

BREWING PREFERENCE: A STUDY ON  
CONSUMER PURCHASE INTENTION TOWARD ZUS  
COFFEE

KONG CAROL

BACHELOR OF INTERNATIONAL BUSINESS  
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT  
DEPARTMENT OF INTERNATIONAL BUSINESS

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BY

KONG CAROL

A final year project submitted in partial fulfilment of the  
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- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 10,739.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
CPBI	Consumer Perceived Brand Innovativeness
F&B	Food and Beverage
LBA	Local Brand Attachment
LF	Lifestyle Fit
MLRA	Multiple Linear Regression Analysis
PER	Perceived Environmental Responsibility
PI	Purchase Intention
PIv	Perceived Innovation
PJ	Petaling Jaya
PPV	Price-Perceived Value
S-O-R	Stimulus-Organism-Response
SPSS	Statistical Package for the Social Science
TPB	Theory of Planned Behavior
UGC	User-Generated Content
VIF	Variance Inflation Factor (VIF)

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## PREFACE

The purpose of this study was to investigate consumer behavior in Malaysia's quickly expanding café sector, where local companies are facing more competition from global chains. Local café enterprises that seek to stay competitive require to understand what influences consumer purchasing intentions. One of Malaysia's fastest-growing local café brands, ZUS Coffee, offers a relevant and contemporary background for our research.

The concept for this study arose from monitoring changing customer preferences, specifically the increasing relevance of emotional attachment, lifestyle compatibility, perceived value, innovation, and environmental responsibility in purchasing decisions. The necessity for this study was further underscored by the absence of empirical research that especially focused on local café brands in Malaysia.

An online survey was used to gather data from Malaysian customers who have made purchases from ZUS Coffee using a quantitative method. The analysis was guided by the Theory of Planned Behavior (TPB) and the Stimulus–Organism–Response (S-O-R) model. The purpose of this study is to provide local café operators aiming to improve customer interaction and market positioning with both scholarly findings and practical implications.

## ABSTRACT

The Malaysian café industry has grown quickly in recent years, boosting competition between international and local café brands. So, it is crucial to study the factors that affect consumers' purchases intentions. With a focus on five variables, which are Local Brand Attachment, Lifestyle Fit, Price–Perceived Value, Perceived Innovation, and Perceived Environmental Responsibility, this study investigates the factors that influence purchase intention toward ZUS Coffee, a well-known café chain in Malaysia.

This study uses a quantitative research methodology, guided by the Theory of Planned Behavior (TPB) and the Stimulus–Organism–Response (S-O-R) model. An online survey was used to gather information from Malaysian customers who had previously made purchases from ZUS Coffee. A total of 205 valid replies were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive analysis detailed respondent profiles, and reliability tests ensured that measuring items were consistent. Correlation and multiple regression analyses used to evaluate the presented hypotheses.

The findings show that purchasing intention is significantly positively correlated with all five variables. The multiple regression study revealed that the top indicators of purchase intention for ZUS Coffee were Local Brand Attachment, Price–Perceived Value, and Lifestyle Fit. However, perceived innovation and perceived environmental responsibility are still significant supporting factors. The results validate the suitability of the S-O-R model and TPB in the Malaysian café setting and offer useful guidance for local café owners on developing successful branding and marketing plans.

**Keywords:** Purchase Intention, ZUS Coffee, Local Brand Attachment, Lifestyle Fit, Price- Perceived Value, Café Industry

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

Setting the stage for the study's progress, this part outlines what the study explores and why it is essential.

### **1.1 Research Background**

Over the past few decades, the foreign café culture has significantly influenced and transformed café culture globally. According to Paajanen (2017, as cited in Abdul Rahim, Goh and Cheah, 2019), the first coffeehouse, Kiva Han, established in 1475 in Constantinople, which is present-day Istanbul, Turkey, to provide coffee to the public. Nowadays, coffee culture has expanded rapidly throughout the world that individuals have greatly adapted it to their everyday routines (Liew, 2017). Coffee is more than simply a beverage; it is a cultural symbol that is used to assert identity, convey personal ideas, and strengthen social ties (Sweis, 2025). Similar to many other food and beverage goods, coffee has proven to be highly adaptable across different cultures (Tucker, 2011). Moreover, modern cafés are seen as "third places," which are unofficial gathering spots between homes and workplaces that promote community engagement and present an opportunity to further promote the growth of today's café culture (Lukito & Xenia, 2018).

Globally, the coffee industry has expanded into a multibillion-dollar industry driven by demand for premium, specialty, and convenience forms. Customers are looking for unique experiences that connect coffee to social interaction, ambiance, and lifestyle (Omar, 2023). Consumer attitudes are moving from simple caffeine consumption to

experiencing satisfaction through specialty cafes' selective combinations, barista expertise, and innovative settings (Samoggia & Riedel, 2018).

Nowadays, Malaysia's coffee market is expanding and become increasingly competitive. Traditional coffee enterprises in Malaysia have been forced to shut down due to the popularity of trendy coffee shops and cafe chains during the last 10 years (Foo, Bajuri & Wong, 2013). The head of the Petaling Jaya (PJ) Coffee Shop Association, Keu Kok Meng, claims that 10 years ago, there were 500 to 800 traditional coffee shops in PJ, Kuala Lumpur; today, there are only 200 or less. This growing competition has been compounded by cultural disruptions in Malaysia's café scene, driven by the blending of foreign café culture and changes in consumer lifestyles. Local coffee shops, often known as kopitiam, became embedded in local society and expanded rapidly as this lifestyle grew alongside increasing consumer purchasing power and economic changes (Liew, 2017). The transition from traditional kopitiam to modern lifestyle cafés has allowed Malaysia's café business to grow significantly in urban areas. The food and beverage industry has expanded quickly because of this modern lifestyle, which has given prominence to branded cafés in Malaysian café culture today (Amin, Hamidon, Fadzil & Azmin, 2024). Besides that, customer satisfaction stems from the positive emotions customers have, like delight and loyalty, emphasizing the emotional aspect of café consumption (Liew, 2017). In practice, this advises kopitiam operators to maintain the cleanliness and condition of their décor to create an environment that encourages social connections (Lim, Jee, Loh & Chai, 2020). Elements such as ambiance, servicescape, and service quality play an important role in shaping the overall coffee shop experience. Additionally, a study on local coffee shops in Malaysia, which surveyed 394 respondents in Klang Valley, showed that customer fulfilment and intention for future visits can be influenced by café environment, service quality, and product quality (Muhamad Fadzli, Anuar & Ferdian, 2023). This implies that consumer behavior is influenced by both tangible and intangible service aspects. However, it's interesting to note how Malaysian café culture combines local and global sensibilities (Liew, 2017), a phenomenon known to academics as "glocalization." International café trends are frequently localized through cultural aesthetics or menu

changes. Cafés that include Malaysian themes into their design, food, or branding tend to attract local customers.

One of the major players influencing Malaysia's current café industry is ZUS Coffee, a local business that has grown significantly since its founding in 2019. By providing excellent coffee at reasonable prices, ZUS Coffee, a tech-driven coffee business, focuses on affordability and makes specialty coffee more accessible to everyone (Naziron, Shah & Raji, 2025). Its expansion follows general consumer trends in café consumption, which are moving towards convenience, brand engagement, and lifestyle integration. This study focuses on ZUS Coffee since it is a well-known and rapidly expanding brand among Malaysia's many local cafés. Also, its customer base provides a perfect setting for examining how consumer perceptions and branding affect purchase intentions. ZUS Coffee is an ideal instance of how local firms may succeed in an increasingly competitive, experience-driven café culture by utilizing digital ordering platforms and a network of well-located locations. With over 700 outlets around the country, their growth strategy combines a strong online ordering platform with a physical presence. This combination of innovation, accessibility, and lifestyle positioning enhances its competitive edge over competitors in the regional coffee market.

## **1.2 Research Problems**

Globally, coffeehouses today serve as lifestyle hubs, giving social contact, convenience, and cultural identity rather than just beverages (Samoggia & Riedel, 2018). It can also be referred to as "third place" in urban areas, separate from homes and workplaces, where individuals can congregate, unwind, and form relationships (Ferreira, Ferreira, & Bos, 2021). Yet, the competition gets fiercer as the number of cafés around the world rises. In crowded markets, operators must constantly differentiate themselves through customer experience, brand identification, and innovative services. However, the

complexity of internet interactions, tailored marketing strategies, and the dynamic nature of modern consumer-brand connections are difficult for traditional models to effectively capture (Suardana, 2025). Moreover, due to the extraordinary amount of information available to individuals, consumers today have unparalleled knowledge and choice, which has caused a redefining of their consumption patterns, attitudes, and preferences (Suardana, 2025). Consequently, enhancing company service capabilities and service quality enhancement are primarily focused on gaining a competitive edge over the current competitive market (Muhamad Fadzli et al., 2023).

Malaysia's food and beverage (F&B) sector is a fast-growing market, and Malaysians' changing lifestyles have raised their need for a unique coffee experience, increasing demand in the beverage industry (Yahya, Mazlan & Wan Kamarudin, 2022). Correspondingly, Malaysia's café market mirrors these worldwide trends with local twists, as the desire for specialty coffee and unique café experiences has increased due to economic development, rising income levels, and an increasingly younger consumer. When local coffee shop owners are having difficulty surviving, it is important for them to revitalize their establishments (Foo et al., 2013). Furthermore, there is strong rivalry for customers' attention and ideal locations due to market saturation in cities like Kuala Lumpur. Studies indicate that Malaysian café consumers place an extreme value on the physical environment, customer service efficiency, and product quality that will influence consumer satisfaction and intention to return (Ryu & Han, 2010). Nevertheless, preferences are also influenced by demographic factors including age, income, and social influences, which make marketing and service approaches more difficult (Yahya et al., 2022).

Additionally, the development of concept cafés combines contemporary design with local culture, yet achieving a balance between innovation and authenticity is still difficult. Complexity is increased by technological advances, as cafés must now perform both offline (ambiance, service) and online (social media, mobile convenience) to draw and keep consumers. Consumer loyalty is unstable due to digital saturation; businesses must continue to be engaging and pertinent to avoid being forgotten (Bing,

Al Mughairi, Karim & Karim, 2024). The café industry in Malaysia has seen social media grow into a potent marketing tool. Platforms like Instagram make use of user-generated content and visual storytelling to provide emotive branding and affordable visibility (Chee & Hassan, 2024). Accordingly, the rise of social networking sites, photo sharing, and video archiving, which encourage online consumer autonomy and user empowerment, has made User-Generated Content (UGC) an essential part of commercial platforms in a monetary driven economy (Chee & Hassan, 2024).

Understanding how consumer perceptions and brand tactics impact purchasing decisions becomes crucial as the café sector becomes more saturated and consumer behavior changes in response to technology, competition, and changing lifestyles. These sorts of insights can help local cafés improve their market positioning, maintain long-term growth, and effectively compete with global companies. In this context, ZUS Coffee stands out as an outstanding representation of the continually shifting café landscape in Malaysia. ZUS Coffee modern, lifestyle-focused brand identity, mobile-first ordering, and accessible pricing constitute its key highlights. Its expansion shows how local firms can thrive by utilizing digital ease and extensive physical reach. However, maintaining this accomplishment is not easy. ZUS needs to keep quality constant across all locations, quickly adjust to changing customer demands, and keep creating emotional appeal that goes beyond practical pricing. Additionally, it must handle competition from both well-established foreign firms and agile local upstarts. By tackling these issues with empirical research aimed at figuring out what influences purchasing intention, ZUS and related brands can steer towards long-term competitiveness in Malaysia's changing café industry.

### **1.3 Research Questions**

1. What is the effect of local brand attachment on consumers' purchase intention towards ZUS Coffee?
2. What is the relationship between lifestyle fit and consumers' purchase intention towards ZUS Coffee?
3. What is the effect of price-perceived value on consumers' purchase intention towards ZUS Coffee?
4. What is the relationship between perceived innovation and consumers' purchase intention towards ZUS Coffee?
5. What is the relationship between perceived environmental responsibility and consumers' purchase intention towards ZUS Coffee?

### **1.4 Research Objectives**

1. To examine the relationship between local brand attachment and consumers' purchase intention towards ZUS Coffee.
2. To determine the relationship between lifestyle fit and consumers' purchase intention towards ZUS Coffee.
3. To assess the relationship between price-perceived value and consumers' purchase intention towards ZUS Coffee.
4. To investigate the relationship between perceived innovation and consumers' purchase intention towards ZUS Coffee.
5. To examine the relationship between perceived environmental responsibility and consumers' purchase intention towards ZUS Coffee.

## 1.5 Research Significance

This study provides significant contributions to the fields of consumer behavior and branding research as well as operators in the café business.

Firstly, practitioners may boost customer loyalty in cafés, especially in competitive marketplaces like Klang Valley, by recognizing how factors like service environment, product quality, and consumer interaction impact purchase intention (Muhamad Fadzli et al., 2023). Secondly, practitioners can more accurately target advertising campaigns and tailor offerings by understanding how personal traits and demographics influence buying behavior (Theodorakopoulos, & Theodoropoulou, 2024). Thirdly, research on how environmental practices and perception of sustainability influence purchase decisions allows companies to successfully integrate sustainability into their branding, appealing to increasingly socially conscious consumers (Wang, Liao, Wu & Le, 2021).

Conversely, by focusing on ZUS Coffee, our study closes an empty spot in the literature from an academic perspective, a rapidly growing Malaysian café brand operating in a digital-first environment, which remains underexplored. While repurchase intentions and satisfaction have been studied in local cafés, a handful of studies have precisely linked consumer perceptions and context-specific brand strategies to purchase intention in a rising small café such as ZUS Coffee. Moreover, this study enhances theoretical frameworks of consumer behavior by applying models such as the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) model within café settings in an emerging market. Finally, the study offers empirical findings derived from survey data on how consumer attributes interact within contemporary, localized café environments.

## **1.6 Conclusion**

In summary, this chapter provided a synopsis of Malaysia's café business and the discussed on focusing on ZUS Coffee as a strong local brand. The research problems, questions, and objectives were created to investigate the ways in which five important elements affect customers' intentions of purchasing. This chapter also highlighted the study's academic and practical value for both researchers and café industry practitioners.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter reviews earlier research and beliefs about the purpose of consumers making purchases in the café sector. Using the Theory of Planned Behavior (TPB) and the Stimulus–Organism–Response (S-O-R) model as support, it focuses on the five independent variables of this study and how they affect purchase intention.

### **2.1 Underlying Theories**

According to Ajzen (2020), the theory of planned behavior (TPB) has been effectively applied to explain and forecast behavior in a variety of behavioral areas, including physical activity, recycling, consumer behavior, and technology adoption. The TPB begins with a clear description of the behavior of interest in terms of the goal, the action taken, the context, and the time frame (Ajzen, 2020). For instance, in this study, the behavior of interest can be characterized as "purchasing (action) a cup of ZUS Coffee (target) at a ZUS outlet or via the mobile app (context) in the near future (time frame). According to the TPB framework, customers' desire to buy ZUS Coffee is predicted in part by their attitude towards the target behavior and their subjective norms around it (Bosnjak, Ajzen & Schmidt, 2020). Furthermore, both the intention and the actual purchasing behavior are influenced by perceived behavioral control, which represents how easy or difficult the behavior is thought to be (Hua & Wang, 2019). Similarly, Kassim, Athirah and Setijaningrum (2023) determined that the intention to buy environmentally sustainable products is substantially correlated with all three TPB components, highlighting the theory's relevance to green product contexts. In short, TPB is a useful tool for analyzing purchase intentions in café settings, especially for ZUS Coffee, as evidenced by its resilience in these empirical contexts.

According to the Stimulus-Organism-Response (S-O-R) theory, a person can be affected by three main states, which are stimulus, organism, and reaction (Nadeem, Bokhari, Zabrodskaia, Koschmann & Kulich, 2023). A stimulus is defined by the concept as an outside force that awakens an organism's internal state, triggering additional processing and reactions (Kexin & Teo, 2023). Internal stimuli processing can occur both consciously and unconsciously, including perceptions and interpretations of the environment that influence an individual's feelings and decisions (Hochreiter, Benedetto & Loesch, 2022). This process includes both cognitive assessments like perceived value and quality, and emotional responses like excitement or satisfaction, which mutually influence consumer perceptions. Eventually, these inner states result in reactions that appear as visible behavior (Jeong, Kim, Li, Li, Choi & Kim, 2022). The "organism" acts as a mediator between external stimuli and customer reactions in this way. Customers' internal evaluations (organism) in the café environment are influenced by several aspects, including environmental responsibility, brand image, pricing, and innovative offerings. These internal evaluations subsequently impact their actions, including their desire to purchase coffee from ZUS.

## **2.2 Review of Variables**

### **2.2.1 Purchase Intention**

Understanding individual decision-making process has resulted in a variety of studies on the influence of purchase intention on customer behavior (Chen & Wang, 2016, as cited in Costa, da Costa, Maciel, Aguiar & Wanderley, 2021). Purchase intention refers to a customer's anticipated likelihood of making a purchase of a good or service, and it is frequently influenced by attitudes, brand associations, and value assessments. Fishbein and Ajzen (1975) contend that

intentions drive behavior, meaning that a person will act in a highly specific way depending on the circumstances surrounding consumption. Purchase intention is a reliable benchmark for estimating the likelihood of customers purchasing a product or service (Fitriani, Hadita & Faeni, 2022). Hence, pointing to potential future individual purchasing activities (Costa et al., 2021). Purchase intention is a powerful measure of customer loyalty and brand survival in highly saturated markets like cafés (Hajar, Alkahtani, Ibrahim, Al-Sharafi, Alkawsu, Iahad, Darun, & Tiong, 2022). Hence, understanding purchase intention assists in determining the variables that convert consumer interest into actual purchases, especially in Malaysia's thriving café industry.

### **2.2.2 Local Brand Attachment**

The emotional bond and sense of identity that customers form with locally based brands is known as local brand attachment. Such attachment is frequently based on trust, social identification, and shared cultural values (Han, Nam, & Swanepoel, 2023). Local companies that reflect the identity and values of their customers may generate higher emotional responses than multinational ones (Heinberg, Katsikeas, Ozkaya, & Taube, 2020). Research shows that perceived closeness and brand are often cited as important factors that strengthen consumers' attachment to local brands (Arya, Verma, Sethi, & Agarwal, 2019). According to Meng, Duan, Zhao, Lü, and Chen (2021), in retail and service contexts, emotionally charged connections with brands can serve as strong indicators of customer behavior. In contrast to global brands that depend on scale, local brands frequently capitalize on personal connection and cultural relevance to generate unique competitive advantages (Rebelo, 2025).

### **2.2.3 Lifestyle Fit**

According to Kotler and Armstrong (2018, as cited in Huthasuhut, Lubis and Utami, 2022), people from different social classes, subcultures, and professions lead quite distinct lives. An individual's lifestyle is reflected in how they spend their time and money, but it also refers to the attitudes and values that underline these patterns of behavior (Solomon, 2019, as cited in Huthasuhut et al., 2022). A person's lifestyle influences all their consumption habits based on their unique traits that have been molded by their social contacts over time as they have progressed through life (Selvakumar & Raghavan, 2017, as cited in Huthasuhut et al., 2022). Also, Customers frequently choose brands that support their lifestyle choices by reflecting their social identity and self-concept (Ayoubi, Fazl & Araam, 2024). In the café industry, lifestyle fit can be indicated by ambiance, convenience, or conformance to aspirational social trends. Companies need to consider personality and lifestyle factors into consideration in shaping consumers' brand choice and loyalty (Acar, Büyükdağ, Türten, Diker & Çalışır, 2024). Moreover, social and emotional factors continue to have an impact during economic downturns because consumers continue to place a higher value on lifestyle and personal goals (Levy, Murphy & Lee, 2018, as cited in Sanell & Sundelin, 2025). Local café owners can achieve ongoing engagement by strategically integrating their offerings into customers' lifestyles, especially in competitive urban marketplaces where brand differentiation is crucial.

### **2.2.4 Price-Perceived Value**

Price perception is the term used to describe how consumers perceive the cost of the goods or services they purchase, which in turn shapes their judgements of value and quality (Suhud, Allan, Rahayu & Prihandono, 2022, as cited in Ciu,

& Wijayanti, 2024). Price-perceived value reveals the decision consumers make between the price of a product and the perceived benefits received. According to Levrini and Santos (2021), the way consumers balance price against satisfaction and practical advantages shapes their views of value. Customers in the café business evaluate value by taking into consideration aspects like flavor, service rapidity, and atmosphere in addition to product affordability (Ismael, 2024). Research has indicated that the aspects of restaurant service quality have a positive effect on perceptions of price justice, and that price fairness strongly influences customer retention (Singh, Slack, Sharma, Aiyub & Ferraris, 2022). In highly competitive café marketplaces, striking the appropriate balance between price and value is critical for maintaining customer loyalty and attracting new customers. Beyond immediate purchase decisions, outstanding perceptions of value establish long-term confidence and loyalty towards the brand, enhancing ongoing patronage and advertising through word-of-mouth (Rosário & Casaca, 2025).

### **2.2.5 Perceived Innovation**

Customers' perceptions of a brand's ability to provide new and creative products, services, or experiences are known as perceived innovation. It is strongly related to the concept of brand innovativeness. In consumer behavior study, innovation is intimately related to views of modernity and relevance. Consumer innovation affects adoption decisions, as innovation frequently serves as an impulse for purchasing (Sarılğan, Akan, Bakır & Süleç, 2022). Perceived innovation in the café sector can include innovative branding strategies, technologically enabled ordering, and a varied menu. Aligning with customer expectations is necessary to overcome innovation resistance and make sure that innovation results with actual positive outcomes (Xue, Nasir, Cheng, Wu & Cao, 2024). To enhance client satisfaction and loyalty to service offerings, companies must continually refine their innovative strategies (Awuku, Agyei & Gonu,

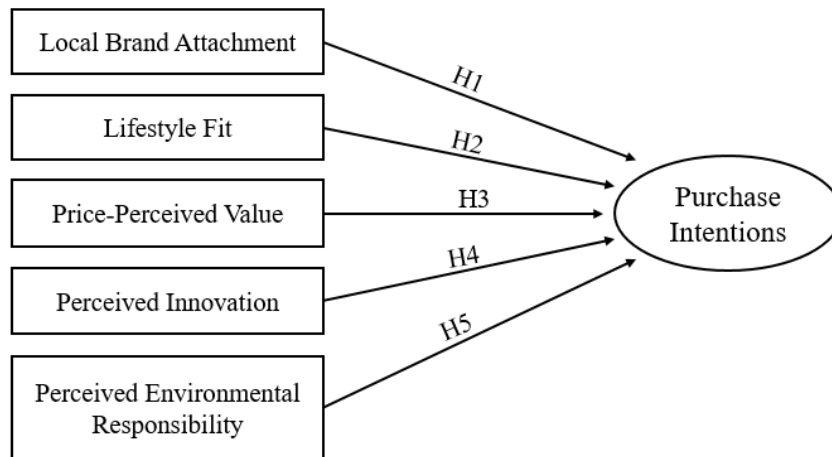
2023). When such innovations are perceived as beneficial and useful, consumers are more likely to maintain a stronger engagement with the brand (Jiang, Zhao, Lin & Yang, 2022). To maintain an innovative edge in a rapidly changing industry, local café operators are required to be both unique and relevant.

### **2.2.6 Perceived Environmental Responsibility**

Perceived environmental responsibility relates to consumers' perceptions of a brand's commitment to environmentally conscious practices. With a growing awareness of climate change, consumers are becoming more aware of sustainability in their purchase decisions (Venghaus, Henseleit & Belka, 2022). Also, consumers are more inclined to trust and support companies that demonstrate an actual dedication to environmental responsibility (Deshmukh & Tare, 2024). Environmentally friendly marketing messages that emphasize the useful benefits of eco-friendly products, including reduced waste, have the potential to significantly alter consumer attitudes (Deshmukh & Tare, 2024). Eco-labels and sustainability messaging are common approaches to improve brand image and credibility (Wang, Du, Liu & Wang, 2022). In the café industry, eco-friendly packaging, waste minimization, and sustainable sourcing are examples of environmentally conscious practices that complement customer values and provide a competitive edge (Bhati, 2024). Furthermore, when brands continuously practice environmental responsibility, consumers perceive a closer alignment between their personal beliefs and the company's principles, reinforcing emotional connection (Theocharis & Tsekouropoulos, 2025). Consequently, as consumers become more socially conscious, incorporating sustainability into brand strategy is no longer optional but a requirement for long-term competitiveness. Ko & Jeon (2024) mentioned that perceived environmental responsibility can also enhance brand recognition and support differentiation in competitive marketplaces.

## 2.3 Proposed Theoretical or Conceptual Framework

Figure 2.1 Conceptual Framework



Source: Developed for the research.

For clarifying purchasing intention towards ZUS Coffee, this research presents a conceptual framework based on the Theory of Planned Behavior (TPB) and the Stimulus–Organism–Response (S-O-R) model. According to the model, five independent variables, which are Local Brand Attachment, Lifestyle Fit, Price–Perceived Value, Perceived Innovation, and Perceived Environmental Responsibility, are important determinants of customer evaluations and emotions which consequently affect purchases. In short, improved perceptions in these areas could boost consumers' purchase intention, providing helpful insights on how ZUS Coffee may become more competitive in Malaysia's café sector.

## **2.4 Hypothesis Development**

### **2.4.1 Relationship between local brand attachment and consumers' purchase intention towards ZUS Coffee**

Lin and Ku (2018) indicate that customers' purchase intentions are positively impacted by strong brand attachment, and this connection can be extended to local brand attachment in the context of local cafés. Trust, sincerity, and common cultural identity are frequently the root causes of local brand attachment. According to research, customers are more willing to express loyalty by making repeat purchases when they connect with the values that local brands represent (Ciu, & Wijayanti, 2024). Also, brand authenticity and perceived familiarity reinforce attachment, increasing purchasing intentions (Suo & Huang, 2023). Additionally, fostering community pride while supporting local business owners may strengthen emotional ties and promote additional purchasing behavior (Westskog, Solnørdal, Vindegg, Tønnesen, Sandnes, Grasbekk, & Christensen, 2024). For ZUS Coffee, which prides itself on being a Malaysian brand, such attachment may turn into increased consumer purchasing intentions.

*H1: Local Brand Attachment has a positive effect on Purchase Intention.*

### **2.4.2 Relationship between lifestyle fit and consumers' purchase intention towards ZUS Coffee**

Consumers' purchasing intentions are positively impacted when their lifestyles fit with a brand (Amaral & Djuang, 2023). Lifestyle fit in the café sector can be displayed by convenience, such as ordering via a smartphone, social interaction like using a café as a meeting place, or compatibility with individual health and

wellness choices such as plant-based or sugar-free menu selections. Consumer satisfaction and loyalty improve significantly when a brand aligns with their lifestyle goals (Acar et al., 2024). For example, customers who view coffee as a necessary component of their everyday work routine are more inclined to choose brands that fit in well with their way of life (Rahmah & Satyaningrat, 2023). ZUS Coffee's promotion of convenience and modern café culture has the potential to increase consumers' propensity to make purchases.

*H2: Lifestyle Fit has a positive effect on Purchase Intention.*

### **2.4.3 Relationship between price-perceived value and consumers' purchase intention towards ZUS Coffee.**

According to Ayub and Kusumadewi (2021), consumers use their perception of price as an indicator of value, which positively influences their purchase intention. In café settings, perceived value includes overall experience, quality, cost, and service effectiveness (Ge, Yuan, Wang & Park, 2021). Customers are more likely to feel fulfilled and committed when they believe that prices are reasonable and deliver satisfactory value, thus influences their intention to purchase (Rady, Abdelaziz & Touni, 2023). Achieving a balance between value-added experiences and price is essential for drawing in and keeping customers in highly competitive markets (Tran, 2024). This balance is reflected in ZUS Coffee's strategy of offering speciality coffee at affordable prices, which makes price-perceived value an essential factor when deciding purchase intention.

*H3: Price-Perceived Value has a positive effect on Purchase Intention.*

#### **2.4.4 Relationship between perceived innovation and consumers' purchase intention towards ZUS Coffee.**

Shams, Alpert, and Brown (2015) show that purchase intentions are positively influenced by consumer perceived brand innovativeness (CPBI), which is compatible with the perceived innovation construct used in this study. According to Keiningham, He, Hillebrand, Jang, Suess and Wu (2019), innovation creates unique value for customers, which increases support for companies that are perceived as innovative. Brands that continuously launch new products and utilize the use of technology strengthen their perceived innovativeness, thereby boosting consumers' propensity to make purchases (Chen, Qie, Memon & Yesuf, 2021). Stronger purchase intents are encouraged by ZUS Coffee's unique brand positioning, which is supported by its digital app ecosystem and continual menu innovations.

*H4: Perceived Innovation has a positive effect on Purchase Intention.*

#### **2.4.5 Relationship between perceived environmental responsibility and consumers' purchase intention towards ZUS Coffee.**

Punyatoya (2014) claims that Purchase intentions are positively impacted by consumers' impressions of a brand's dedication to eco-friendly initiatives. Due to growing environmental concerns, consumers choose companies that employ environmentally friendly packaging, reduce waste, and source ethically (Kumar, Prakash & Kumar, 2021). Prior research shows that eco-friendly practices boost trust, credibility, and alignment with consumer values, which enhances purchase intentions (Kesa, 2025). Given these findings, it is logical to assume that when consumers perceive a brand to be environmentally responsible, their purchase intention increases. As Malaysians become more conscious of

sustainability, ZUS Coffee's use of environmentally friendly methods may improve customer confidence and encourage purchases.

*H5: Perceived Environmental Responsibility has a positive effect on Purchase Intention.*

## **2.5 Conclusion**

Finally, this chapter reviewed key theories and prior research on customer purchasing intentions in the café industry. Five important factors, such as Local Brand Attachment, Lifestyle Fit, Price–Perceived Value, Perceived Innovation, and Perceived Environmental Responsibility, were found to be significant determinants of purchase intention toward ZUS Coffee by combining the Theory of Planned Behavior (TPB) and the Stimulus–Organism–Response (S-O-R) model. These hypotheses offer a precise framework for analyzing the proposed relationships in this research.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

According to Brown (2006), methodology is the conceptual framework that guides the investigation and forms the basis for the research. This chapter outlines the methods utilized for gathering and analyzing the data as well as how the study was conducted.

### **3.1 Research Design**

Khanday (2023) defines research design as the fundamental strategy or approach of a project that describes how data will be gathered, analyzed, and evaluated to test hypotheses or handle research questions. Similarly, McCombes (2022) notes that creating a research design involves identifying the main objectives, selecting the design type to employ, choosing sample strategies, deciding data gathering processes, and using the right data analysis methods. As a result, the study examines the relationship between the independent variables and the dependent variable, purchase intention (PI), using a quantitative and descriptive research approach.

#### **3.1.1 Quantitative Research**

Quantitative research is suitable because it enables the systematic collecting of numerical data that can be evaluated using statistical approaches to investigate relationships between variables (Pandey, Madhusudhan & Singh, 2023). With this methodology, the study can evaluate objectively how much the independent variables affect the dependent variable, purchase intention. Measurable results are the focus of quantitative research, which guarantees the accuracy and

reproducibility of findings (Fadele & Rocha, 2025). In this study, purchase intention toward ZUS Coffee is treated to be the dependent variable, whereas the five independent variables, local brand attachment, lifestyle fit, price-perceived value, perceived innovation, and perceived environmental responsibility, which serve as predictors. This method enables the systematic testing of hypotheses to ascertain the direction and strength of relationships between various variables. Quantitative research also simplifies the application of statistical methods like correlation and multiple regression analysis, which provide evidence-based conclusions on consumer behavior patterns. Thus, it offers a strong foundation to generate generalizable insights from a larger sample size of coffee consumers.

### **3.1.2 Descriptive Design**

Besides that, the study employs a descriptive design since its goal is to measure, characterize, and analyze how customer perceptions affect their purchase intentions rather than to manipulate variables (Furidha, 2023). Descriptive research is appropriate when the purpose is to provide an accurate picture of current conditions or attitudes within a population. This strategy is also effective since it enables researchers to capture current consumer attitudes, behaviors, and opinions of ZUS Coffee in a realistic environment. This design allows the study to gather information on how consumers feel about ZUS Coffee, including how attached they are to the local brand, how well it fits into their lifestyle, how much they think it is worth in relation to its price, how innovative they think it is, and how environmentally conscious they think it is. Additionally, descriptive research serves as the basis for hypothesis testing using statistical techniques by providing quantifiable and broad applicable insights into a larger sample of coffee drinkers (Kumar & Lal, 2025). By doing so, the results are

both descriptive and explanatory, emphasizing the important elements that affecting purchase intention under the coffee sector.

## **3.2 Sampling Design**

Sampling is the process of identifying a subset of participants for a study from a wider population (Lohr, 2021). Without looking at every individual, it enables researchers to reach trustworthy findings and generalizations about the larger population (Cash, Isaksson, Maier, & Summers, 2022). An organized sample design offers a methodical framework for selecting participants, guaranteeing precision, reducing bias, and improving the relevance of study results (Saunders, Lewis, & Thornhill, 2009; Zikmund, Babin, Carr, & Griffin, 2013). In order to create the sampling design for this research, the target population must be identified, the sampling elements must be chosen, the best sampling technique must be utilized, also, sample size must be decided.

### **3.2.1 Target Population**

Subgroups of a larger cohort that meet predetermined requirements and support study purposes are referred to as the target population (Alvi, 2016, as cited in Willie, 2024). Malaysian customers who have made purchases from ZUS Coffee are the study's target population. This is to ensure respondents have experience or familiarity, providing meaningful insights for the study.

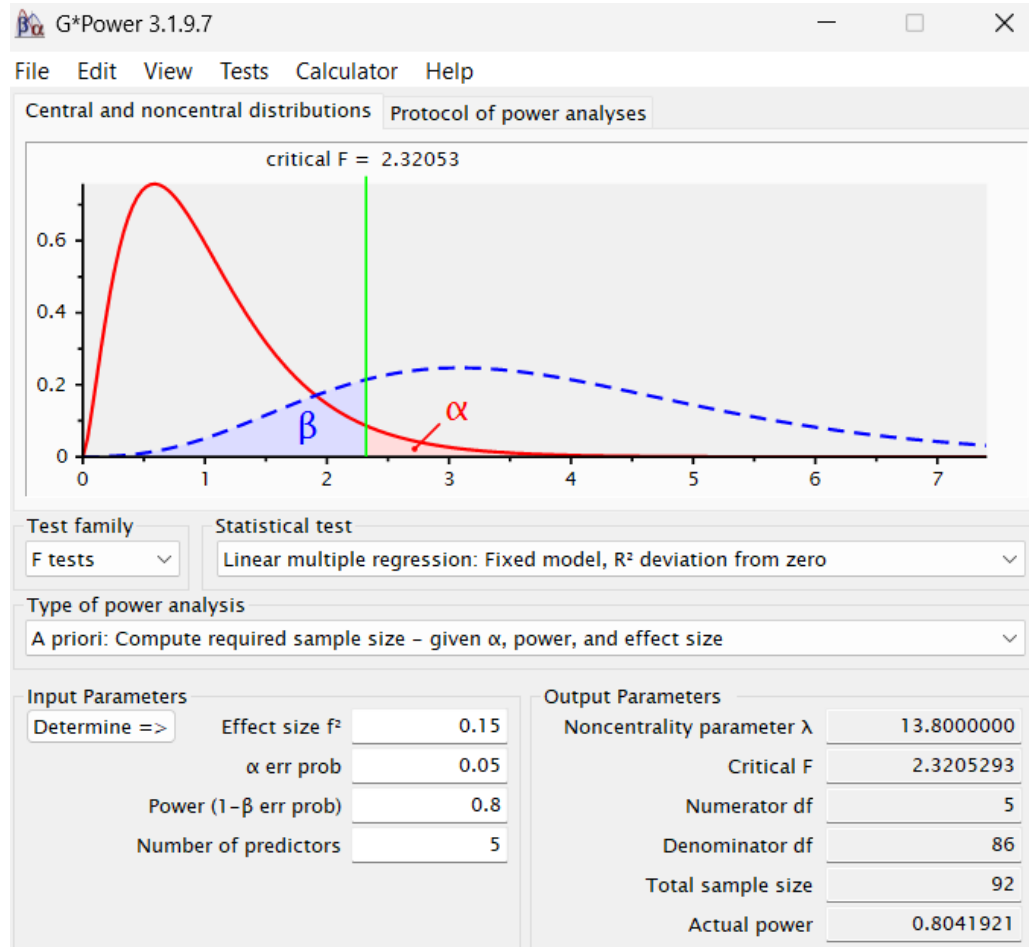
ZUS Coffee was chosen because ZUS Coffee is a quickly expanding local café chain in Malaysia, and its customer base provides a perfect setting for examining how consumer perceptions and branding affect purchase intentions.

### **3.2.2 Sampling Technique**

The study's sample frame couldn't be obtained from official databases because there is no publicly accessible customer registration for ZUS Coffee customers. Consequently, a non-probability sampling method is used, which is often recommended in consumer behavior research when it is challenging to reach certain demographics (Bacher, Lemcke, Quatember & Schmich, 2019). This study combines two sampling strategies, which are purposive sampling and convenience sampling. Purposive sampling entails choosing individuals based on how related they are to study's objectives (Makwana, Engineer, Dabhi & Chudasama, 2023). Hence, only respondents who are aware of or have purchased from ZUS Coffee are included, which increases the relevance of the results. Meanwhile, convenience sampling is choosing participants who are readily available for the research, allowing for data collection within limited time and resources (Makwana et al., 2023). To reach respondents, the survey will be displayed using Google Forms and published on well-known social media sites consisting of WhatsApp, Instagram, and Xiaohongshu. These channels were selected due to their widespread use in Malaysia and the fact that they enable researchers to connect with younger, tech-savvy consumers, who represent a sizable share of café consumers. Also, conducting the survey online bring advantages like cost effectiveness, increased reach, and the capacity to gather replies more quickly (Taherdoost, 2021).

### 3.2.3 Sampling Size

Figure 3.1 Required Sample Size Calculated by G\*Power



Source: Developed for the research.

G\*Power 3.1 was employed for calculating the minimum sample size that was needed. Using Multiple Regression with five variables, a medium effect size ( $f^2 = 0.15$ ), significance level ( $\alpha = 0.05$ ), and statistical power ( $1-\beta = 0.80$ ), the software predicted that at least 92 respondents are required. However, this study aims for a minimum of 200 responses to increase accuracy, strengthen the statistical analysis's robustness, and take into consideration the potential for incomplete or useless responses.

### **3.3 Data Collection Method**

This study collects data using primary approaches to ensure that the research objectives are fully accomplished. Primary data is material that a researcher collects firsthand to address the specific objectives of a study. There are several ways to collect this kind of information, such as surveys, interviews, experiments, and observations (Mazhar, Anjum, Anwar, & Khan, 2021). A structured online questionnaire is used to collect primary data on consumers' impressions of ZUS Coffee in relation to local brand attachment, lifestyle fit, price-perceived value, perceived innovation, and perceived environmental responsibility.

### **3.4 Research Instrument**

The primary research tool for this inquiry is a structured online survey. This is because it ensures the systematic collection of quantitative data directly related to the aims of the research, the survey approach is suitable. A standardized questionnaire guarantees uniformity in responses and for trustworthy statistical analysis (Chen, Jarecka, Abraham, Gau, Ng, Low, Bevers, Johnson, Keshavan, Klein, Clucas, Rosli, Hodge, Linkersdorfer, Bartsch, Das, Fair, Kennedy & Ghosh, 2025). Online approaches are particularly advantageous since they reduce costs, reach a larger audience, and provide rapid collection of data from numerous responders.

The survey has been divided into three sections. The first part captures demographic information such as age, gender, race, employment status, income level, and frequency of ZUS Coffee purchases. The second section uses validated questionnaires that were modified from previous studies to measure the independent variables. The final segment measures the dependent variable, Purchase Intention, with several items to improve reliability. Responses will be gathered by employing a five-point Likert scale

that covers strongly disagree (1) to strongly agree (5). The rating system is suitable for capturing the views of customers.

## **3.5 Construct Measurement**

### **3.5.1 Origin Constructs**

At this research, the source and original measurement items for each independent variable were examined. It shows how each construct was modified from earlier studies to suit ZUS Coffee's constraints. Detailed measurement items are provided in Appendix 3.1.

### **3.5.2 Scale Measurement**

According to Misra, Pandey, Singh, Gupta, and Sahu (2018), a measurement scale is an essential part of research since it specifies how data is grouped, organized, and quantified for analysis. Scales come in four different varieties, including ratio, ordinal, nominal, and interval. However, this study only uses nominal, ordinal, and interval (likert scale) data to manage the different kinds of questionnaire questions.

#### **3.5.2.1 Nominal Scale**

Data measured using a nominal scale is classified into distinct categories without any numerical value or inherent order (Salkind, 2010). In Section 1 of this study, demographic questions consisting of gender, race, and occupational

situation were recorded nominally. For example, the item “Gender: Male/Female” represents categories without ranking, making it a nominal variable. Likewise, in Section 2, general questions such as “Have you purchased any products in ZUS Coffee?” and “Are you a ZUS Coffee app user?” were also nominal since the responses were limited to Yes/No categories.

### **3.5.2.2 Ordinary Scale**

According to Arvidsson (2018), ordinal data are replies that can be organized in a meaningful order, even though there may not be a consistent division between categories. In Section 1, demographic variables including age groups and monthly income ranges were subjected to ordinal scaling. Using an ordinal scale, the question "How often do you purchase from ZUS Coffee?" was also assessed in Section 2. For example, “18–24 years” may be placed above “Under 18,” and “Weekly purchases” may be placed above “Rarely,” but the gap between categories does not correspond to regular intervals. Despite identifying irregular gaps, ordinal scales offer a useful order that aids in capturing trends in frequency or progress among respondents.

### **3.5.2.3 Likert Scale**

In survey studies, Likert scales are frequently employed to record attitudes, perceptions, and behavioral intentions (Joshi, Kale, Chandel & Pal, 2015). In Section 3, a five-point Likert scale was adopted for assessing purchase intention and the five independent variables. There were five possible answers, 1 for “strongly disagree” and 5 for “strongly agree.” This scaling approach is thought to be successful since it is simple for participants and yields accurate data for statistical analysis (Malhotra & Peterson, 2006). Additionally, by considering

Likert-type items as interval data, connections between variables can be examined using sophisticated analytical methods like multiple regression.

### **3.6 Proposed Data Analysis Tool**

The Statistical Package for the Social Sciences (SPSS) will be used to analyze the data that has been collected. SPSS is one of the most popular software programs in business and social science research because it provides complete capabilities for descriptive, reliability, and inferential analysis. SPSS will enable the researcher to test the hypotheses put forth, verify statistical assumptions, assure the reliability of measurement tools, and generate responder profiles (Morgan, Leech, Gloeckner & Barrett, 2019).

#### **3.6.1 Descriptive Analysis**

The demographic traits from responses will be compiled by descriptive analysis. Descriptive analysis is to characterize the survey data by summarizing respondents' opinions about ZUS Coffee and describing their demographic characteristics (Abdul Rahim, Sulaiman, Chin, Mohd Arif & Abdul Hamid, 2017). This includes factors such as gender, age, race, income, work status, and how frequently ZUS Coffee purchases are made. In addition to providing a demographic description of the sample, these details offer crucial context for interpreting the key findings. Furthermore, descriptive statistics like mean and standard deviation will be calculated for all independent and dependent variables. For example, if the mean score for 'Local Brand Attachment' is high, it indicates that customers have a strong connection to ZUS Coffee. Similarly, a higher standard deviation in 'Perceived Innovation' would reflect a wider

range of viewpoints among respondents. This stage describes the general patterns and variability in the dataset, providing the basis for further studies.

### **3.6.2 Reliability Analysis**

Reliability study will be performed to ensure that the measuring items are consistent and appropriately reflect their constructions. The primary indicator will be Cronbach's alpha, which assesses the items' internal consistency (Taber, 2018). A Cronbach's alpha value of 0.70 or greater is categorized as acceptable (Taber, 2018). This step is necessary because the survey items were taken from previously validated instruments but applied to a new context of ZUS Coffee consumers. For instance, the measuring scale's suitability and reliability for this study would be confirmed if the construction "Perceived Innovation" had an alpha of 0.85. By ensuring reliability at this point, measurement errors are reduced, and the results' confidence is strengthened (Izah, Sylva & Hait, 2023).

### **3.6.3 Inferential Analysis**

There will be two phases to the inferential analysis process. The first will be correlation analysis, which examines the direction and strength of correlations between variables (Franzese & Iuliano, 2018), and second with multiple regression analysis to examine the effect of the five independent variables on Purchase Intention. Multicollinearity will also be checked to ensure predictors are not overly correlated.

Regression coefficients ( $\beta$  values) will indicate the relative importance of each variable in affecting Purchase Intention. The general form of the multiple regression model applied in this study can be expressed as:  $PI = A + \beta_1(LBA)$

+  $\beta_2(\text{LF}) + \beta_3(\text{PPV}) + \beta_4(\text{PIv}) + \beta_5(\text{PER}) + e$ , where PI stands for purchase intention, A for constant, LBA for local brand attachment, LF for lifestyle fit, PPV for price-perceived value, PIv for perceived innovation, PER for perceived environmental responsibility, and e for error term.

Moreover, multicollinearity will be tested to ensure that the independent variables are not overly similar to one another. Tolerance levels higher than 0.1 and Variance Inflation Factor (VIF) values below 10 will serve as standards for acceptability (Ainiyah, Deliar & Virtriana, 2016).

This analysis identifies the key factors influencing purchase intention toward ZUS Coffee and provides insights into prioritizing brand strategies to attract and retain customers.

### **3.7 Conclusion**

This chapter concluded by outlining how the study was conducted, including the methodologies utilized for gathering and assessing data. A quantitative and descriptive examination of the relationships between the suggested factors was carried out using SPSS. These methodological processes confirm that the data gathered is reliable and appropriate for achieving the study's purposes.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

For analyzing the connection between the variables impacting customers' purchase intentions toward ZUS Coffee, the chapter presents both descriptive and inferential analyses of the findings from the research.

### **4.1 Descriptive Analysis**

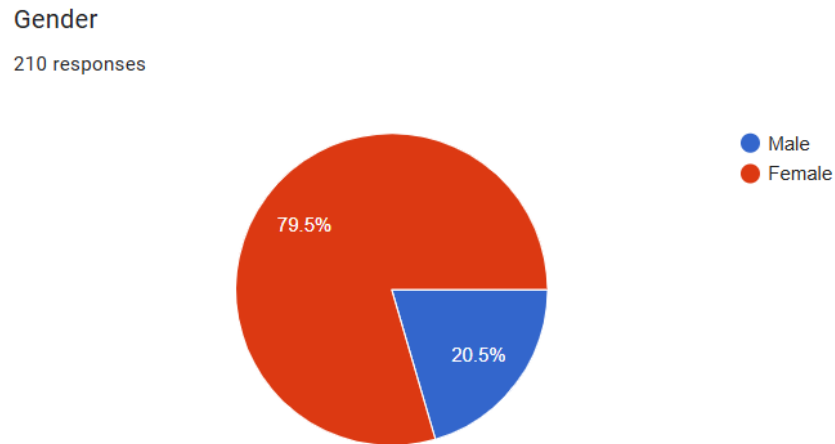
The descriptive analysis gives a summary of the demographic characteristics of the respondents and their overall experience with ZUS Coffee (Danielsen, Bjertnaes, Garratt, Forland, Iversen & Hunskaar, 2010). Deeper insights into consumer trends and preferences are also provided by highlighting respondents' purchasing patterns and interactions with the ZUS Coffee brand (Chen, 2024)

#### **4.1.1 Respondents' Demographic Profile**

Survey gathered a total of 210 demographic data from respondents, covering gender, age, race, employment status, and monthly income level. This information aids in understanding the sample's makeup and provides the general information needed for further hypothesis testing.

#### 4.1.1.1 Gender

Figure 4.1: Gender



Source: Developed for the research.

Table 4.1: Category of Gender

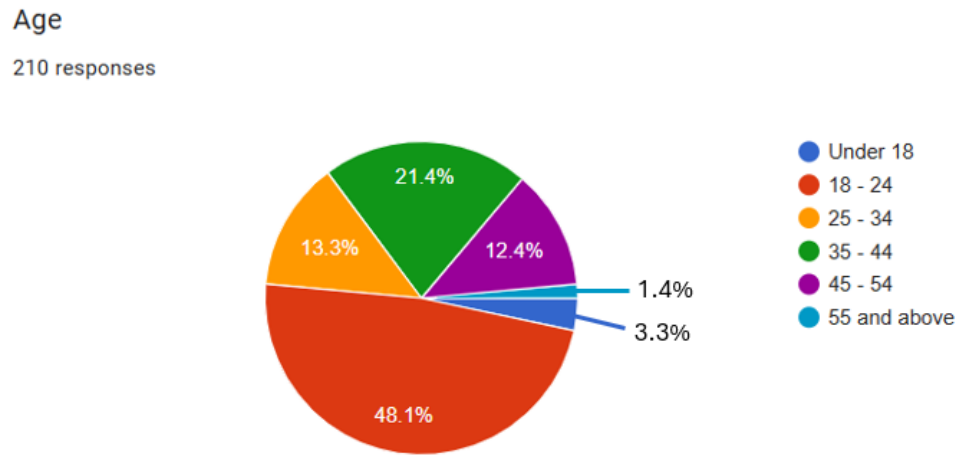
	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Female	167	79.5	79.5	79.5
Male	43	20.5	20.5	100.0
Total	210	100.0	100.0	

Source: Developed for the research.

There were 167 females (79.5%) and 43 males (20.5%) among the 210 participants. This indicates that female made up most study participants.

4.1.1.2 Age

Figure 4.2: Age



Source: Developed for the research.

Table 4.2: Category of Age

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Under 18	7	3.3	3.3	3.3
18 – 24	101	48.1	48.1	51.4
25 – 34	28	13.3	13.3	64.7
35 – 44	45	21.4	21.4	86.1
45 – 54	26	12.4	12.4	98.5
55 and above	3	1.4	1.4	100.0
Total	210	100.0	100.0	

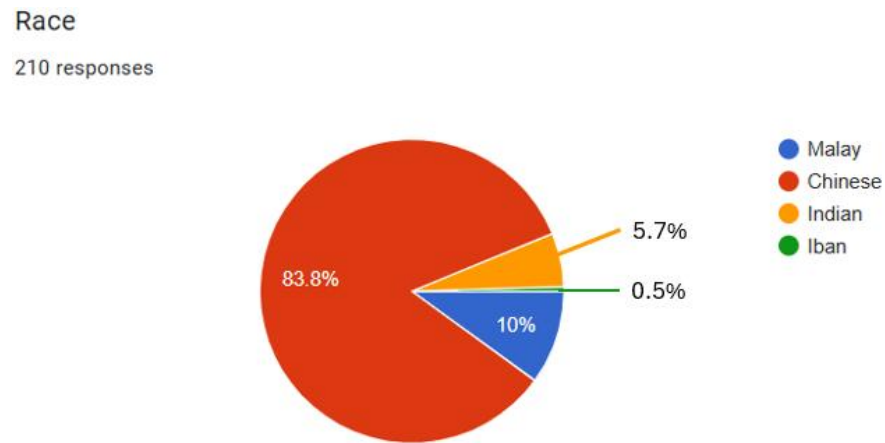
Source: Developed for the research.

The largest group of respondents were aged between 18 and 24 years old, representing 101 respondents (48.1%), followed by those aged between 35 and 44 with 45 respondents (21.4%). A total of 28 respondents (13.3%) were between the ages of 25 and 34, while 26 respondents (12.4%) were between the

ages of 45 and 54. 7 respondents (3.3%) were under 18, and 3 respondents (1.4%) were aged 55 years and above. This indicates that young adults made up most participants.

#### 4.1.1.3 Race

Figure 4.3: Race



Source: Developed for the research.

Table 4.3: Category of Race

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Malay	21	10.0	10.0	10.0
Chinese	176	83.8	83.8	93.8
Indian	12	5.7	5.7	99.5
Other: Iban	1	0.5	0.5	100.0
Total	210	100.0	100.0	

Source: Developed for the research.

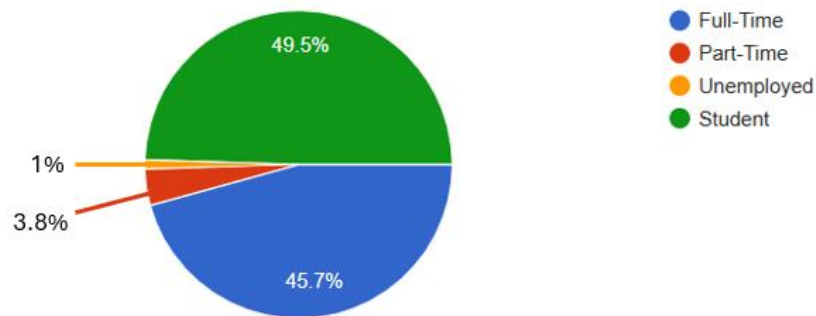
Chinese respondents made up 83.8% (176 respondents), followed by Malay respondents at 10% (21 respondents) and Indians at 5.7% (12 respondents). Additionally, 1 respondent (0.5%) identified as Other (Iban).

#### 4.1.1.4 Employment Status

Figure 4.4: Employment Status

Employment Status

210 responses



Source: Developed for the research.

Table 4.4: Category of Employment Status

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Full-Time	96	45.7	45.7	45.7
Part-Time	8	3.8	3.8	49.5
Unemployed	2	1.0	1.0	50.5
Student	104	49.5	49.5	100.0
Total	210	100.0	100.0	

Source: Developed for the research.

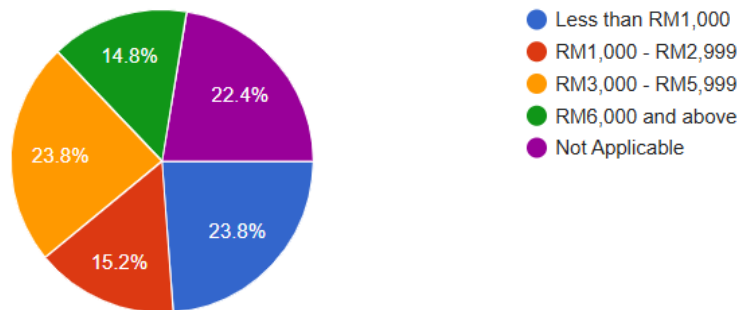
104 respondents (49.5%) were students, making up over half of the survey participants. Full-time employees had 96 respondents (45.7%). Meanwhile, 8 respondents (3.8%) worked part-time, while 2 (1.0%) were unemployed.

#### 4.1.1.5 Monthly Income Level

Figure 4.5: Monthly Income Level

Monthly Income Level

210 responses



Source: Developed for the research.

Table 4.5: Category of Monthly Income Level

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Less than RM1,000	50	23.8	23.8	23.8
RM1,000 – RM2,999	32	15.2	15.2	39.0
RM3,000 – RM5,999	50	23.8	23.8	62.8
RM6,000 and above	31	14.8	14.8	77.6
Not Applicable	47	22.4	22.4	100.0
Total	210	100.0	100.0	

Source: Developed for the research.

Most respondents earned less than RM1,000 (50 respondents, 23.8%), and between RM3,000 and RM5,999 (50 respondents, 23.8%), indicating that these two income groups were equally the largest among respondents. Next in line were 47 respondents (22.4%) who were not applicable in this category. Furthermore, 32 respondents (15.2%) reported earnings between RM1,000 and RM2,999, while 31 respondents (14.8%) earned RM6,000 and above.

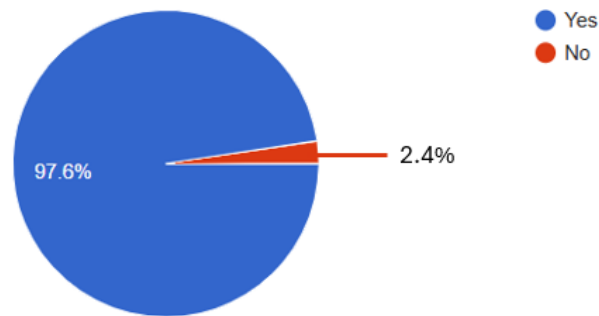
## 4.1.2 Respondents' General Information

### 4.1.2.1 ZUS Coffee Product Purchase

Figure 4.6: ZUS Coffee Product Purchase

Have you purchased any products in ZUS Coffee?

210 responses



Source: Developed for the research.

Table 4.6: Category of ZUS Coffee Product Purchase

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Yes	205	97.6	97.6	97.6
No	5	2.4	2.4	100.0
Total	210	100.00		

Source: Developed for the research.

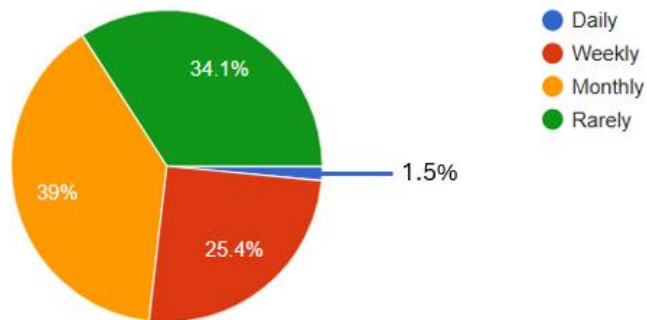
205 individuals (97.6%) bought products from ZUS Coffee, compared to just 5 (2.4%) who did not. This indicates that most respondents had prior experience with the brand.

#### 4.1.1.2 Purchase Frequency of ZUS Coffee

Figure 4.7: Purchase Frequency of ZUS Coffee

How often do you purchase from ZUS Coffee?

205 responses



Source: Developed for the research.

Table 4.7: Purchase Frequency of ZUS Coffee

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Daily	3	1.5	1.5	1.5
Weekly	52	25.4	25.4	26.9
Monthly	80	39.0	39.0	65.9
Rarely	70	34.1	34.1	100.0
Total	205	100.0	100.0	

Source: Developed for the research.

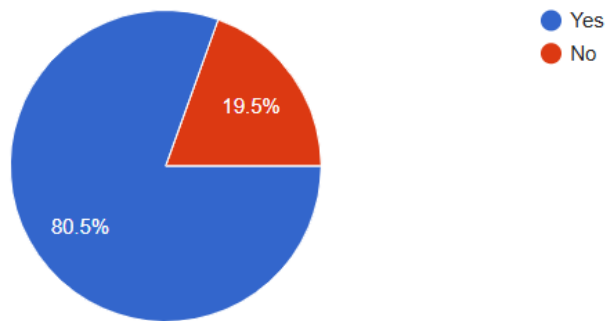
80 respondents (39.0%) reported monthly purchases, followed by 70 respondents (34.1%) who make infrequent purchases and 52 respondents (25.4%) who make weekly purchases. Only 3 respondents (1.5%) purchased ZUS Coffee daily.

### 4.1.2.3 ZUS Coffee App Usage?

Figure 4.8: ZUS Coffee App Usage Among Respondents

Are you a ZUS Coffee app user?

205 responses



Source: Developed for the research.

Table 4.8 ZUS Coffee App Usage Among Respondents

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Yes	165	80.5	80.5	80.5
No	40	19.5	19.5	100.0
Total	205	100.00	100.0	

Source: Developed for the research.

The majority, 165 respondents (80.5%), used the ZUS Coffee app, while 40 respondents (19.5%) did not. This shows that most respondents use the app to place orders or receive rewards.

### 4.1.3 Central Tendencies Measurement of Constructs

Table 4.9 Mean and Standard Deviation for Independent Variables and Dependent Variable

		Sample size (N)	Mean ( $\bar{x}$ )	Standard Deviation ( $\sigma$ )
Independent Variables	Local Brand Attachment	205	4.1307	0.58249
	Lifestyle Fit	205	3.9000	0.74820
	Price-Perceived Value	205	3.9837	0.62579
	Perceived Innovation	205	4.2351	0.57355
	Perceived Environmental Responsibility	205	4.1951	0.56410
Dependent Variable	Purchase Intention	205	3.8488	0.84573

Source: Developed for the research.

An overview of respondents' attitudes and intentions was obtained by measuring the mean of each concept. The findings indicate that consumers' opinions of ZUS Coffee are generally positive. Local Brand Attachment ( $\bar{x} = 4.13$ ,  $\sigma = 0.58$ ), Perceived Innovation ( $\bar{x} = 4.24$ ,  $\sigma = 0.57$ ), and Perceived Environmental Responsibility ( $\bar{x} = 4.20$ ,  $\sigma = 0.56$ ) had slightly higher means with low standard deviations, showing general agreement among respondents. Price-Perceived Value ( $\bar{x} = 3.98$ ,  $\sigma = 0.63$ ) also had a high mean with low deviation. Lifestyle Fit ( $\bar{x} = 3.90$ ,  $\sigma = 0.75$ ) showed a slightly lower mean and more variation, indicating that respondents had differing views on how well the brand fits their lifestyle. The dependent variable, Purchase Intention ( $\bar{x} = 3.85$ ,  $\sigma = 0.85$ ), had a moderate mean with high variation, revealing that while many are likely to purchase, individual intentions vary.

## 4.2 Reliability Analysis

The reliability of each construct was tested by Cronbach's Coefficient Alpha to determine internal consistency. This analysis ensures that the results are stable and dependable by determining if the items within each construct constantly evaluate the same underlying concept. In this validity, 205 data points were collected.

Table 4.10: Reliability Analysis

No	Construct	Cronbach's Alpha	Number of Items
1	Local Brand Attachment	0.786	5
2	Lifestyle Fit	0.805	4
3	Price-Perceived Value	0.678	6
4	Perceived Innovation	0.840	5
5	Perceived Environmental Responsibility	0.777	5
6	Purchase Intention	0.876	5

Source: Developed for the research.

As shown in Table 4.10, most independent variables demonstrated good to acceptable reliability based on the Cronbach's alpha thresholds provided in Appendix D. Lifestyle Fit ( $\alpha = 0.805$ , 4 items) and Perceived Innovation ( $\alpha = 0.840$ , 5 items) achieved very good reliability, while Local Brand Attachment ( $\alpha = 0.786$ , 5 items) and Perceived Environmental Responsibility ( $\alpha = 0.777$ , 5 items) were within the acceptable range. The Price-Perceived Value ( $\alpha = 0.678$ , 6 items) is slightly below the suggested 0.70 criterion yet is acceptable for exploratory study due to its close approach to 0.70. The dependent variable, Purchase Intention ( $\alpha = 0.876$ , 5 items), showed very good reliability, verifying the items consistently measure the intended construct and are suitable for further analysis. The general rule for interpreting Cronbach's Alpha values is listed in Appendix 4.1.

### **4.3 Inferential Analysis**

To investigate the connections between independent and dependent variables, two phases of inferential analysis were carried out. First, the direction and strength of the correlations were ascertained using Pearson's correlation coefficient. Also, Multiple Linear Regression Analysis (MLRA) was employed to assess combined and distinct consequences of the independent variables on purchase intention.

### 4.3.1 Pearson's Correlation Coefficient Analysis

Table 4.11: Pearson's Correlation Analysis

		LBA	LF	PPV	PIv	PER	PI
LBA	Pearson Correlation	1	.622***	.419***	.569***	.481***	.613***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	205	205	205	205	205	205
LF	Pearson Correlation	.622***	1	.499***	.606***	.467***	.609***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	205	205	205	205	205	205
PPV	Pearson Correlation	.419***	.499***	1	.555***	.494***	.559***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	205	205	205	205	205	205
PIv	Pearson Correlation	.569***	.606***	.555***	1	.619***	.620***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	205	205	205	205	205	205
PER	Pearson Correlation	.481***	.467***	.494***	.619***	1	.548***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	205	205	205	205	205	205
PI	Pearson Correlation	.613***	.609***	.559***	.620***	.548***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	205	205	205	205	205	205
*** Correlation at 0.001 (2-tailed)							

Source: Developed for the research.

Each independent factor has positive and substantial correlation with purchase intention ( $p < 0.001$ ). There are moderate to high positive relationships between Purchase Intention and Local Brand Attachment ( $r = 0.613$ ), Lifestyle Fit ( $r = 0.609$ ), Price–Perceived Value ( $r = 0.559$ ), Perceived Innovation ( $r = 0.620$ ), and Perceived Environmental Responsibility ( $r = 0.548$ ). The results suggest that respondents' purchasing intentions are positively correlated with higher levels of these factors. Furthermore, none of the correlation values are higher than 0.90, indicating that the variables are suitable for additional regression analysis and are not excessively duplicated.

### 4.3.2 Multiple Linear Regression Analysis

#### 4.3.2.1 Model Summary

Table 4.12: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.748 <sup>a</sup>	.559	.548	.56865	.559	50.448	5	199	<.001
a. Predictors: (Constant), PER, LF, PPV, PER, PIV									

Source: Developed for the research.

R value of 0.748 indicates that there is a significant positive correlation between the independent variables and dependent variable. This demonstrates how the set of predictors, which are Local Brand Attachment, Lifestyle Fit, Price-Perceived Value, Perceived Innovation, and Perceived Environmental Responsibility, are all contributed to the dependent variable. In response to the

model's R2 value of 0.559, these factors reflect 55.9% of the variation in purchasing intention. Other factors not covered in the current study are responsible for the remaining 44.1%. The model's reliability is further reinforced by an Adjusted R2 of 0.548, which considers the number of predictors.

#### 4.3.2.2 Analysis of Variance (ANOVA)

Table 4.13: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.564	5	16.313	50.448	<.001 <sup>b</sup>
	Residual	64.349	199	.323		
	Total	145.912	204			
a. Dependent Variable: PI						
b. Predictors: (Constant), PER, LF, PPV, LBA, PIV						

Source: Developed for the research.

Regression model has proven highly significant, as seen by the ANOVA results. The study's high F-value of 50.448 and p-value under 0.001 are considerably below the generally recognized significance threshold of 0.05. This demonstrates that the probability of results occurring by chance are exceedingly low. Thus, the five independent factors have a significant effect on purchase intention, showing that the model is dependable and explains an important portion of the variation in the dependent variable.

### 4.3.2.3 Coefficients Interpretation

Table 4.14: Multiple Linear Regression Analysis (Coefficients) Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-1.469	.358		-4.101	<.001	-2.176	-.763		
	LBA	.364	.093	.251	3.923	<.001	.181	.547	.542	1.845
	LF	.213	.075	.188	2.822	.005	.064	.362	.497	2.010
	PPV	.269	.081	.199	3.345	<.001	.111	.428	.623	1.604
	PIv	.245	.105	.166	2.346	.020	.039	.452	.440	2.272
	PER	.207	.094	.138	2.212	.028	.022	.392	.567	1.765
a. Dependent Variable: PI										

Source: Developed for the research.

This multiple linear regression analysis indicates the relative influence of each independent variable on purchase intention. Local brand attachment has a significant positive effect on PI, with a standardized coefficient ( $\beta$ ) of 0.251. Lifestyle Fit ( $\beta = 0.188$ ) and Price-Perceived Value ( $\beta = 0.199$ ) both show relatively strong influences and significant positive effects. The positive impacts of perceived innovation ( $\beta = 0.166$ ) and perceived environmental responsibility ( $\beta = 0.138$ ) are comparatively small. Overall, the results show that consumers' purchase intentions are most influenced by Local Brand Attachment, Price-Perceived Value, and Lifestyle Fit, with lower influences from Perceived Innovation and Perceived Environmental Responsibility.

### **4.3.3 Multicollinearity Test**

Referring to Table 4.14, Variance Inflation Factor (VIF) and tolerance values were used to evaluate multicollinearity among the independent variables. Since all tolerance values were over 0.1 (range = 0.440–0.623) and all VIF values were below 10 (range = 1.604–2.272), multicollinearity was not a concern, and the regression coefficients could be evaluated with confidence. With the assumptions verified, inferential analyses will be carried out to assess the relationships between variables and evaluate the regression model.

## **4.4 Conclusion**

In conclusion, the data analysis showed that the respondents were mostly female, Chinese, young adults, and students with a range of income levels. Most respondents regularly made monthly purchases, used the brand's app, and had experience with ZUS Coffee. All constructs were found to be consistent and appropriate for analysis by reliability testing. Pearson's correlation found positive and significant connections between all independent variables and purchase intention, whereas the coefficient results revealed that Local Brand Attachment, Price-Perceived Value, and Lifestyle Fit were the biggest predictors of purchase intention. Multicollinearity was not an issue, demonstrating the regression model's robustness. Overall, the results demonstrate that each factor under study has a significant impact on consumers' intentions to purchase from ZUS Coffee.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

This chapter discusses the study's findings, their implications, limitations, and suggestions for future research.

### **5.1 Discussion of Major Findings**

Table 5.1 Summary of the Result of Hypotheses Testing

Hypotheses	Findings	Result
H1: There is a positive relationship between local brand attachment and purchase intention.	$\beta = 0.251$ $p < 0.001$	Supported
H2: There is a positive relationship between lifestyle fit and purchase intention.	$\beta = 0.188$ $p = 0.005$	Supported
H3: There is a positive relationship between price-perceived value and purchase intention.	$\beta = 0.199$ $p < 0.001$	Supported
H4: There is a positive relationship between perceived innovation and purchase intention.	$\beta = 0.166$ $p = 0.020$	Supported
H5: There is a positive relationship between perceived environmental responsibility and purchase intention.	$\beta = 0.138$ $p = 0.028$	Supported

Source: Developed for the research.

### **5.1.1 Local Brand Attachment and Consumers' Purchase Intention**

The findings show that purchase intention is strongly positively impacted by Local Brand Attachment ( $\beta = 0.251$ ,  $p < 0.001$ ). This implies that consumers who feel a stronger emotional connection or support for the local brand are more inclined to acquire the products. Among all the variables, LBA displays the greatest beta value, indicating that it is the most reliable indicator of buying intention in this model. These findings correspond with the purpose of understanding the importance of consumer-brand interactions in determining purchasing decisions. As a result, the hypothesis that Local Brand Attachment positively increases purchase intention is supported, emphasizing the significance of establishing emotional ties with local customers.

### **5.1.2 Lifestyle Fit and Consumers' Purchase Intention**

Lifestyle Fit ( $\beta = 0.188$ ,  $p = 0.005$ ) presents a significant relationship with purchase intention, demonstrating that individuals are more inclined to purchase a product that fits their lifestyle and daily habits. The relationship is statistically significant, indicating that lifestyle fit plays an essential role in forming consumers' purchasing decisions. This supports the purpose of research of examining how personal consumer preferences influence purchasing habits. As a result, the hypothesis that Lifestyle Fit positively influences purchase intention is supported, implying that brands should consider aligning products with target customer lifestyles.

### **5.1.3 Price-Perceived Value and Consumers' Purchase Intention**

Price-perceived value ( $\beta = 0.199$ ,  $p < 0.001$ ) has a strong positive impact on purchase intention. This implies that consumers perceive products that provide adequate value for their price more appealing, increasing their intent to buy. The beta value shows a moderate impact, indicating that customers' decision-making is significantly influenced by perceived worth. These results are relevant to the study's goal of determining how price perception affects consumer choices. As a result, the theory that Price-Perceived Value positively influences purchase intention is validated, highlighting the necessity for companies to effectively express value.

### **5.1.4 Perceived Innovation and Consumers' Purchase Intention**

Perceived Innovation ( $\beta = 0.166$ ,  $p = 0.020$ ) positively boosts purchase intention, showing that individuals are more probable to purchase goods that they view as innovative or unique. The impact is nevertheless statistically significant even though the beta value is marginally smaller than certain other factors, demonstrating that innovation perception significantly influences purchase intentions. This conclusion addresses the purpose of research examining how product innovation influences consumer behavior. Consequently, the hypothesis that Perceived Innovation positively affects purchase intention is supported, suggesting that emphasizing unique product features can attract more customers.

### **5.1.5 Perceived Environmental Responsibility and Consumers' Purchase Intention**

Perceived environmental responsibility ( $\beta = 0.138$ ,  $p = 0.028$ ) has a minor but significant positive impact on purchase intention, revealing that though buyers may value sustainability, other aspects have a greater influence on their decisions to make purchases. Despite being the least predictive of the independent factors, the effect is significant, supporting the concept that environmental responsibility drives purchasing behavior. These findings align with the research purpose of examining the impact of ethical and sustainable behaviors on customer decisions. Thus, the hypothesis that Perceived Environmental Responsibility positively effects purchase intention is supported, showing that environmental responsibility can serve as an additional incentive for consumers.

## **5.2 Implications of the Study**

This section highlights the theoretical and practical significance of the study's findings.

### **5.2.1 Theoretical Implications**

The results provide significant theoretical contributions using the Stimulus-Organism-Response (S-O-R) Model. All five independent variables, Local Brand Attachment, Lifestyle Fit, Price-Perceived Value, Perceived Innovation, and Perceived Environmental Responsibility, had a significant impact on purchase intention, posing as effective "stimuli". These factors influence customers' internal opinions (organism), resulting in the behavioral response of intending to purchase ZUS Coffee. The findings also reveal that emotional

factors like local brand attachment and lifestyle fit, as well as cognitive elements like value perception, innovation, and environmental responsibility, work together to impact consumer decisions. This supports the adoption of the S-O-R Model in the Malaysian café business.

According to the Theory of Planned Behavior (TPB), independent factors have a positive effect on customers' viewpoints, subjective standards, and perceptions of behavioral regulation towards ZUS Coffee, which in turn influences purchase intention. Local brand attachment, price-perceived value, and perceived innovation significantly contribute to positive attitudes. Lifestyle fit and environmental responsibility improve perceived behavioral control and alignment to subjective norms by boosting personal relevance and ethical considerations. These findings demonstrate how consumers' purchasing intentions are affected by a combination of practical, ethical, and emotional concerns.

### **5.2.2 Practical Implications**

The outcomes possess various practical implications for ZUS Coffee and other local F&B firms aiming to increase purchase intentions. First, the significant impact of Local Brand Attachment indicates that emotional branding is highly effective. ZUS Coffee may improve connection by emphasizing its Malaysian personality, giving tailored loyalty programs, and developing community through story-based and localized ads, which promotes repeat purchases.

Second, the importance of Lifestyle Fit indicates that merchandise, store atmosphere, and online presence should be in sync with consumers' lifestyles. Introducing healthier options, plant-based drinks, flexible workspace-friendly locations, and consistent customer experiences can help the brand integrate smoothly into consumers' habits, increasing purchase potential. Third, Price-

Perceived Value emphasizes how crucial competitive pricing and effective value communication are. Transparent pricing, bundle deals, promotions, and focus on quality can increase positive reviews and increase purchase intention. Fourth, the positive influence of Perceived Innovation recommends that ZUS Coffee should continue adding unique menu items and digital offerings. Limited-time beverages, unique flavors, app improvements, speedier ordering, and tailored recommendations can boost the brand's modern image while keeping customers engaged.

Lastly, Perceived Environmental Responsibility indicates that customers are concerned about sustainable activities. Social media and in-store displays that promote eco-friendly packaging, reduce-waste programs, and ethical sourcing can boost consumer confidence and encourage purchases. Overall, these strategies can help ZUS Coffee to boost customer satisfaction, loyalty, and competitiveness in the local café sector.

### **5.3 Limitations of the Study**

Although survey provides insightful details on consumers' purchasing intentions towards ZUS Coffee, certain limitations should be noted. First, the sample was collected using an online survey, which tends to draw younger and more tech-savvy respondents. As a result, other customer categories, such older consumers or those with limited internet access, could not be fully represented by the results. Second, most responders were from Malaysian urban areas, where ZUS Coffee is more widely accessible. Consumers in rural or underdeveloped areas may have distinct perspectives due to issues including accessibility, lifestyle trends, and brand awareness. This restricts the results' applicability to all Malaysians.

Third, the study examined a narrow range of factors, including local brand attachment, lifestyle fit, price-perceived value, perceived innovation and perceived environmental responsibility. While these variables accounted for an important portion of purchase intention, they did not account for other significant factors like social impact, online marketing strategies, store atmosphere, and service quality. The model explains 55.9% of the variance, indicating additional factors may further enhance understanding of consumer behavior.

Lastly, the study utilized only quantitative techniques, which provide numerical data but may overlook underlying motivations, individual experiences, or emotional elements that affect consumer choices. This restriction implies that in order to provide deeper insights into customer behavior, future research could integrate complementary qualitative methodologies.

## **5.4 Recommendations for Future Research**

Reviewing the limitations highlighted in this research, several suggestions are provided for future studies. First, researchers ought to use a more varied and representative sample, such as consumers from various age groups, rural areas, and varying levels of internet participation. The current study's sample was largely young and urban, which may not adequately capture the viewpoints of elderly people or those with restricted internet access. Expanding the sample would boost the generalizability of findings (Tsang, 2014). It would also provide a more precise understanding on customer purchase intentions across Malaysia.

Second, researchers should explore additional factors that may contribute to purchase intention, including service atmosphere, store quality, and promotional methods. Adding these variables would address the limited scope of the current study and provide

a greater comprehension of the various elements affecting customer behavior in the regional food and beverage sector.

Third, qualitative techniques like focus groups and in-depth interviews could be used in future studies to examine the emotional, personal, and motivational factors that influence consumers' decisions to make purchases (Belk, Kozinets & Fischer, 2012). These strategies allow researchers to collect greater insights into how and why customers make specific choices, particularly elements that may not be captured through formal questionnaires. By understanding the underlying causes that influence purchase intentions, qualitative methodologies can complement quantitative findings and provide a more comprehensive perspective of customer behavior in the local F&B sector.

## **5.5 Conclusion**

This study demonstrated that Local Brand Attachment, Lifestyle Fit, Price–Perceived Value, Perceived Innovation, and Perceived Environmental Responsibility significantly influence purchase intention toward ZUS Coffee. The findings support the Stimulus–Organism–Response Model and the Theory of Planned Behavior, highlighting the role of emotional, cognitive, and ethical factors. Despite limits in sample diversity and scope, the study provides important insights into theory, practice, and future research in the local café business.

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APPENDICES

**Appendix 3.1: Origin Constructs**

<b>Variable 1</b>	<b>Source of Adoption</b>	<b>No.</b>	<b>Measurement Items</b>	<b>Application of Items</b>
Local Brand Attachment	Isa, A. M., Saud, M. B., & Ismail, M. D. (2016). Examining reasons for post-purchase satisfaction in buying local brands: When local meets local. <i>Asia Pacific Management Review</i> , 21(1), 48-61.	LBA 1	A patriotic Malaysian should always buy Malaysian made cars.	A patriotic Malaysian should buy coffee from locally owned brands.
		LBA 2	Malaysian people should always buy Malaysian made cars instead of imports.	Malaysians should always support Malaysian F&B brands like ZUS instead of foreign chains.
		LBA 3	Satisfaction in this sense is viewed as pride in having a national car.	I feel a sense of national pride when I see ZUS competing with international brands.
		LBA 4	Malaysians should not buy foreign cars because this hurts Malaysia businesses and	I believe that buying from ZUS strengthens the local economy.

			causes unemployment.	
	Al-Ekam, J. M. E. (2013). <i>Actual purchase behaviour of local brand antecedents in Yemen: Mediating effect of purchase intention</i> (Doctoral dissertation, Universiti Utara Malaysia).	LBA 5	I am Confident that local firms will act in the best interests of the consumer.	I believe ZUS, as a local brand, acts in the best interests of Malaysian consumers.

<b>Variable 2</b>	<b>Source of Adoption</b>	<b>No.</b>	<b>Measurement Items</b>	<b>Application of Items</b>
Lifestyle Fit	Yahya, N. Y., Mazlan, N. A., & Wan Kamarudin, W. N. B. (2022). Personal factor and consumer purchase intention: the risen of coffee culture in Klang Valley, Malaysia. <i>Journal of Tourism, Hospitality and Culinary Arts</i> , 14(2), 130-148.	LF 1	I chose to purchase my coffee from a brand that reflects my way of life.	The brand I chose to buy my coffee from represents my lifestyle.
		LF 2	I choose beverage that accommodates my everyday life, choices and routine.	Drinking ZUS feels like a natural part of today's modern and fast-paced lifestyle.
	Al-Ekam, J. M. E. (2013). <i>Actual purchase</i>	LF 4	I use the online market	I am more likely to purchase ZUS

	<i>behaviour of local brand antecedents in Yemen: Mediating effect of purchase intention</i> (Doctoral dissertation, Universiti Utara Malaysia).		platform as people around me use it too.	as more people around me are buying it.
	TAO, L. (2024). <i>A STUDY OF THE INFLUENCE OF PRODUCT AESTHETIC PERCEPTION ON CONSUMERS'PURCHASE INTENTION</i> (Doctoral dissertation, Doctoral dissertation, Siam University, Bangkok, Thailand).	LF 4	This product can make me more aligned with my personality traits.	ZUS gives off a stylish and aesthetics vibe that aligns with my sense of good taste and lifestyle.

<b>Variable 3</b>	<b>Source of Adoption</b>	<b>No.</b>	<b>Measurement Items</b>	<b>Application of Items</b>
Price-Perceived Value	Harlam, B. A., Krishna, A., Lehmann, D. R., & Mela, C. (1995). Impact of bundle type, price framing and familiarity on purchase intention for the bundle. <i>journal of Business Research</i> , 33(1), 57-66.	PPV 1	(adapted from the report without listing out the specific survey questions)	I prefer buying ZUS in bundle deals (every Tuesday B3F1) rather than individually.
	Cheng, P. Y., Wee, K. K. M., Leow, M. Y., & Yeo,	PPV 2	My purchase intention will	I only buy ZUS when

	L. (2014). Factors influencing purchase intention of Starbucks (Doctoral dissertation, UTAR).		increase when Starbucks is having promotion.	there is a discount.
		PPV 3	I compare prices of other coffee outlets (eg. Coffee Bean etc) before I purchase.	I compare prices of other coffee shops with ZUS before I purchase.
	Jaafar, S. N., Lalp, P. E., & Naba, M. M. (2012). Consumers' perceptions, attitudes and purchase intention towards private label food products in Malaysia. Asian Journal of Business and Management Sciences, 2(8), 73-90.	PPV 4	I think the price of private label food products is reasonable for shoppers.	I think the price of ZUS products is reasonable.
	Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. International Journal of Marketing Studies, 6(5), 81.	PPV 5	It's worth to pay more money for Energy-Saving Lamp.	It's worth paying more money for ZUS products.

	Abdullah, Jingbin, Junhan, Jingsong, Ban & Lukman (2022)	PPV 6	Do you think the Apple product price is worth the quality?	ZUS product's price is worth the quality.
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Variable 4	Source of Adoption	No.	Measurement Items	Application of Items
Perceived Innovation	Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. <i>International Journal of Marketing Studies</i> , 6(5), 81.	Piv 1	Energy-Saving Lamp has a creative promotion method	ZUS has a creative promotion method.
		Piv 2	The innovation idea of Energy-Saving Lamp is outstanding	ZUS's new products are attractive and stand out.
	Hussain, R., & Ali, M. (2015). Effect of store atmosphere on consumer purchase intention. <i>International journal of marketing studies</i> , 7(2).	Piv 3	The creative and systematic arrangement of products in the retail chain outlet helps me in the selection of product.	ZUS app rewards and digital features feel more innovative and user-friendly.
		Piv 4	The system of this product will not be complicated.	The ZUS app's system won't be difficult to use.
	An, D., Ji, S., & Jan, I. U. (2021). Investigating the determinants and barriers of purchase intention of innovative new			

	products. <i>Sustainability</i> , 13(2), 740.			
	Mifli, M., Hashim, R., & Zainal, A. (2017). Managing menu innovation in a saturated market: An empirical evidence from the Chain restaurants in Malaysia. <i>Tourism and Hospitality Research</i> , 17(4), 339-357.	PIv 5	There exists a very strong emphasis on the development of new and innovative products.	ZUS emphasizes strongly in the development of new and innovative products.

<b>Variable 5</b>	<b>Source of Adoption</b>	<b>No.</b>	<b>Measurement Items</b>	<b>Application of Items</b>
Perceived Environmental Responsibility	Khuong, M. N., Nhan, D. H., & Phuong, N. T. M. (2023). The effects of restaurant green practices on customer intention to purchase eco-friendly products: Evidence from Vietnam. <i>Zbornik radova Ekonomskog fakulteta u Rijeci: Časopis za ekonomsku teoriju i praksu</i> , 41(1), 205-248.	PER 1	I prefer to purchase services from organizations that practice green initiatives	I prefer to purchase products from companies that practice green initiatives like ZUS.
	Fahmi, M. A. (2023). Analysis of green	PER 2	Design of products for	ZUS uses recycled or

	<p>purchase intention in coffee shops and restaurants: An empirical analysis. <i>Journal of Entrepreneurship, Management and Industry (JEMI)</i>, 5(4), 269-280.</p>		<p>reuse, recycle, recovery of materials and component parts</p>	<p>reusable materials in their products or services.</p>
	<p>Chang, F. S., Liu, C. C., &amp; Chang, C. Y. (2024). The effect of consumer attitude towards coffee shop green practices on purchase intention. <i>Journal of Tourism, Hospitality and Culinary Arts</i>, 16(1), 531-542.</p>	<p>PER 3</p>	<p>To protect the environment, I would be willing to accept any inconvenience (e.g., recycling, reducing water/energy use, decreasing waste, using the recycling coffee cup) in an environmentally responsible coffee shop</p>	<p>Even if the eco products like rice straws are less convenient, I still support ZUS's efforts.</p>
	<p>Chan, Y. W., &amp; Tong, Y. T. (2024). <i>THE FACTORS THAT INFLUENCE THE PURCHASE</i></p>	<p>PER 4</p>	<p>Plant-based meat is packaged in an environmentally friendly way.</p>	<p>ZUS products are packaged in an environmentally friendly way.</p>

	<i>INTENTION OF PLANT-BASED MEAT AMONG GEN Z IN MALAYSIA</i> (Doctoral dissertation, UNIVERSITI TUNKU ABDUL RAHMAN).			
	Suki, N. M. (2016). Consumer environmental concern and green product purchase in Malaysia: structural effects of consumption values. <i>Journal of cleaner production</i> , 132, 204-214.	PER 5	I would buy the green product instead of conventional products when there are discount rates for green products or promotional activity.	I would buy the ZUS tumbler (green product) instead of conventional cups if there is a discount or promotional activity.

<b>Dependent Variable</b>	<b>Source of Adoption</b>	<b>No.</b>	<b>Measurement Items</b>	<b>Application of Items</b>
Purchase Intention	Fahmi, M. A. (2023). Analysis of green purchase intention in coffee shops and restaurants: An empirical analysis. <i>Journal of Entrepreneurship</i> ,	PI 1	I will recommend a pro-environmental product to	I will recommend ZUS to people around me.

	Management and Industry (JEMI), 5(4), 269-280.		people around me.	
	Chan, Y. W., & Tong, Y. T. (2024). <i>THE FACTORS THAT INFLUENCE THE PURCHASE INTENTION OF PLANT-BASED MEAT AMONG GEN Z IN MALAYSIA</i> (Doctoral dissertation, UNIVERSITI TUNKU ABDUL RAHMAN).	PI 2	I would still buy plant-based meat even though the price is higher	I would still choose ZUS even if the price is higher than others.
	Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. <i>International Journal of Marketing Studies</i> , 6(5), 81.	PI 3	I will take Energy-Saving Lamp as a first consideration	ZUS is my first consideration when deciding where to buy coffee.
	Cheng, P. Y., Wee, K. K. M., Leow, M. Y., & Yeo, L. (2014). Factors influencing purchase intention of Starbucks (Doctoral dissertation, UTAR).	PI 4	I would walk an extra five minutes to a coffee shop that I knew was socially responsible.	I choose ZUS even when I am rushing and have faster options.
	Al-Ekam, J. M. E. (2013). <i>Actual purchase</i>	PI 5	Mostly, I purchase	I can see myself being

	<i>behaviour of local brand antecedents in Yemen: Mediating effect of purchase intention</i> (Doctoral dissertation, Universiti Utara Malaysia).		Yemeni made brands.	a long-term ZUS customer.
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**Appendix 3.2: Measurement Scales of Survey Items**

Section	Title	Items	Measurement Scales
1	Demographic Profile	Gender	Nominal
		Age	Ordinal
		Race	Nominal
		Employment status	Nominal
		Income level	Ordinal
2	General Information	Have you purchased any products in ZUS Coffee?	Nominal (dichotomous)
		How often do you purchase from ZUS Coffee?	Ordinal
		Are you a ZUS Coffee app user?	Nominal (dichotomous)
3	Construct Measurement (Variables)	Local Brand Attachment	Likert Scale
		Lifestyle Fit	
		Price-Perceived Value	
		Perceived Innovation	
		Perceived Environmental Responsibility	
		Purchase Intention	

**Appendix 3.3: Questionnaire**



**UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT  
BACHELOR OF INTERNATIONAL BUSINESS (HONS)  
UKMZ 3016 RESEARCH PROJECT**

**Brewing Preference: A Study on Consumer Purchase Intention Towards ZUS  
Coffee**

**Survey Questionnaires**

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**Dear Esteemed Respondents,**

I am a student from Universiti Tunku Abdul Rahman (UTAR), currently pursuing a Bachelor's Degree in International Business. This research is conducted as part of my Final Year Project. The study aims to explore how individuals perceive ZUS Coffee and the factors that influence their intention to purchase it, regardless of whether they have purchased it before. The findings will provide valuable insights into consumer behavior and contribute to a better academic understanding of how consumers perceive local brands like ZUS Coffee.

There are no anticipated risks associated with responding to the questionnaire. Additionally, no personal details will be collected, and the confidentiality of all respondents will be assured. We humbly request your voluntary participation in this study. The survey will only take 10 minutes to complete. Your confidentiality is assured. The data collected is meant for academic purposes, and the information will be aggregated.

## **PERSONAL DATA PROTECTION NOTICE**

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage, and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR

- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

**Consent:**

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to carolkong@lutar.my. If you have any questions about this study at any time, please feel free to contact me.

Yours sincerely

Kong Carol (carolkong@lutar.my)

Email:

Consent

Yes, I agree to participate in this survey.

No, I do not agree.

Acknowledgment of Notice

I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.

**Section A: Demographic Questions**

1. Gender

Male

Female

2. Age

Under 18

25 – 34

35 - 44

45 - 54

55 and above

3. Race
  - Malay
  - Chinese
  - Indian
  - Other:
  
4. Employment Status
  - Full-Time
  - Part-Time
  - Unemployed
  - Student
  
5. Monthly Income Level
  - Less than RM1,000
  - RM1,000 - RM2,999
  - RM3,000 - RM5,999
  - RM6,000 and above
  - Not Applicable

**Section B: General Information**

1. Have you purchased any products in ZUS Coffee?
  - Yes
  - No
  
2. How often do you purchase from ZUS Coffee?
  - Daily
  - Weekly
  - Monthly
  - Rarely

3. Are you a ZUS Coffee app user?

Yes

No

**Section C: Construct Measurement**

Please indicate your level of agreement with the following statements.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

**Factor 1: Local Brand Attachment**

This section focuses on your views toward supporting local coffee brands like ZUS.

No.	Questions	SD	D	N	A	SA
1	A patriotic Malaysian should buy coffee from locally owned brands.	1	2	3	4	5
2	Malaysians should always support Malaysian F&B brands like ZUS instead of foreign chains.	1	2	3	4	5
3	I feel a sense of national pride when I see ZUS competing with international brands.	1	2	3	4	5
4	I believe that buying from ZUS strengthens the local economy.	1	2	3	4	5
5	I believe ZUS, as a local brand, acts in the best interests of Malaysian consumers.	1	2	3	4	5

**Factor 2: Lifestyle Fit**

This section looks at how well ZUS fits into your daily lifestyle and personal preferences.

No.	Questions	SD	D	N	A	SA
1	The brand I chose to buy my coffee from represents my lifestyle.	1	2	3	4	5
2	Drinking ZUS feels like a natural part of today's modern and fast-paced lifestyle.	1	2	3	4	5
3	I am more likely to purchase ZUS as more people around me are buying it.	1	2	3	4	5
4	ZUS gives off a stylish and aesthetics vibe that aligns with my sense of good taste and lifestyle.	1	2	3	4	5

**Factor 3: Price-Perceived Value**

This section explores how you perceive the value of ZUS products based on their pricing.

No.	Questions	SD	D	N	A	SA
1	I prefer buying ZUS in bundle deals (every Tuesday B3F1) rather than individually.	1	2	3	4	5
2	I only buy ZUS when there is a discount.	1	2	3	4	5
3	I compare prices of other coffee shops with ZUS before I purchase.	1	2	3	4	5
4	I think the price of ZUS products is reasonable.	1	2	3	4	5

5	It's worth paying more money for ZUS products.	1	2	3	4	5
6	ZUS product's price is worth the quality	1	2	3	4	5

**Factor 4: Perceived Innovation**

This section focuses on your views about ZUS's creativity, new product ideas, and use of technology.

No.	Questions	SD	D	N	A	SA
1	ZUS has a creative promotion method.	1	2	3	4	5
2	ZUS's new products are attractive and stand out.	1	2	3	4	5
3	ZUS app rewards and digital features feel more innovative and user-friendly.	1	2	3	4	5
4	The ZUS app's system won't be difficult to use.	1	2	3	4	5
5	ZUS emphasizes strongly in the development of new and innovative products.	1	2	3	4	5

**Factor 5: Perceived Environmental Responsibility**

This section looks at your opinions on ZUS's efforts to protect the environment and promote sustainability.

No.	Questions	SD	D	N	A	SA
1	I prefer to purchase products from companies that practice green initiatives like ZUS.	1	2	3	4	5

2	ZUS uses recycled or reusable materials in their products or services.	1	2	3	4	5
3	Even if the eco products like rice straws are less convenient, I still support ZUS's efforts.	1	2	3	4	5
4	ZUS products are packaged in an environmentally friendly way.	1	2	3	4	5
5	I would buy the ZUS tumbler (green product) instead of conventional cups if there is a discount or promotional activity.	1	2	3	4	5

### Purchase Intention

This section explores your likelihood of continuing to choose and buy ZUS Coffee.

No.	Questions	SD	D	N	A	SA
1	I will recommend ZUS to people around me.	1	2	3	4	5
2	I would still choose ZUS even if the price is higher than others.	1	2	3	4	5
3	ZUS is my first consideration when deciding where to buy coffee.	1	2	3	4	5
4	I choose ZUS even when I am rushing and have faster options.	1	2	3	4	5
5	I can see myself being a long-term ZUS customer.	1	2	3	4	5

**Appendix 4.1: General rule of Cronbach's Alpha**

Cronbach's Alpha Value	Strength of Reliability
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Appendix 4.2: Descriptive Analysis Results**

**Frequencies**

**Statistics**

		Gender	Age	Race	EmploymentSt atus	MonthlyIncome Level
N	Valid	210	210	210	210	210
	Missing	0	0	0	0	0

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	167	79.5	79.5	79.5
	Male	43	20.5	20.5	100.0
	Total	210	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	101	48.1	48.1	48.1
	25 - 34	28	13.3	13.3	61.4
	35 - 44	45	21.4	21.4	82.9
	45 - 54	26	12.4	12.4	95.2
	55 and above	3	1.4	1.4	96.7
	Under 18	7	3.3	3.3	100.0
	Total	210	100.0	100.0	

**Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	176	83.8	83.8	83.8
	Iban	1	.5	.5	84.3
	Indian	12	5.7	5.7	90.0
	Malay	21	10.0	10.0	100.0
	Total	210	100.0	100.0	

**Employment Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-Time	96	45.7	45.7	45.7
	Part-Time	8	3.8	3.8	49.5
	Student	104	49.5	49.5	99.0
	Unemployed	2	1.0	1.0	100.0
	Total	210	100.0	100.0	

**Monthly Income Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM1,000	50	23.8	23.8	23.8
	Not Applicable	47	22.4	22.4	46.2
	RM1,000 - RM2,999	32	15.2	15.2	61.4
	RM3,000 - RM5,999	50	23.8	23.8	85.2
	RM6,000 and above	31	14.8	14.8	100.0
	Total	210	100.0	100.0	

**Have You Purchase Any Products in ZUS Coffee?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	2.4	2.4	2.4
	Yes	205	97.6	97.6	100.0
	Total	210	100.0	100.0	

**Statistics**

		How Often Do You Purchase from ZUS Coffee?	Are You a ZUS Coffee App User?
N	Valid	205	205
	Missing	0	0

**How Often Do You Purchase from ZUS Coffee?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	3	1.5	1.5	1.5
	Monthly	80	39.0	39.0	40.5
	Rarely	70	34.1	34.1	74.6
	Weekly	52	25.4	25.4	100.0
	Total	205	100.0	100.0	

**Are You a ZUS Coffee App User?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	40	19.5	19.5	19.5
	Yes	165	80.5	80.5	100.0
Total		205	100.0	100.0	

**Descriptive Statistics**

	N	Mean	Std. Deviation
Local Brand Attachment	205	4.1307	.58249
Lifestyle Fit	205	3.9000	.74820
Price-Perceived Value	205	3.9837	.62579
Perceived Innovation	205	4.2351	.57355
Perceived Environmental Responsibility	205	4.1951	.56410
Purchase Intention	205	3.8488	.84573
Valid N (listwise)	205		

**Appendix 4.3: Reliability Test Results**

**➔ Reliability**

**Scale: LOCAL BRAND ATTACHMENT**

**Case Processing Summary**

		N	%
Cases	Valid	205	100.0
	Excluded <sup>a</sup>	0	.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.786	5

➔ Reliability

**Scale: LIFESTYLE FIT**

**Case Processing Summary**

		N	%
Cases	Valid	205	100.0
	Excluded <sup>a</sup>	0	.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.805	4

➔ Reliability

**Scale: PRICE-PERCEIVED VALUE**

**Case Processing Summary**

		N	%
Cases	Valid	205	100.0
	Excluded <sup>a</sup>	0	.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.678	6

➔ **Reliability**

**Scale: PERCEIVED INNOVATION**

**Case Processing Summary**

		N	%
Cases	Valid	205	100.0
	Excluded <sup>a</sup>	0	.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.840	5

➔ **Reliability**

**Scale: PERCEIVED ENVIRONMENTAL RESPONSIBILITY**

**Case Processing Summary**

		N	%
Cases	Valid	205	100.0
	Excluded <sup>a</sup>	0	.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.777	5

➔ Reliability

**Scale: PURCHASE INTENTION**

**Case Processing Summary**

		N	%
Cases	Valid	205	100.0
	Excluded <sup>a</sup>	0	.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.876	5

**Appendix 4.4: Pearson Correlation Coefficient Analysis Results**

		Correlations					
		Local Brand Attachment	Lifestyle Fit	Price-Perceived Value	Perceived Innovation	Perceived Environmental Responsibility	Purchase Intention
Local Brand Attachment	Pearson Correlation	1	.622***	.419***	.569***	.481***	.613***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	205	205	205	205	205	205
Lifestyle Fit	Pearson Correlation	.622***	1	.499***	.606***	.467***	.609***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	205	205	205	205	205	205
Price-Perceived Value	Pearson Correlation	.419***	.499***	1	.555***	.494***	.559***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	205	205	205	205	205	205
Perceived Innovation	Pearson Correlation	.569***	.606***	.555***	1	.619***	.620***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	205	205	205	205	205	205
Perceived Environmental Responsibility	Pearson Correlation	.481***	.467***	.494***	.619***	1	.548***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	205	205	205	205	205	205
Purchase Intention	Pearson Correlation	.613***	.609***	.559***	.620***	.548***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	205	205	205	205	205	205

\*\*\*. Correlation at 0.001 (2-tailed)

**Appendix 4.5: Multiple Linear Regression Analysis Results**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.748 <sup>a</sup>	.559	.548	.56865	.559	50.448	5	199	<.001

a. Predictors: (Constant), Perceived Environmental Responsibility, Lifestyle Fit, Price-Perceived Value, Local Brand Attachment, Perceived Innovation

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.564	5	16.313	50.448	<.001 <sup>b</sup>
	Residual	64.349	199	.323		
	Total	145.912	204			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Perceived Environmental Responsibility, Lifestyle Fit, Price-Perceived Value, Local Brand Attachment, Perceived Innovation

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-1.469	.358		-4.101	<.001	-2.176	-.763		
	Local Brand Attachment	.364	.093	.251	3.923	<.001	.181	.547	.542	1.845
	Lifestyle Fit	.213	.075	.188	2.822	.005	.064	.362	.497	2.010
	Price-Perceived Value	.269	.081	.199	3.345	<.001	.111	.428	.623	1.604
	Perceived Innovation	.245	.105	.166	2.346	.020	.039	.452	.440	2.272
	Perceived Environmental Responsibility	.207	.094	.138	2.212	.028	.022	.392	.567	1.765

a. Dependent Variable: Purchase Intention

**Appendix 4.6: Ethical Clearance Approval Letter**



**UNIVERSITI TUNKU ABDUL RAHMAN** DU012(A)

Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-600/2025

16 October 2025

Dr Fitriya Binti Abdul Rahim  
 Head, Department of International Business  
 Faculty of Accountancy and Management  
 Universiti Tunku Abdul Rahman  
 Jalan Sungai Long  
 Bandar Sungai Long  
 43000 Kajang, Selangor

Dear Dr Fitriya,

**Ethical Approval For Research Project/Protocol**

We refer to your application for ethical approval for your students’ research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student’s Name	Supervisor’s Name	Approval Validity
1.	Exploring the Relationship Between AI Competency and Employment Hope Among Final-Year Undergraduates	Wong Shu Hui	Dr Low Mei Peng	16 October 2025 – 15 October 2026
2.	Examining the Knowledge Gap of Undergraduates’ Awareness of the Consumer Protection Act 1999 in Relation to Influencer Marketing	Lim Jia Yu	Dr Tan Pei Meng	
3.	Examining the Drivers of AI technologies for Academic Productivity Among Higher Education Students	Esther Lee Ke Xin	Dr Low Mei Peng	
4.	E-waste Recycling Behavior	Teh Wai Quan		
5.	The Dark Side of Digital Learning: Investigating Technostress, Academic Disengagement, and Self-Perception of Academic Performance Among University Students	Weiline Chong Wei Ling		
6.	Determinants of Firm Performance Among Malaysian SMEs in Cross-Border E-Commerce	Lee Yee Heng	Dr Farah Waheeda Binti Jalaludin	
7.	The Influence of E-Commerce Live Streaming Features on Consumer Trust and Purchase Intention in Malaysia	Lai Jing Yu		
8.	The Role of Operational Efficiency in Enhancing Online Buyer Satisfaction	Liew Xin Ying	Dr Komathi a/p Munusamy	
9.	Examining the Drivers of Employee Job Performance in the Malaysian Service Industry	Chong Yen Yi	Dr Cheah Lee Fong	
10.	Understanding E-waste Recycle Practice in Malaysia through the lens of Behavioral Reasoning Theory	Tan Wei Yan	Dr Low Mei Peng	
11.	Brewing Preference: A Study on Consumer Purchase Intention Towards ZUS Coffee	Kong Carol	Dr Law Kian Aun	

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 Tel: (605) 468 8888 Fax: (605) 466 1313  
**Sungai Long Campus** : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia  
 Tel: (603) 9086 0288 Fax: (603) 9019 8868  
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No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	Workforce Motivator Amongst Millennials and Centennials	Lim Wei Ming	Dr Komathi a/p Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian Aun	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Amran	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooi Pik Hua @ Rae Hooi	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilia Binti Muhammad Arif	
25.	Factors Influencing the Consumer Purchasing Intention on Instagram	Tan Shi Wei	Dr Foo Meow Yee	
26.	The Impact of Social Media Influencers on Gen Z's Purchase Decisions	Ling Keng Hong	Dr Law Kian Aun	
27.	Exploring the Influence of Loyalty Program on Customer Loyalty Among University Students in the Food and Beverage Industry	Liew Lok Xuan	Mr Low Choon Wei	
28.	A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia	Heng Kian Hoo	Dr Abdullah Sallehuddin bin Abdullah Salim	
29.	The Influence of Cultural Sensitivity on Purchase Intention in Malaysia	Leong Sin Yee	Dr Yeong Wai Mun	
30.	Factors Influencing Academic Dishonesty Through AI Tools Among Business Undergraduates Students	Pang Wan Qing	Dr Lim Wan Leng	
31.	Exploring the Drivers of Willingness to Pay for Sustainable Fashion Brand Among Young Adults	Ng Kai Er	Dr Malathi Nair a/p G Narayana Nair	
32.	The Impact of Social Media Influencers on Brand Trust and Consumer Purchase Intentions of Skincare Product Among Generation Z	Chu Kah Fei	Dr Cheah Lee Fong	
33.	Social Media as a Tool for Creating Environmental Awareness to the Public	Yap Hong Jin	Dr Abdullah Sallehuddin bin Abdullah Salim	
34.	Examining the Influence of Government Incentives and Perceived Value on Green Purchase Intentions for Electric Vehicles Among Consumers in Klang Valley	Heng Yan Xiang		
35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	

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Tel: (605) 468 8888 Fax: (605) 466 1313

**Sungai Long Campus** : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

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**Website**: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
36.	The Impact of Alibaba's Global E-Commerce Training (GET) Program Towards UTAR Students	Low Zhi Qing	Pn Ezatul Emilia Binti Muhammad Arif	16 October 2025 – 15 October 2026
37.	The Impact of Micro-Influencer Attributes On Consumer Choices in Social Media	Chan Qiao En	Ms Tai Lit Cheng	
38.	Gen Z's Cross-Border Shopping Habits in Malaysia: Why They Buy Global Brands Online	Lim Ze Jun	Dr Law Kian Aun	
39.	Examining Green Governance on How Corporate Governance Influences Environmental Responsibility in International Business	Khor Yong Li	Dr Abdullah Sallehuddin bin Abdullah Salim	
40.	Perception of Young Adults Towards Coffee as a Lifestyle Product Influencing Purchase Intention	Lee Wei Jien	Ms Goh Poh Jin	
41.	The Role of Instagram Reels in Shaping Young Adults Buying Behavior	Ow Jia Ming Clement		
42.	Live Streaming and Female Empowerment in Malaysia: Impact on Brand Building and Consumer Purchase Intention	Liew Le Yo	Pn Ezatul Emilia Binti Muhammad Arif	
43.	Lazy or Revolutionary? The Impact of Perceived Effort on the Overall Perception of Quality of Using AI in Digital Marketing	Yap Shao Qian		
44.	The Influence of Digitalization on Supply Chain Efficiency in Malaysian SMEs	Neng Wei Bin	Dr Komathi a/p Munusamy	
45.	Factors Affecting SMEs' Performance in Malaysia	Brandon Cheong Zhun Hin	Dr Law Kian Aun	
46.	The Influence of Socio-Psychological and Social Environment Stimuli on Impulse Buying Behaviour Among Generation Z Consumers in the Fast Fashion Market: A Stimulus-Organism-Response Approach	Georgina Adrianna Stalin Jerah	Ms Puvaneswari a/p Veloo	
47.	Factors Affecting Malaysian Consumers' Purchase Intention Green Products	Loh Chun Hong	Dr Foo Meow Yee	
48.	Blind Box: The Factor Influencing Generation Z	Chooi Qiao Yi		
49.	Influential Factors of Buying Behavior of Generation Z Towards the Blind Boxes Industry in Malaysia	Aw Ho Yi		
50.	Exploring the Relationship Between Brand Attachment and Impulse Purchase among K-pop Fans	Cheong Yik Lum	Dr Yeong Wai Mun	
51.	Factors Influencing Digital Marketing Effectiveness: An Analysis of Campaign Performance	Ling Zhi Bin	Pn Ezatul Emilia Binti Muhammad Arif	
52.	Determinants of Electric Vehicle Purchase Intentions Among Malaysian Consumers	Teoh Khai Hong	Pn Faridah Hanum Binti Amran	
53.	The Impact of Influencer Marketing on Gen Z Purchase Decision	Tan Joey	Ms Hooi Pik Hua @ Rae Hooi	
54.	Determinants of AI Components that Influences Employees Productivity	Lam Kah Fei	Dr Mahendra Kumar a/l Chelliah	
55.	Coping with Rising Costs: A Correlational Study of Mental Accounting, Financial Management Practices, and BNPL Spending on Essential and Non-Essential Goods by Malaysian Urban Households	Florence Chan Yu Jiao	Mr Lee Yoon Heng	
56.	How Integrated Marketing Communication (IMC) Strategies Influence UTAR Students' Trust And Loyalty Toward Local Brand	Foo Chwan Jiunn	Dr Law Kian Aun	
57.	Sustainable Supply Chain Practices in Last-Mile Delivery	Lee Guy Hoe	Dr Komathi a/p Munusamy	
58.	How FoMO-AI and Technology Acceptance Factors Affect the Intention to Learn Artificial Intelligence	Choo Min Xin	Dr Corrinne Lee Mei Jyin	
59.	Does Emotional Branding Affect Consumer Purchase Intention	Hang Wei Jun	En Khairul Anuar Bin Rusli	
60.	How Influencer Marketing Influences Online Buying Intention of Gen Z-ers in Selangor	Lee Zixuan		

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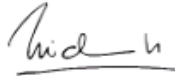
The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



**Professor Dr Zuraidah Abd Manaf**  
Chairman  
UTAR Scientific and Ethical Review Committee

c.c    Dean, Faculty of Accountancy and Management  
        Director, Institute of Postgraduate Studies and Research