances of those branded retail outlets, for instance, Starbucks, Coffee Bean, and etc. Thereafter, the local coffee culture began to grow, beginning with the commercialization of "kopitiam" and the branding of local coffee shops to progression services by not only offering or selling products but also implementing technology as part of marketing plans to attract young generations (Rahim et al., 2019; Thomas et al., 2021).

The western-style coffee giants such as Starbucks have now thrived greatly in Malaysia (Chiu et al., 2022). According to Oniku and Akintimehin (2021), there are increasing consumers, especially young generations that have lived in Western countries before or have been influenced by Western culture, and upwardly mobile youths who have

embraced coffee for socialising. According to Michelle et al. (2018); Tumin and Ashraf (2019), there are two variations of coffee culture in Malaysia, which include a more traditional local coffee culture and a Western coffee culture, where the Western style of coffee is more famous among the younger generation nowadays.

2.2.5 Hedonism

Hedonic motivation is the willingness to initiate behaviours that enhance positive experiences and reduce negative experiences (Kaczmarek, 2017). Hedonism states that pleasure and satisfaction are the most significant things, and it reflects a pleasure-oriented lifestyle (İbrahim, 2022). According to Ertina and Ibrahim (2019), the term hedonism is derived from the Greek word hedone, which means pleasure. It also is a lifestyle focused on pursuing happiness through activities such as spending more time hanging out and enjoying activities, purchasing luxurious products, and being the centre of attention. The characteristic of hedonism is an individual who believes that possessing high-quality or advanced products is a source of pride; they tend to have the perspective of instantaneous pleasure, above-average pleasure relativity, chase physical modernity, and spontaneous interests. Besides, hedonism is the basis of hedonic consumption behaviour. Hedonic consumption is defined as the emotional focus of consumers when buying goods and services. Hence, hedonic consumption behaviours take place for the purpose of satisfying the senses with values that include pleasure and entertainment (İbrahim, 2022). When consumer has a hedonic consumption motive, they will pay attention to the positive feelings associated with the consumption (Benoit & Miller, 2019).

Hedonism has inclined to become the core of the contemporary lifestyles of most of the young generation nowadays (Ng, 2015). According to Hidayat and Razali (2022), state that hedonism also is a phenomenon and lifestyle that has been reflected in the young generation's behaviour every day. Hedonism cannot be denied because humans are often associated with feelings such as pleasure as well as tend to avoid bad feelings.

The factors that influence a hedonistic lifestyle include social class factors such as invitations from friends, the lifestyles of friends that tend to be luxurious, and urban environment factors that support hedonistic activities. According to Elisabeth and Erdiansyah (2023), because of the advancement of technology and the development of an increasingly modern era, the lifestyles of people have changed, one of which is the lifestyle factor that leads to a hedonic lifestyle by seeking pleasure in the form of a glamorous life, such as hanging out with friends in cafés or coffee shops. The trend of "coffee" has become a hedonic lifestyle nowadays, especially among Gen Z. Starbucks is one of the coffee shops that is in great demand as well as has a strong brand image in the consumer's mind.

2.3 Conceptual Framework

Figure 2.1: Framework of Factors Influencing Coffee Purchase Intention Among Generation Z
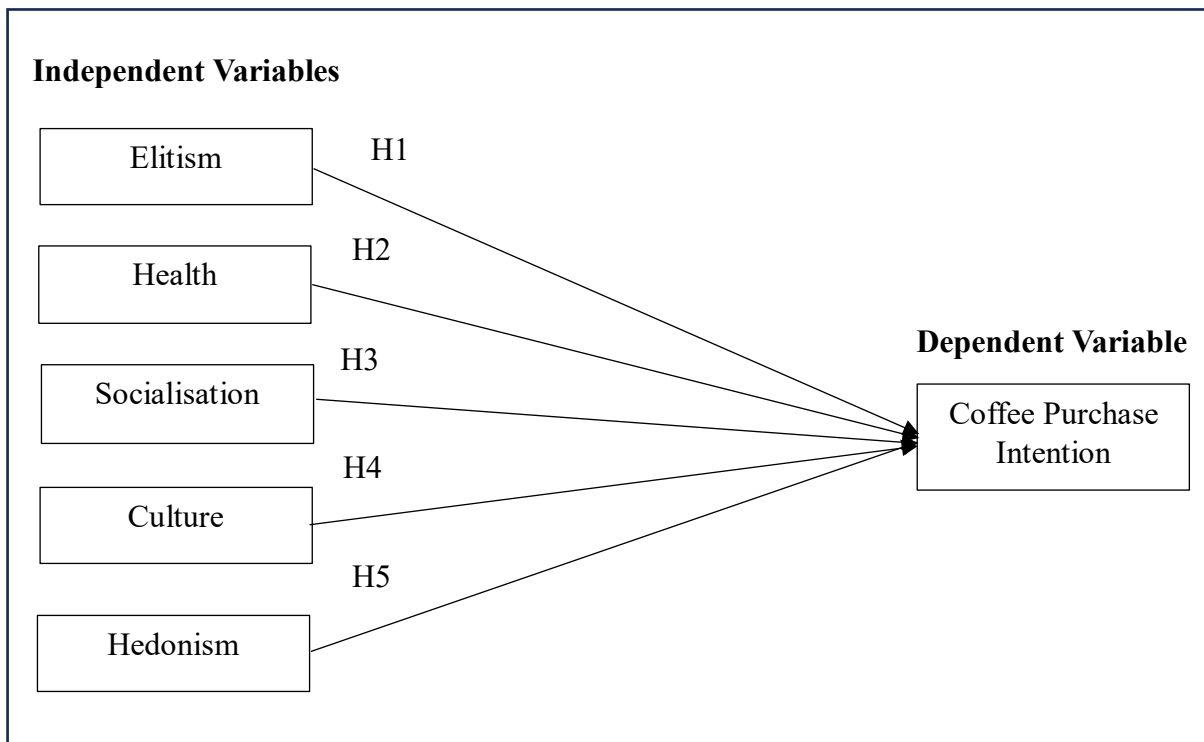
Source: Develop for research

2.3.1 Theory of Planned Behaviour (TPB)

This study adopted the Theory of Planned Behaviour (TPB). This theory was proposed by Ajzen, which suggests that people's actions and intentions are based on their beliefs. This theory is the most widely used model to understand and predict human behaviour (Ramírez-Correa et al., 2020). According to Ut-tha et al. (2021), this theory began as the theory of reasoned action (TRA) to anticipate the intention of a person or individuals to engage in a behaviour. When the term perceived behavioural control (PBC) was included in the theory of reasonable action (TRA), it developed the theory of planned behaviour (TPB) model (Chen, 2020).

Based on this theory, the best predictor of human behaviour is intention, which is made up of a set of attitudes towards behaviour, subjective norms, and perceived behavioural control (PBC). In other words, it is required to know the three variables, which are attitudes, subjective norms, and perceived behavioural control (PBC) to predict whether a person or an individual intends to do something (Ramírez-Correa et al., 2020). Many of the studies have successfully applied this theory, which includes the purchase intention of organic products (Wibowo et al., 2022), the purchase intention of specialty coffee (Ramírez-Correa et al., 2020), purchase intention of sustainability-labelled coffee (Chen, 2020), purchase intention of green food (Qi & Ploeger, 2019), purchase intention of certified coffee (Ut-Tha et al., 2021), and etc.

2.4 Hypotheses Development

2.4.1 Independent Variables: Elitism

The consumption of coffee is thought to be elitist and stylish, and since coffee is a Western drink, it has become an identification of elitism which can give higher status and show superiority in society (Baral & Lamsal, 2021). Prior research discovered that status consumption has a positive relationship with young adults' luxury purchase intention (Roux et al., 2017). Zhang et al. (2020) discovered that the desire to gain face has significant influences on consumers' purchase intentions for luxury goods. Besides, the value of luxury in consumers' minds will affect their preferences for the consumption of certain products or services (Rong et al., 2022). Petravičiūtė et al. (2021), discovered that luxury brand perceived value is positively related to purchase intention.

H1: There is a significant relationship between elitism and coffee purchase intention among Gen Z.

2.4.2 Independent Variables: Health

Health consciousness can be an important factor that initiates consumer's purchase intentions for food (Katt & Meixner, 2020; Rahim et al., 2019). Several studies have shown that health consciousness has a significant relationship with the purchase intentions of organic food, including Katt and Meixner (2020), Mohd Shahril et al. (2022), Lian and Yoong (2019), and Prakash et al. (2018). Besides, past research also found that health motives have a positive effect on attitudes towards coffee consumption in Indonesia (Utama et al., 2021). Aguirre (2016) stated that health considerations are an important predictor of coffee-drinking behaviour. In his study, he found that health, culture, and gender have an influence on the frequency of coffee drinking in Costa Rica. Rahim et al. (2019) found that health consciousness has a significant relationship with the purchase intention of coffeehouses' coffee beverages among consumers in Malaysia.

H2: There is a significant relationship between health and coffee purchase intention among Gen Z.

2.4.3 Independent Variables: Socialisation

Coffee consumption is a way of socialising (Sakarya & Dortyol, 2022). According to Chaudry (2023), coffee houses or cafés now is the places for generating networks and customers perceived that coffee shops is a suitable place for social interaction and a place for meeting friends and colleagues. Samoggia and Riedel (2018) found that 31% of coffee drinkers visit Starbucks for its socialising possibilities. Their study also found that socialising motives influence consumer consumption and purchasing behaviour towards coffee. Ramanathan and Ali (2021) found that 23% of Malaysians consume coffee to interact with friends. Besides, Czarniecka-Skubina et al. (2021) found that the factor of socialisation motives influences coffee consumption.

H3: There is a significant relationship between socialisation and coffee purchase intention among Gen Z.

2.4.4 Independent Variables: Culture

Coffee consumption has become an integral part of cultural expression (Maspul, 2023). Aguirre (2016) found that culture is a significant factor in determining coffee consumption and health, culture, and also gender influenced the frequency of coffee drinking in Costa Rica. Supriyadi and Pratiwi (2018), stated that cultural factors have a positive effect on consumer buying interest in milk-stick stalls in the English village of Pare. There has research also found that cultural factors influence the purchasing decision of white coffee (Khasan, 2018). Mubarokah and Winarno (2021) found that cultural factors could influence consumer's decisions to purchase coffee.

H4: There is a significant relationship between culture and coffee purchase intention among Gen Z.

2.4.5 Independent Variables: Hedonism

According to Elisabeth and Erdiansyah (2023), the coffee trend has become a hedonic lifestyle among Gen Z. Their research also showed that a hedonistic lifestyle has a significant influence on repurchase intention. According to Nasir and Karakaya (2014) and Prakash et al. (2018), both studies found that hedonistic consciousness or hedonic consumption has a significant influence on the purchase intention of organic food. Song (2020) stated that hedonistic consumption has a positive relationship with luxury

purchase intention among young adults. Prior research also showed that hedonic value is the strongest predictor of luxury hospitality purchases (Yang & Mattila, 2016). By taking them together, the researcher can propose that hedonism is a significant predictor of coffee purchase intention.

H5: There is a significant relationship between hedonism and coffee purchase intention among Gen Z.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter discusses the procedures of research in terms of research design and the methods of data collection that were used to examine the hypotheses listed in the previous chapter. Several sections were covered in this chapter, which includes research design, sampling design, the method of data collection, construct measurement, and the proposed tools of data analysis. Moreover, the pilot test data was also be discussed in this chapter.

3.1 Research Design

This study applied quantitative research to find the relationship between the independent variables and the dependent variable. According to Taherdoost (2022), quantitative research is the method of using numerical values to explain and describe the phenomena that are reflected in the observations. According to Mehrad and Zangeneh (2019), the purpose of quantitative research design is to regulate the connotation between an independent variable and a dependent variable in a population.

3.2 Sampling Design

Sampling design is a process that determines where the data is to be collected from and which of the data to be collected for this research. The data collected from different respondents might

greatly affect the outcome of this research. Therefore, sampling design comes out with the process of sampling, which begins with the target population, sampling frame, sampling technique, and sampling size.

3.2.1 Target Population

Target population is the group of individuals that are selected from the population to become a sample (Mcleod, 2023). The target population for this study is Malaysian Gen Z, aged 11 years old to 26 years old. The reason for choosing 11-year-old to 26-year-old Malaysians is because they are under the category of Gen Z, who were born between the years 1997 to 2012, and they could consume and purchase coffee since coffee is a regular beverage among them (Ling et al., 2023).

3.2.2 Sampling Frame

According to Kölln et al. (2019), a sampling frame is a list of all individuals within a population who can be sampled. In this research, the sample is collected from Malaysian Gen Z through online by using Google form via platforms such as WhatsApp, Instagram, and WeChat.

3.2.3 Sampling Technique

In this research, non-probability sampling was used. According to Alvi (2016), non-probability refers to not all members of the population having an equal chance of

participating in the study, and it is also well suited for exploratory research such as pilot tests. Under non-probability sampling, convenience sampling is the most appropriate technique for this study, as the participants are often readily available and easy to approach.

3.2.4 Sampling Size

The sample size is the number of participants included in the study. According to Krejcie and Morgan (1970), when the population size is above 1 million, the sample size was 384, which means 384 respondents must be included in this study. Besides, a total of 30 sets of questionnaires were distributed for a pilot test in this research to ensure the reliability and accuracy of the questionnaire before distributing the actual questionnaire to the respondents. After conducting the factor loading for the pilot test, 384 sets of questionnaires were distributed to the respondents. However, this study managed to collect 408 data from Gen Z in Malaysia.

3.3 Data Collection Method

The data collection method is a systematic process used by researchers to collect data for answering research questions, problem-solving, and evaluating hypotheses (Mwita, 2022). In this research, primary data, which is the Google form, was used to collect the data. The Google Form questionnaire was distributed to the target population through online platforms such as WhatsApp, Instagram, and WeChat. The respondents proceeded to the general questions first, followed by the dependent variable, and five independent variables.

3.3.1 Primary Data

This study used primary data that was collected from Gen Z in Malaysia. Primary data is a type of data that is first-time collected and is original. In this research, questionnaires was used to collect data, and the questionnaires was distributed online to the respondents. The first section of the questionnaire is the demographic part. The second section is about the dependent variable. The last section is about the five independent variables.

3.3.2 Research Instrument

3.3.2.1 Questionnaire Design

The questionnaire consists of three parts, namely Section A, B, and C. Section A is the demographic part of the respondents, the questions included gender, age, occupation, income, race, do they feel the need to drink coffee every day, what kind of coffee they prefer, and the reason to drink coffee. These questions require the respondents to select the most suitable answer that best describes themselves and is relevant to the situation from multiple choices.

Whereas in Section B contains questions about the dependent variable, which is coffee purchase intention, and it consists of five questions. In Section C are the questions about independent variables, which include elitism, health, socialisation, culture, and hedonism. The independent variable for elitism consists of five questions; health consists of four questions; socialisation consists of four questions; culture consists of four questions; and hedonism consists of five questions. Sections B and C required the

respondents to select from the Likert scale, where 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree.

3.3.2.2 Pilot Test

In this research, a pilot test was conducted before the actual distribution of the questionnaire to the respondents to test the reliability of every single variable and identify any mistakes that occurred in the questionnaire. This step also allows researcher to ensure all the wording and phrases in the questionnaire are clear and easy to understand by the respondents. A total of 30 sets of questionnaires were distributed to the target respondents for the pilot testing.

Table 3.1: Pilot Test

Construct	Cronbach's Alpha	Number of items	Number of Respondents
Elitism	0.780	5	30
Health	0.709	4	30
Socialisation	0.812	4	30
Culture	0.940	4	30
Hedonism	0.894	5	30
Coffee Purchase Intention	0.911	5	30

Source: Develop for research

The value of Cronbach's Alpha is considered reliable when it is more than 0.6 (Giswandhani & Hilmi, 2019). Based on the table 3.1 above, all the variables are considered reliable as all the variables Cronbach's Alpha are more than 0.6.

3.4 Construct Measurement

3.4.1 Origin of Constructs

The questionnaire item that found from the journal are shown in below:

Table 3.2: Origin of Constructs: Coffee Purchase Intention (Dependent variable)

Dependent Variable	Item	Original Questions	Amended Questions	Sources
Coffee Purchase Intention	5	I am willing to purchase organic food while shopping	I am willing to purchase coffee while shopping	Mohd Shahril et al. (2022)
		I will make an effort to purchase organic food soon	I will make an effort to purchase coffee	
		My attitudes are linked to my intention to buy organic food	My attitudes are linked to my intention to buy coffee	
		My intention to purchase organic food comes from health reasons	My intention to purchase coffee comes from health reasons	
		I am always interested in buying more organic food for the family's needs	I am always interested in buying coffee	

Source: Develop for research

Table 3.3: Origin of Constructs: Elitism (Independent variable)

Independent Variable	Item	Original Questions	Amended Questions	Sources
Elitism	5	This is a select brand	Coffee is a select product	De Barnier et al. (2012)
		This brand represents luxury	Coffee represents luxury	
		This is an elitist brand	Coffee is an elitist product	
		This is a very expensive brand	Coffee is an expensive brand	
		Not many people own this brand	Not many people drink coffee	

Source: Develop for research

Table 3.4: Origin of Constructs: Health (Independent variable)

Independent Variable	Item	Original Questions	Amended Questions	Sources
Health	4	Organic food is good for the health	Coffee is good for health	Mohd Shahril et al. (2022)
		I choose food carefully to ensure good health	I choose coffee carefully to ensure good health	
		My health is very important to me	My health is very important to me	
		Organic foods are natural and therefore better for my health	Coffees are natural and therefore better for my health	

Source: Develop for research

Table 3.5: Origin of Constructs: Socialisation (Independent variable)

Independent Variable	Item	Original Questions	Amended Questions	Sources
Socialisation	4	I prefer activities relating to the team sports	I prefer activities related to drinking coffee	İnan et al. (2015)
		I like to do sports with my friends	I like to drink coffee with my friends	
		I like to spend my free time with other people	I like to spend my free time with other people	
		I communicate with the others more easily in the sportive activities	I communicate with the others more easily during coffee session	

Source: Develop for research

Table 3.6: Origin of Constructs: Culture (Independent variable)

Independent Variable	Item	Original Questions	Amended Questions	Sources
Culture	4	The contemporary lifestyle makes me need to buy green products	The contemporary lifestyle makes me need to buy coffee	Odai Falah Mohammad (2019)
		My culture influences my purchase of a green product	My culture influences my purchase of coffee	
		The prevailing culture is flexible and seeks to develop means and tools of service and green well-being	The dominant culture is flexible and seeks to influence coffee consumptions	
		The educational level I have reached affects my purchase of green products	The educational level I have reached affects my purchase of coffee	

Source: Develop for research

Table 3.7: Origin of Constructs: Hedonism (Independent variable)

Independent Variable	Item	Original Questions	Amended Questions	Sources
Hedonism	5	It's a real pleasure to own this brand	It's a real pleasure to drink coffee	De Barnier et al. (2012)
		This brand is aesthetic	Coffee is aesthetics	
		People who own this brand have good taste	People who drink coffee have good taste	
		This is an outstanding brand	Coffee is an outstanding product	
		This is a top-quality brand	Coffee is a top-quality drink	

Source: Develop for research

3.4.2 Measurement of Scale

3.4.2.1 Nominal Scale

A nominal scale is a form of scale that does not require numerical values or division grouped by category, but only uses a unique identifier to label each category. In this research, a nominal scale was used in Section A of the questionnaire to determine the demographics of the respondents. For instance, the respondent's gender was classified as male and female.

3.4.2.2 Ordinal Scale

Ordinal scales represent rank order among elements (Philippi, 2021). The ordinal scale is the second level of measurement, and it reports the ranking and sorting of the data but does not actually determine how much the change between them. In this research, ordinal scales are also used in Section A of the questionnaire to measure the age, occupation, monthly income, and race of the respondents.

3.4.2.3 Interval Scale

Interval scales are equal in magnitude (Philippi, 2021). It is a level of measurement at which the attributes of the constituent variables are measured using specific numerical values and the distances between the attributes are equal. Besides, the interval refers to the distance between any two adjacent attributes, and the interval is always equal.

3.4.2.4 Likert Scale

The Likert scale is the rating scale that is most widely used in measuring instruments. The participants in the survey were asked to select their agreement level based on the given statements, from strongly disagree to strongly agree (Taherdoost, 2019). In this research, a 5-point Likert scale was used in Sections B and C of the questionnaire, for the dependent variable of coffee purchase intention and five independent variables of elitism, health, socialisation, culture, and hedonism. The Likert scale in this research was measured by five answer options, which included Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.

3.5 Proposed Data Analysis Tools

3.5.1 Analysis Software

This research used Statistical Package for Social Science (SPSS) software to analyse the data. The software is widely used to analyse data for research, and it can also be accessed easily as it performs simple steps to process and analyse the data.

3.5.1.1 Descriptive Analysis

Descriptive analysis is also the transformation of the raw data into a form, and it is an important part of conducting the first step of statistical analysis. Other than that, it can assist the researcher in detecting outliers and errors, provide ideas for the research in data distribution, as well as assist the researcher in identifying the associations among variables. In this research, a questionnaire is used to gather or collect demographic information such as gender, age, occupation, income, and race.

3.5.1.2 Inferential Analysis

Inferential analysis is used to conclude the population based on the sample data. Multiple Linear Regression can predict two or more variables in the dependent variable of a variable based on the value, and it also allows the researchers to study the relationship between the variables. Hence, multiple linear regression is used in this research to evaluate the relationship between the dependent variable, which is coffee

purchase intention, and the independent variables, which are elitism, health, socialisation, culture, and hedonism. The model for multiple regression analysis is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Whereby,

Y= Coffee Purchase Intention

X_1= Elitism

X_2= Health

X_3= Socialisation

X_4= Culture

X_5= Hedonism

β_0= Intercept

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$= The slope of coefficient

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The research aims to gather data on elitism, health, socialisation, culture, and hedonism that influence the coffee purchase intention among Gen Z. Besides, the Social Science (SPSS) Software Program Version 29.0 was used by the researcher to analyse the data that was collected. The first part of this chapter describes a descriptive analysis of the demographic characteristics of the respondents. Then, continue with the reliability test, and inferential analysis, and go over the results of hypothesis testing.

4.1 Descriptive Analysis

4.1.1 Demographic Analysis

A total of 408 samples were collected from the respondents using Google Forms. All the respondents were asked to complete a few categories of questions, which include gender, age, occupation, monthly income, and race, as well as some other questions included.

4.1.1.1 Gender

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage (%)
Female	235	57.6
Male	173	42.4
Total	408	100

Source: Developed for the research

Figure 4.1: Gender of Respondents
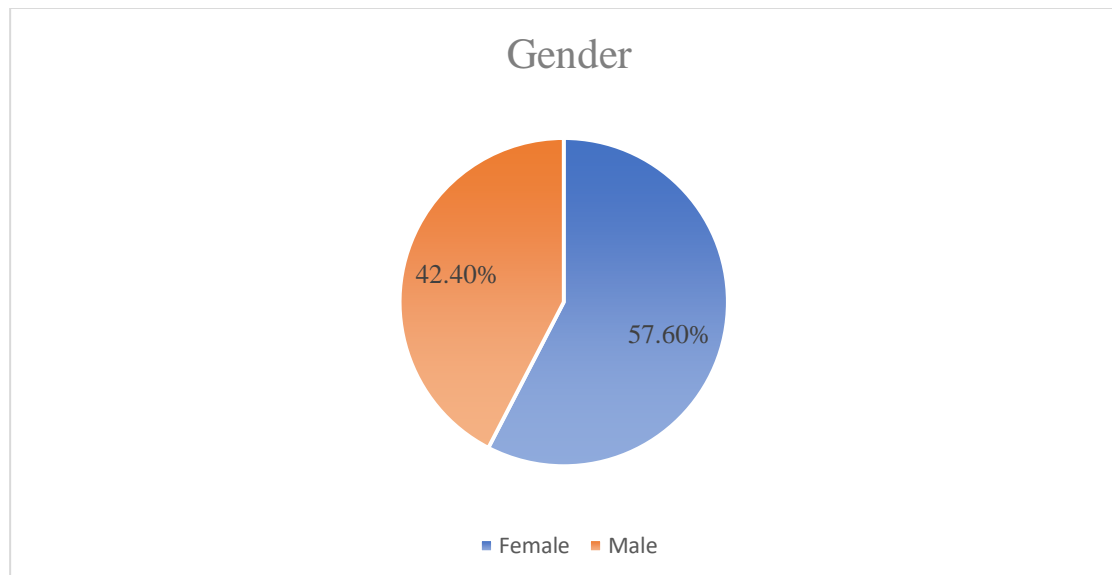
Source: Developed for the research

As shown in the table and figure 4.1, this survey included 173 male respondents and 235 female respondents, for a total of 408 respondents. There are more female respondents than male respondents, which female respondents accounting for 57.6% while male respondents accounting for 42.4%.

4.1.1.2 Age

Table 4.2: Age of Respondents

Age	Frequency	Percentage (%)
11-14	17	4.2
15-18	30	7.4
19-22	76	18.6
23-26	285	69.9
Total	408	100

Source: Developed for the research

Figure 4.2: Age of Respondents
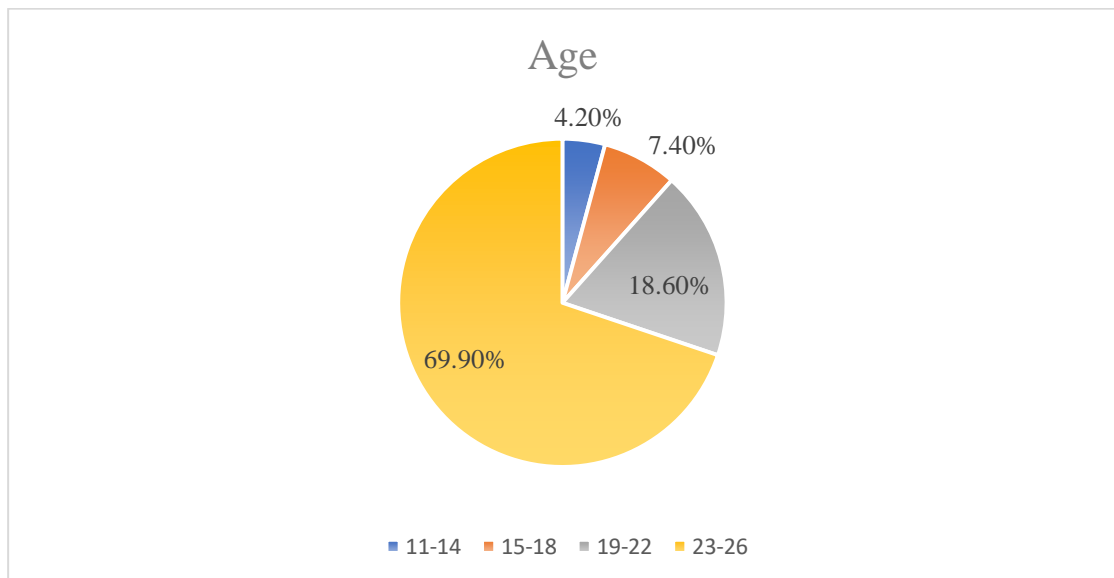
Source: Developed for the research

As shown in the table and figure 4.2, this survey included 17 respondents (4.2%) from 11-14 years old, 30 respondents (7.4%) from 15-18 years old, 76 respondents (18.6%) from 19-22, and 285 respondents (69.9%) from 23-26 years old.

4.1.1.3 Occupation

Table 4.3: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	334	81.9
Self Employed	3	0.7
Government	0	0
Private	66	16.2
Not working	5	1.2
Total	**408**	**100**

Source: Developed for the research

Figure 4.3: Occupation of Respondents
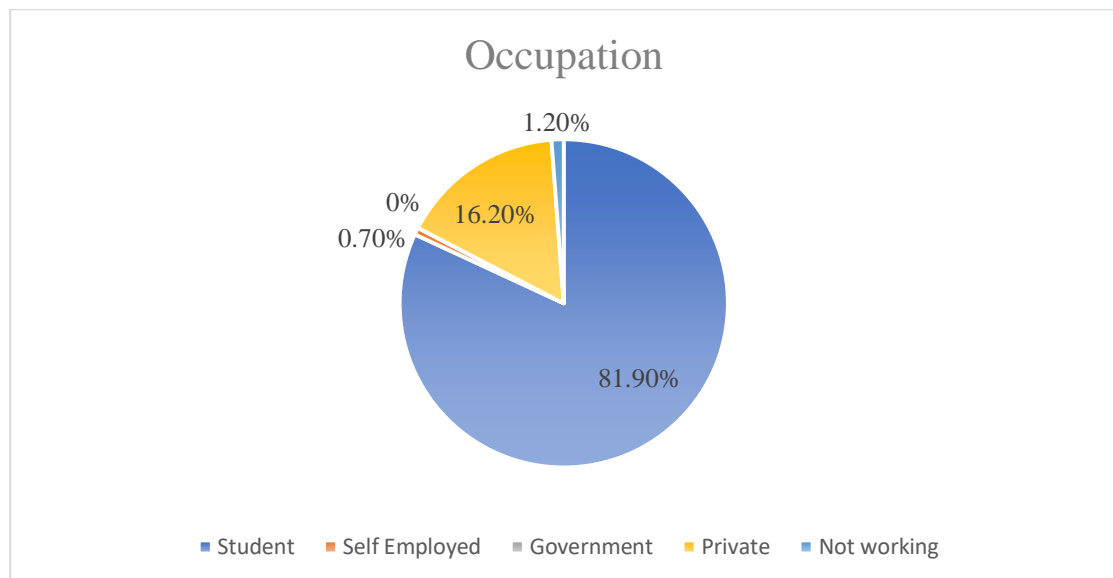
Source: Developed for the research

As shown in the table and figure 4.3, shown that there are 81.9% (334 respondents) are students, 0.7% (3 respondents) are self-employed, 16.2% (66 respondents) are private, 1.2% (5 respondents) are not working, and none of the respondents is employed as government.

4.1.1.4 Monthly Income

Table 4.4: Monthly Income of Respondents

Monthly Income	Frequency	Percentage (%)
Below RM1000	345	84.6
RM1001 – RM2000	6	1.5
RM2001 – RM3000	51	12.5
Above RM3000	6	1.5
Total	**408**	**100**

Source: Developed for the research

Figure 4.4: Monthly Income of Respondents
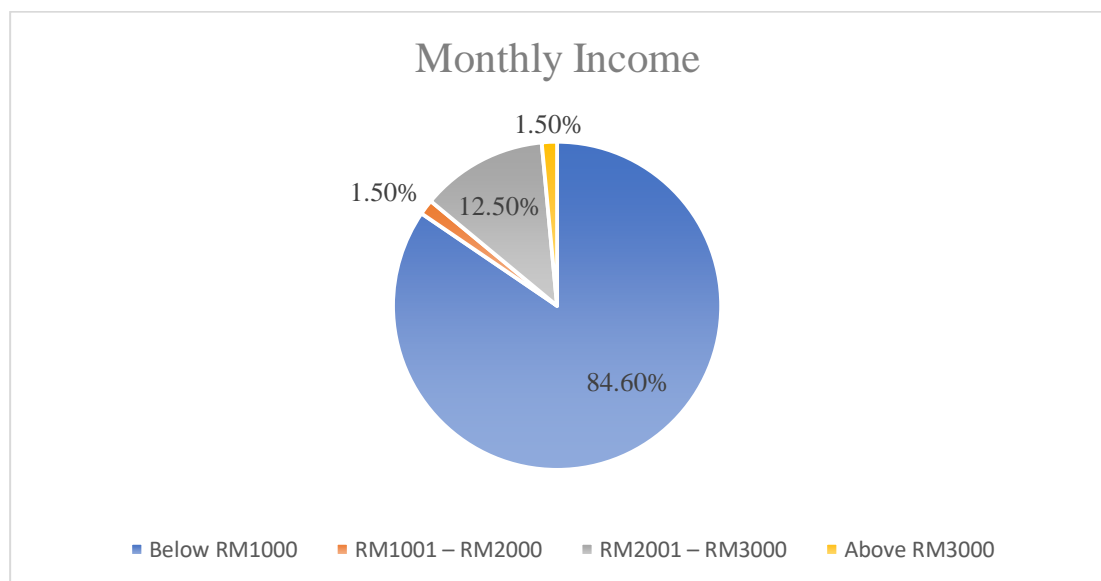
Source: Developed for the research

From the table and figure 4.4 above, there is 84.6% (345 respondents) with monthly income below RM 1,000, 1.5% (6 respondents) with monthly income of RM1001 – RM2000, 12.5% (51 respondents) with monthly income of RM2001 – RM3000, and 1.5% (6 respondents) with monthly income above RM3000.

4.1.1.5 Races

Table 4.5: Races of Respondents

Races	Frequency	Percentage (%)
Malay	117	28.7
Chinese	201	49.3
India	90	22.1
Others	0	0
Total	408	100

Source: Developed for the research

Figure 4.5: Races of Respondents
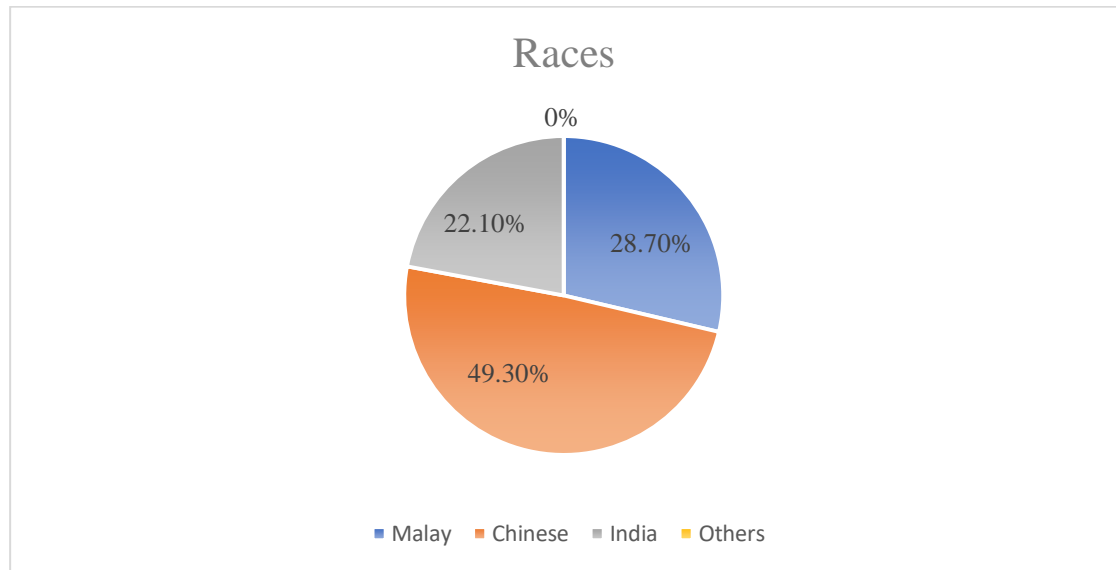
Source: Developed for the research

From the table and figure 4.5 above, there are 28.7% (117 respondents) are Malay, 49.3% (201 respondents) are Chinese, 22.1% (90 respondents) are Indian, and none of the respondents is other races.

4.1.1.6 Feel the need to drink coffee every day

Table 4.6: Do you feel the need to drink coffee every day?

Do you feel the need to drink coffee every day?	Frequency	Percentage (%)
Yes	234	57.4
No	174	42.6
Total	408	100

Source: Developed for the research

Figure 4.6: Do you feel the need to drink coffee every day?
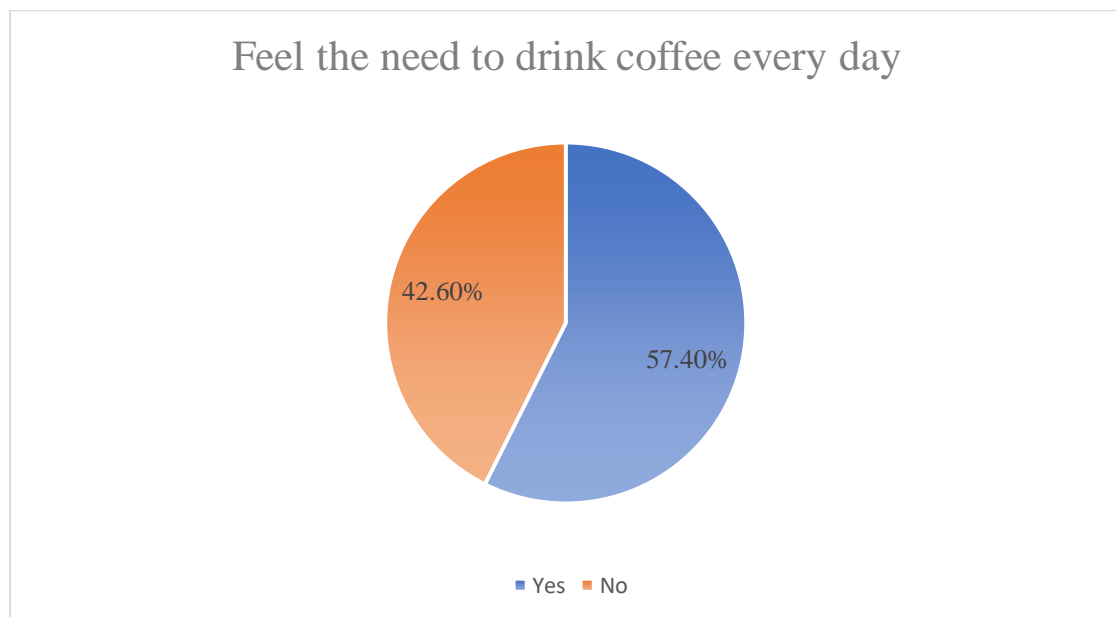
Source: Developed for the research

From the table and figure 4.6 above, there are 57.4% (234 respondents) feel the need to drink coffee every day and the remaining 42.6% (174 respondents) do not feel the need to drink coffee every day.

4.1.1.7 Kind of coffee drink preferred

Table 4.7: What kind of coffee drink do you prefer?

What kind of coffee drink do you prefer?	Frequency	Percentage (%)
Americano	42	10.3
Espresso	51	12.5
Cappuccino	319	78.2
Iced coffee	73	17.9
Latte	354	86.8
Caffé mocha	226	55.4
Other	3	0.6

Source: Developed for the research

Figure 4.7: What kind of coffee drink do you prefer?
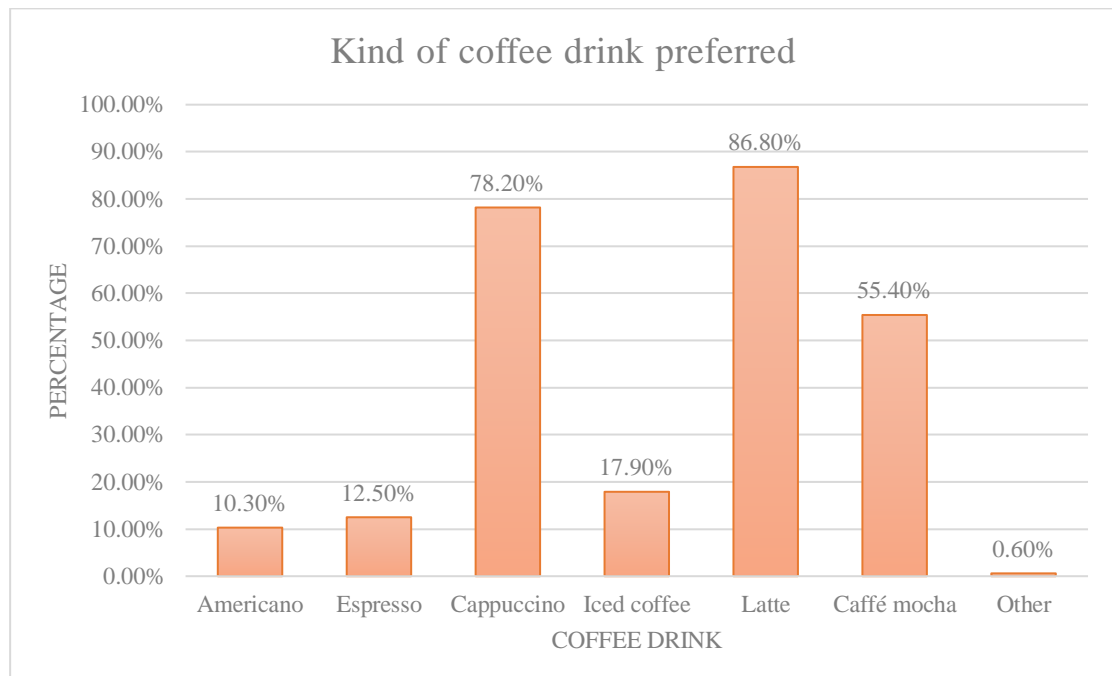
Source: Developed for the research

According to the table and figure 4.7 above, Latte is the most preferred coffee drink by most of the respondents which accounting for 86.8% (354 respondents), followed by Cappuccino which is 78.2% (319 respondents), and Caffé mocha which is 55.4% (226 respondents). Besides that, Iced coffee, Espresso, and Americano are less preferred by the respondents which only accounts for 17.9% (73 respondents), 12.5% (51 respondents), and 10.3% (42 respondents) respectively. Other than that, there is 0.6% (3 respondents) prefer others coffee drink, and among these 3 respondents, 1 respondent prefer Indocafe.

4.1.1.8 Reasons to drink coffee

Table 4.8: Reasons to drink coffee

Reasons to drink coffee	Frequency	Percentage (%)
I like to drink coffee because of its pleasant taste	189	46.3
I drink coffee because it has become a habit	85	20.8
I drink coffee because I am invited/recommended by people around me (friends, parents, and others)	249	61
I drink coffee to broaden my networking (people around me drink coffee too)	184	45.1
I drink coffee because the coffee shop is comfortable and convenient	155	38
I drink coffee because I like its sensation (such as Dalgona coffee, Affogato, and etc.)	136	33.3
I drink coffee because I saw the advertisements on TV and social media	50	12.3
I drink coffee because of its promotions and discounts	285	69.9
I drink coffee because of social status (to look cool and improve my lifestyle)	131	32.1

I like drinking coffee accompanied by music/songs	21	5.1

Source: Developed for the research

Figure 4.8: Reasons to drink coffee
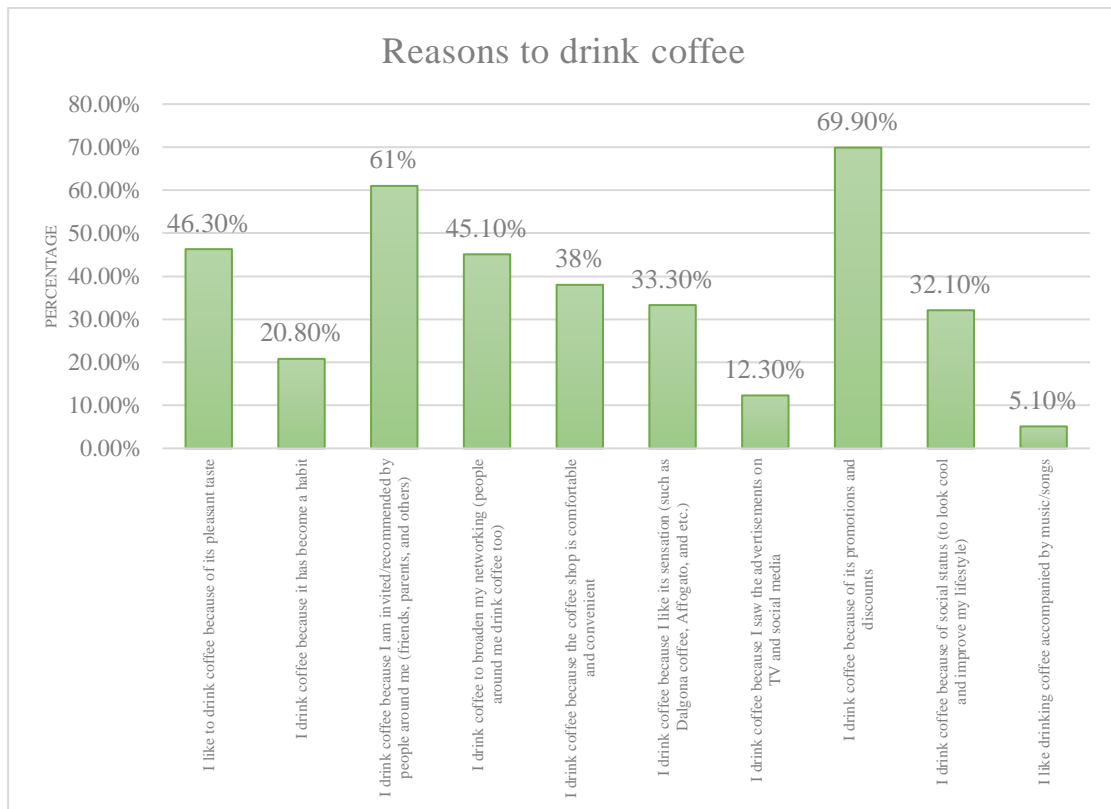
Source: Developed for the research

According to the table and figure 4.8 above, most of the respondents drink coffee because of its promotions and discounts which accounts for 69.9% (285 respondents), followed by because they are invited/recommended by people around them such as friends, parents, and others which accounts for 61% (249 respondents). Besides, there are 46.3% (189 respondents) like to drink coffee because of its pleasant taste, 45.1% (184 respondents) drink coffee to broaden their networking (people around them drink coffee too), 38% (155 respondents) drink coffee because the coffee shop is comfortable and convenient, 33.3% (136 respondents) drink coffee because like its sensation (such as Dalgona coffee, Affogato, etc.), 32.1% (131 respondents) drink coffee because of

social status (to look cool and improve their lifestyle), 20.8% (85 respondents) drink coffee because it has become a habit, 12.3% (50 respondents) drink coffee because they saw the advertisements on TV and social media, and 5.1% (21 respondents) drinking coffee accompanied by music/songs.

4.1.2 Descriptive Statistic

Table 4.9: Descriptive Statistic for Variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Elitism	408	1.40	4.80	3.7284	0.66560
Health	408	2.00	5.00	4.1924	0.42646
Socialisation	408	1.25	5.00	3.2574	0.73914
Culture	408	1.00	5.00	3.7206	0.60612
Hedonism	408	1.00	5.00	3.8539	0.58753
Coffee Purchase Intention	408	1.00	5.00	3.8377	0.60143

Source: Developed for the research

Based on the table 4.9 above, the result shows the descriptive statistic for the dependent variable which is coffee purchase intention, and the independent variables which involve elitism, health, socialisation, culture, and hedonism. The variable that has the highest mean is health with a mean of 4.1924, followed by hedonism with a mean of 3.8539, coffee purchase intention with a mean of 3.8377, elitism with a mean of 3.7284, culture with a mean of 3.7206, and socialisation has the lowest mean which is 3.2574.

Besides that, the variable that has the highest standard deviation is socialisation with a standard deviation of 0.73914, followed by elitism with a standard deviation of 0.66560,

culture with a standard deviation of 0.60612, coffee purchase intention with a standard deviation of 0.60143, hedonism with a standard deviation of 0.58753, and health with the standard deviation of 0.42646.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.10: Reliability Test

Variables	Number of Items	Cronbach's Alpha	Reliability Level
Elitism	5	0.688	Reliable
Health	4	0.648	Reliable
Socialisation	4	0.678	Reliable
Culture	4	0.636	Reliable
Hedonism	5	0.796	Reliable
Coffee Purchase Intention	5	0.652	Reliable

Source: Developed for the research

Based on the table 4.10 above, shows the result of Cronbach's Alpha for the reliability test in SPSS. The value of Cronbach's Alpha is considered acceptable and reliable when the value is more than 0.6 (Giswandhani & Hilmi, 2019). From the table 4.10 above, all the variables Cronbach's Alpha are considered reliable as all of it more than 0.6. The variable that has the highest value of Cronbach's Alpha is hedonism, which is 0.796, followed by elitism which is 0.688, socialisation which is 0.678, coffee purchase intention which is 0.652, health which is 0.648, and culture which is 0.636.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.11: Pearson Correlation Analysis

		Elitism	Health	Socialis ation	Culture	Hedoni sm	Coffee Purcha se Intenti on
Elitism	Pearson Correlati on	1	.160**	.337**	.379**	.579**	.025
	Sig. (2-tailed)		.001	<.001	<.001	<.001	.619
	N	408	408	408	408	408	408
Health	Pearson Correlati on	.160**	1	.079	.492**	.371**	.568**
	Sig. (2-tailed)	.001		.110	<.001	<.001	<.001
	N	408	408	408	408	408	408
Socialisati on	Pearson Correlati on	.337**	.079	1	.431**	.446**	.150**
	Sig. (2-tailed)	<.001	.110		<.001	<.001	.002
	N	408	408	408	408	408	408

Culture	Pearson Correlation	.379**	.492**	.431**	1	.622**	.525**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	408	408	408	408	408	408
Hedonism	Pearson Correlation	.579**	.371**	.446**	.622**	1	.353**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	408	408	408	408	408	408
Coffee Purchase Intention	Pearson Correlation	.025	.568**	.150**	.525**	.353**	1
	Sig. (2-tailed)	.619	<.001	.002	<.001	<.001	
	N	408	408	408	408	408	408

Source: Developed for the research

Based on the table 4.11 above, the significant value between the independent variable of elitism and the dependent variable of coffee purchase intention is 0.619, indicating that the correlation of the variable is insignificant at 0.01. The significant values between the independent variables of health, socialisation, culture, and hedonism and the dependent variable of coffee purchase intention are <0.001, 0.002, <0.001, and <0.001 respectively, which shows that the correlation of variables is significant at 0.01.

Moreover, in the table 4.11 above, health has the strongest correlation towards the coffee purchase intention with r = 0.568, followed by culture with r = 0.525, hedonism with r = 0.353, and socialisation with r = 0.150, while elitism has the lowest correlation towards the coffee purchase intention with r = 0.025.

4.3.2 Multiple Linear Regression Analysis

Table 4.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666	.443	.436	.45168

Source: Developed for the research

R-square is a measurable tool used in the model description for the purpose of quantifying the percentage of uncertainty for certain variables. From the table 4.12 above, the R square value is 0.443, which indicates that 44.3% of the dependent variable which is coffee purchase intention is explained by the independent variables which include elitism, health, socialisation, culture, and hedonism.

Table 4.13: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.203	5	13.041	63.918	<.001
	Residual	82.016	402	.204		
	Total	147.219	407			

Source: Developed for the research

Based on the table 4.13 above, the F value is 63.918 at the significance level of <0.001.

Table 4.14: Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.580	.247		2.352	.019
	Elitism	-.223	.042	-.247	-5.369	<.001
	Health	.544	.062	.386	8.772	<.001
	Socialisation	-.008	.036	-.010	-.221	.825
	Culture	.341	.053	.344	6.484	<.001
	Hedonism	.147	.057	.143	2.579	.010

Source: Developed for the research

Based on the table 4.14 above, the Multiple Regression equation was developed for this study as below:

Coffee Purchase Intention = 0.580 (Constant) + (-0.223) (Elitism) + 0.544 (Health) + (-0.008) (Socialisation) + 0.341(Culture) + 0.147 (Hedonism)

From the coefficient table 4.14 above, the variable of elitism recorded a negative beta value of -0.223, which indicates that the average coffee purchase intention decreases on average by 0.223 for each additional unit in elitism. Besides, the variable of socialisation also recorded a negative beta value of -0.008, which indicates that the average coffee purchase intention decreases on average by 0.008 for each additional unit in socialisation. Meanwhile, the variables of health, culture, and hedonism recorded positive beta values of 0.544, 0.341, and 0.147 respectively. This indicates that the average coffee purchase intention increases on average by 0.544, 0.341, and 0.147 for each additional unit in health, culture, and hedonism.

In addition, the result also showed that the independent variables of elitism, health, culture, and hedonism have a significant relationship with the dependent variable of coffee purchase intention as the p-value of each variable is lower than 0.05, which each

of the variables significant value are <0.001, <0.001, <0.001, and 0.010 respectively. The independent variable of socialisation does not have a significant relationship with the dependent variable of coffee purchase intention as the p-value of the variable is more than 0.05, which the significant value of socialisation is 0.825.

4.4 Hypothesis Testing

Table 4.15: Test of Significant

Constructs	Significant Value
Elitism	<.001
Health	<.001
Socialisation	.825
Culture	<.001
Hedonism	.010

Source: Developed for the research

H1: There is a significant relationship between elitism and coffee purchase intention among Gen Z.

Based on table 4.15 above, the significant value for elitism is <0.001 which is less than 0.05. Therefore, H1 is supported in this study, which indicates there is a significant relationship between elitism and coffee purchase intention among Gen Z.

H2: There is a significant relationship between health and coffee purchase intention among Gen Z.

Based on table 4.15 above, the significant value for health is <0.001 which is less than 0.05. Therefore, H2 is supported in this study, which indicates there is a significant relationship between health and coffee purchase intention among Gen Z.

H3: There is a significant relationship between socialisation and coffee purchase intention among Gen Z.

Based on table 4.15 above, the significant value for socialisation is 0.825 which is more than 0.05. Therefore, H3 is not supported in this study, which indicates there is no significant relationship between socialisation and coffee purchase intention among Gen Z.

H4: There is a significant relationship between culture and coffee purchase intention among Gen Z.

Based on table 4.15 above, the significant value for culture is <0.001 which is less than 0.05. Therefore, H4 is supported in this study, which indicates there is a significant relationship between culture and coffee purchase intention among Gen Z.

H5: There is a significant relationship between hedonism and coffee purchase intention among Gen Z.

Based on table 4.15 above, the significant value for hedonism is 0.010 which is less than 0.05. Therefore, H5 is supported in this study, which indicates there is a significant relationship between hedonism and coffee purchase intention among Gen Z.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

This chapter discusses the major findings of this research. The implications and limitations of this research also were summarized in this chapter. Other than that, the recommendations for the research limitation were discussed as well.

5.1 Discussion of Major Findings

The purpose of this research is to investigate the relationship between the independent variables which include elitism, health, socialisation, culture, and hedonism with the dependent variable which is coffee purchase intention among Gen Z. Based on the hypothesis testing, the results are summarized as below:

Table 5.1: Summary of Hypothesis Testing Result

Hypothesis	Singnificant Value	Result
There is a significant relationship between elitism and coffee purchase intention among Gen Z	Multiple Linear Regression Analysis Result: P = <0.001 (P<0.05)	**Supported**
There is a significant relationship between health	Multiple Linear Regression Analysis Result:	**Supported**

and coffee purchase intention among Gen Z	P = <0.001 (P<0.05)	
There is a significant relationship between socialisation and coffee purchase intention among Gen Z	Multiple Linear Regression Analysis Result: P = 0.825 (P>0.05)	**Not Supported**
There is a significant relationship between culture and coffee purchase intention among Gen Z	Multiple Linear Regression Analysis Result: P = <0.001 (P<0.05)	**Supported**
There is a significant relationship between hedonism and coffee purchase intention among Gen Z	Multiple Linear Regression Analysis Result: P = 0.010 (P<0.05)	**Supported**

Source: Developed for the research

Based on the table 5.1 above, the relationship between elitism and coffee purchase intention among Gen Z is supported, which shows a significant relationship between elitism and coffee purchase intention among Gen Z, as the p-value for elitism is <0.001 which is less than 0.05. Therefore, this shows that elitism is a factor that influences the coffee purchase intention among Gen Z. Ferreira and Beuster (2019) validated that the office workers primarily seek out daily coffee consumption. Besides, in another study by Unnava et al. (2018), survey findings associated coffee drinking with overall happiness at work, increased participation in work, and enhanced work performance and productivity. Given that coffee is widely consumed in places such as offices, hotels, and among wealthy locals and foreigners, it implies that the idea of consuming coffee is elitist and is widely accepted and popular among consumers. In other words, the popularity of drinking coffee among certain categories of people who are on the higher level of social class entrenches the claim and perception. Hence, elitism is a factor that influences the coffee purchase intention among Gen Z.

Next, based on the table 5.1 above, the relationship between health and coffee purchase intention among Gen Z is supported, with a significant relationship between health and coffee purchase intention among Gen Z, as the p-value for health is <0.001 which is less than 0.05. Therefore, this shows that health is a factor that influences the coffee purchase intention among Gen Z. This finding also corresponded with many past studies such as Utama et al. (2021) and Aguirre (2016) which prove that health factor is an element that affects coffee consumption or purchase intention. Another study by Rahim et al. (2019), also discovered that health has a significant relationship with coffee purchase intention. This also shows that consumers have a high awareness of a healthy life and tend to purchase the products that provide benefits to their health, as regular consumption of coffee can help to improve alertness, improve concentration, increase mental and physical performance, improve emotions or mood, reduce the risk of depression, improve cardiovascular function, reduce the risk of coronary heart disease, reduce the risk of type 2 diabetes, reduce the risk cancer, and reduce the risk of death (Samoggia & Riedel, 2019; Samoggia et al., 2020; Aguirre, 2016; Bhurwal et al., 2020; Ahsan & Bashir, 2019). Hence, health is a factor that influences the coffee purchase intention among Gen Z.

Other than that, based on the table 5.1 above, the relationship between socialisation and coffee purchase intention among Gen Z is not supported, with no significant relationship between socialisation and coffee purchase intention among Gen Z, as the p-value for socialisation is 0.825 which is more than 0.05. Therefore, this shows that socialisation is not a factor influencing the coffee purchase intention among Gen Z. This finding corresponded with Karabudak et al. (2019); Samoggia and Riedel (2019); Sinniah et al. (2018) whose findings related to consumption of coffee with recreation, entertainment, and socialisation. The coffee consumption practice for socialisation is not the key motive among the consumers due to there are other means to socialise, especially with other beverages such as soft or carbonated drinks and milk tea as many of the young generations consume milk tea as well (Samoggia & Riedel, 2019; Lin et al., 2023). Therefore, socialisation is not a factor that influences the coffee purchase intention among Gen Z.

Furthermore, based on the table 5.1 above, the relationship between culture and coffee purchase intention among Gen Z is supported, with is a significant relationship between culture and

coffee purchase intention among Gen Z, as the p-value for culture is <0.001 which is less than 0.05. Therefore, this shows that culture is a factor that influences the coffee purchase intention among Gen Z. This finding corresponded with many past studies such as Aguirre (2016); Khasan (2018); Mubarokah and Winarno (2021) which proves that culture is a factor that influencing coffee purchase intention. Malaysia has been influenced by the Western countries' cultures, where the coffee consumption culture in Malaysia has been adopted from the entrances of those branded retail outlets such as Starbucks, Coffee Bean, and etc. Coffee nowadays is famous, and many young generation or mobile youths have been exposed to the Western culture and embraced coffee (Rahim et al., 2019; Thomas et al., 2021; Oniku & Akintimehin, 2021). Therefore, culture is a factor that influences the coffee purchase intention among Gen Z.

Lastly, based on the table 5.1 above, the relationship between hedonism and coffee purchase intention among Gen Z is supported, with a significant relationship between hedonism and coffee purchase intention among Gen Z, as the p-value for hedonism is 0.010 which is lesser than 0.05. Therefore, this shows that hedonism is a factor that influences the coffee purchase intention among Gen Z. This finding corresponds with the study of Elisabeth and Erdiansyah (2023), which proves that hedonism is a factor that influences coffee purchase intention. According to Ng (2015); Hidayat and Razali (2022), hedonism has inclined to become the core contemporary lifestyle of the majority of the young generation nowadays and is a lifestyle reflected in the young generation's behaviour every day. Due to technological advancement and the emergence of a modern era, people's lifestyles have changed, one aspect of these changes is the pursuit of a hedonic lifestyle by seeking pleasure or happiness in the form of a glamorous life. The trend of "coffee" also has become a hedonic lifestyle among Gen Z nowadays (Ertina & Ibrahim, 2019; Elisabeth & Erdiansyah, 2023). Hence, hedonism is a factor that influences the coffee purchase intention among Gen Z.

5.2 Implications of the Study

There are several implications provided in this study and are divided into two part which is theoretical implications and managerial implications.

5.2.1 Theoretical Implications

Even though many researchers have completed research on the factors influencing coffee purchase intention, but only is little research on this topic in the local context. Hence, this study provides local researchers with a reference for developing a comprehensive model to examine the coffee purchase intention between different generations in Malaysia. Besides that, this research can assist future researchers that conduct or examine the studies related to this topic in gaining new information about the factors influencing coffee purchase intention among Gen Z, which is the largest generation and consists of nearly 30% of the world's population and most of the consumers now are Gen Z (Nguyen, 2020).

5.2.2 Managerial Implications

This research can assist the coffee industry, coffee shops or cafés, and restaurants in implementing their marketing strategies, as this research helps in giving understanding or knowing and deeper insight about the trend of Gen Z coffee purchase intention. In other words, once the coffee industry, coffee shops or cafés, and restaurants know the trend of the Gen Z coffee purchase intention, it is a competitive advantage for them, as they can offer better coffee products through innovation and apply the most suitable marketing strategy to attract more Gen Z as consumers to purchase their coffee products,

as well as transform the regular customer into loyalty customer. This also contributed to long-term profit.

5.3 Limitations of the Study

There are several limitations faced by the researcher when conducting this research. This research only focused on Gen Z which is the largest population in the world and most of the consumers now are Gen Z as well. Hence, the findings were not broadly enough applied to the entire generation's population. Besides, this research was conducted by only using convenient sampling as the participants are often readily available and easy to approach. Thus, there is the potential for bias. Moreover, some of the respondents might have no idea in selecting which of the variables affect their decision because they do not often consume coffee. Hence, the researchers may obtain inaccurate feedback.

Furthermore, this research only examines five independent variables which include elitism, health, socialisation, culture, and hedonism, with one dependent variable which is coffee purchase intention. This research purpose is only to discover the relationship between the independent variables and with dependent variable. There are no mediators or moderators included in this research. Therefore, the outcome may be inaccurate. In addition, this research is only focused on the quantitative method which only uses online questionnaires because of limited time; thus, it has the possibility of getting inaccurate feedback.

5.4 Recommendation for Future Research

To make this research more significant, there are several recommendations for conducting the research in future. These recommendations can resolve the limitations mentioned previously and serve as a resource for future research. First, since this research only focused on Gen Z, future researchers may target more generations including Gen X, Gen Y, Baby Boomers and etc to know their behaviours and obtain more accurate results or outcomes. Besides, future researchers can use other sampling techniques such as cluster sampling, systematic sampling and etc. Moreover, some of the respondents in this study might have no idea in selecting which of the variables affect their decision because they do not often consume coffee, hence, future researchers should target the respondents that often consume coffee. The future researcher also can give the survey form to those respondents who visit the coffee shop. This may be able to acquire immediate feedback from the respondents as well.

Furthermore, future researchers can examine more variables in their research such as price, brand, sensory, commercial, quality, and etc. The future researcher may also can include mediator and moderator variables in their research to improve the reliability of the research outcome. In addition, future researchers can consider conducting quantitative and qualitative research which is a combination of questionnaires and interviews with targeted respondents, as this can provide the researchers more accurate and reliable information, as well as avoid the respondents' confusion during the process of questionnaire filling.

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APPENDIX

The Factors That Influence Coffee Purchase Intention Among Generation Z

Good day, I'm Emily Chan Kai An, a final year of undergraduate students of Bachelor of International Business (Honours) from Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus. Currently, I am conducting my Final Year Project (FYP) on "The factors that influence coffee purchase intention among Generation Z".

This survey consists of 3 sections. Section A (Demographic Questions) will require you to select the most suitable answer that best describe yourself relevant to the situation from multiple choices. Whereas Section B (Dependent Variable) and Section C (Independent Variables) will require you to select from the Likert Scale, where 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree.

Kindly answer ALL questions and provide accurate answers in this survey. All the information and data collected will be kept confidential and used solely for academic research purposes.

I'm grateful for your participation in this research project and your response is greatly appreciated.

For any further inquiries, please contact at emilyan729@1utar.my or 011-16356811

SECTION A (Demographic Profile)

Gender: ☐ Male

☐ Female

Age: ☐ 11-14

☐ 15-18

☐ 19-22

☐ 23-26

Occupation: ☐ Student

☐ Self Employed

☐ Government

☐ Private

☐ Not working

Monthly Income: ☐ Below RM1000

☐ RM1001 – RM2000

☐ RM2001 – RM3000

☐ Above RM3000

Races: ☐ Malay

☐ Chinese

☐ India

☐ Others

Do you feel the need to drink coffee every day:

☐ Yes

☐ No

What kind of coffee drink do you prefer:

☐ Americano

☐ Espresso

☐ Cappuccino

☐ Iced coffee

☐ Latte

☐ Caffé mocha

☐ Other (please specify)

Reason to drink coffee:

☐ I like to drink coffee because of its pleasant taste

☐ I drink coffee because it has become a habit

☐ I drink coffee because I am invited/recommended by people around me (friends, parents, and others)

☐ I drink coffee to broaden my networking (people around me drink coffee too)

☐ I drink coffee because the coffee shop is comfortable and convenient

☐ I drink coffee because I like its sensation (such as Dalgona coffee, Affogato, and etc.)

☐ I drink coffee because I saw the advertisements on TV and social media

☐ I drink coffee because of its promotions and discounts

☐ I drink coffee because of social status (to look cool and improve my lifestyle)

☐ I like drinking coffee accompanied by music/songs

SECTION B (Dependent Variable)

Please select each of the following statements using the provided scale. Select the answer that best describes your opinion of what is generally true for you.

Coffee Purchase Intention

Description	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. I am willing to purchase coffee while shopping					
2. I will make an effort to purchase coffee					
3. My attitudes are linked to my intention to buy coffee					
4. My intention to purchase coffee comes from health reasons					
5. I am always interested in buying coffee					

SECTION C (Independent Variables)

Please select each of the following statements using the provided scale. Select the answer that best describes your opinion of what is generally true for you.

Elitism

Description	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. Coffee is a select product					
2. Coffee represents luxury					
3. Coffee is an elitist product					
4. Coffee is an expensive brand					
5. Not many people drink coffee					

Health

Description	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. Coffee is good for health					
2. I choose coffee carefully to ensure good health					
3. My health is very important to me					
4. Coffees are natural and therefore better for my health					

Socialisation

Description	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. I prefer activities related to drinking coffee					
2. I like to drink coffee with my friends					
3. I like to spend my free time with other people					
4. I communicate with the others more easily during coffee session					

Culture

Description	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. The contemporary lifestyle makes me need to buy coffee					
2. My culture influences my purchase of coffee					
3. The dominant culture is flexible and seeks to influence coffee consumptions					

4. The educational level I have reached affects my purchase of coffee					

Hedonism

Description	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. It's a real pleasure to drink coffee					
2. Coffee is aesthetics					
3. People who drink coffee have good taste					
4. Coffee is an outstanding product					
5. Coffee is a top-quality drink					