

Personal Factor and Consumer Purchase Intention: The Risen of Coffee Culture in Klang Valley, Malaysia

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2022, Vol. 14 (2) pp 130-148
© The Author(s) 2022
Reprints and permission:
UiTM Press
Submit date: 8th March 2022
Accept date: 23rd May 2022
Publish date: 30th June 2022

Nur Yasarah Yahya

Nurin Adini Mazlan

Wan Nor Bayah Wan Kamarudin*

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Cawangan Terengganu, Kampus Dungun, Malaysia
wnbayah@uitm.edu.my

Proposed citation:

Yahya, N.Y., Mazlan, N.A. & Kamarudin, W.N.B.W. (2022). Personal Factor and Consumer Purchase Intention: The Risen of Coffee Culture in Klang Valley, Malaysia. *Journal of Tourism, Hospitality & Culinary Arts*, 14(2), 130-148

Abstract

The consumption of coffee has become increasingly popular in Malaysia, especially among adolescents and the millennium generation. Therefore, the Malaysian coffee culture has grown and flourished in tandem with the needs and demands of consumers. Hence, diverse personal aspects of consumers in influencing their buying intentions are relatively important and considered a major concern in marketing and behavioral studies. Therefore, this study aims to assess the personal factors that currently affect consumers' purchase intention among consumers in Klang Valley, Malaysia. Quantitatively, this study has conducted an online survey among 398 respondents by using non-probability sampling in the Klang Valley. The result reveals that only four (4) personal factors are perceived namely; (1) age and life cycle, (2) occupation, (3) income, and (4) personality have a significant relationship to consumer purchase intentions. In conjunction with it, personality is the most important factor among personal factors affecting consumer purchase intentions among coffee consumers in the Klang Valley, Malaysia. Henceforth, personal factors are among the significant factors that contribute to consumer purchase intentions. It is recommended that business owners of coffee shops should invest in relevant sales strategies to encounter their consumer preferences and personal factors. This will provide a competitive advantage to business owners as consumer trends and behaviors are constantly transformed according to different generations and settings of environments.

Keywords:

Coffee Culture; Consumer behaviour; Purchase intention; age and lifecycle; occupation; income; lifestyle; personality; Klang Valley, Malaysia

1 Introduction

Nowadays, the coffee drinking culture has become very popular in Malaysia (Ong,2021), a historically tea-drinking country, particularly among the youth and professional people (Thomas et al., 2021). Since 1997, coffee has been served at the doors of branded retail shops such as Coffee Bean and Starbucks in Malaysia. As a result, local coffee culture has begun to develop, beginning with the commercialization of “kopitiam” and the branding of local coffee shops, and progressing to services that include not only selling products but also looking into the use of technology as part of marketing plans to attract younger generations (Thomas et al., 2021).

Through the evolution of the coffee culture, there are various forms of the coffee business, such as the coffeehouse or coffee shop that serve espresso, latte and cappuccino in hot and cold. Nowadays, the local coffee shop or coffee shop is taking inspiration from Coffee Bean and Starbucks, which are now starting to rebrand their company designs, offering service and creating a "third place" vibe. In Kuala Lumpur, coffee shops may be seen almost everywhere (Mohamud et al., 2017) and coffee culture is increasingly popular among younger people in the Klang Valley (Lee et al., 2017).

On the other hand, globalization was first noticed in the early 1980s, and numerous changes in marketing and other company activities happened as a result. As a result of these developments, all of the firms are now competing in the same market (Ekmekçi,2009). According to Flanders Investment & Trade, Malaysia Office (2020), Malaysian food and beverage (F&B) industry is a fast-growing market and the changing lifestyle of Malaysians has increased the desire for a unique coffee experience, further driving demand in the beverage industry. The beverage sector is mainly driven by the growth of the hot coffee category, which is expected to record the fastest annual growth rate (CAGR) of 5.8% during the 2019-2024 period (Global Data,2020).

Thus, in this new global economy, identifying customer perceptions and expectations has become critical to success. In order to compete in the market, the company's executives must assess the market's key features as well as their own goods (Ekmekçi,2009). It is essential for local premium coffee shop entrepreneurs to recognize the important factors that will help in increasing the consumer purchase intention to maintain the competitive advantage of their business. In this new global economy, identifying customer perceptions and expectations has become critical to success. This can only be accomplished by offering items that are designed for specific objectives, such as occupation, lifestyle, age and lifecycle, income and personality (Njeru, 2007).

As a result, conducting a study on assessing the personal factors and consumer purchase intention towards coffee in the rise of coffee culture in Klang Valley, Malaysia is seen as a critical undertaking that might provide a better understanding of the subject. This research will provide a recent point of view and may help to better understand the relationship between personal factors and consumer purchase intention towards coffee among coffee consumers in Klang Valley, Malaysia.

2 Literature Review

2.1 Relationship Between Personal Factors and Consumer Purchase Intention

The purchase intentions or behavior of customers is a characteristic of human behavior in general. Based on pertinent theories that focus on buying behavior, this study has deployed several theories that focus on the aim of the study. Subjective norms or perceived social power to perform a particular behavior is a function of the reference view, is the social pressure exerted on users by their family, relatives, or close friends, and is considered before the individual performs the behavior (Ajzen, 1991). People's perception of how easy or difficult it is to perform an activity is reflected in perceived behavioral control (PBC) (Ajzen, 2002). It reflects perceptions of access to the resources and opportunities necessary to perform the behavior, such as money, time, and other resources, as well as the self-esteem of people who focus on their ability to perform the behavior. When consumers have more positive attitudes and intentions to stop a behavior, they are more likely to engage in that behavior (Ajzen, 1991). Then the theory of buyer behavior according to the Howard Shet model. The model includes a comprehensive list of social, psychological, and marketing aspects that influence customers' ability to comprehend product information in a logical manner. The model assumes that consumer buying behavior is logical and that the process is repeated with subsequent purchases. The model illustrates how customers make purchasing decisions after a certain amount of time has passed (Njigua, 2018). The theory is relevant to this study as it focuses on four primary variables: sensory inputs such as marketing efforts, hypothetical constructs which are psychological variables, in this case, consumer purchase intentions, and external variables that include the character traits of the consumer.

Kotler and Keller (2016) have developed a framework to understand the buyer's mental processes (black box) at the evaluation level. Black box models of responses to buyer stimuli or mental processes can be divided into three categories (i) buyer psychology, which includes considerations such as motivation, perception, learning, and memory; (ii) consumer factors that influence shopper behavior, such as social, personal, psychological and cultural factors; (iii) Buyers go through a five-step decision process that includes identifying problems, gathering information, evaluating options, making purchase decisions, and tracking purchases. It shows that personal factors are one of four other factors, namely cultural, social, and psychological factors that belong under buyer characteristics which directly influence the buyer's decision process. Besides that, Njigua (2018) has study on the Influence of personal factors on consumer purchase decisions of mobile phones has used the black box theory to understand the marketing promotions and other stimuli that enter a consumer's "black box" (brain) and cause various purchase/choice responses (The marketer's job is to figure out what's in the customers' "black box" and how marketing stimuli are translated into reactions). Personal characteristics are psychological characteristics that separate one person from another. Personal aspects include a person's distinct habits, decision-making processes, hobbies, and viewpoints (Njigua, 2018). Previous academics who had investigated the

topic, albeit from a broad perspective, came to the conclusion that social, personal, and psychological aspects influenced customer buying decisions. It looked at how social, personal, and psychological aspects influenced customer purchasing decisions when it came to coffee brands.

As reported by Lewsley (2021), children aged 13 to 18 years consume the most coffee every day. In addition, according to the data above, 37 percent of children in this age group consume these beverages daily, compared to 23 percent in 2014 and 31 percent in 2016. In 1999-2000, coffee accounted for 10% of caffeine intake. among children ages 2 to 11, according to a 2014 study. A decade later, that ratio more than doubled to 24 percent of caffeine consumption. After that, according to major health organizations such as the American Academy of Pediatrics (Castle, 2017), children under the age of 12 should no longer consume caffeinated foods or drinks. Lastly, according to Hirschmann (2021), Starbucks and The Coffee Bean & The Tea Leaf, as well as local coffee brands such as Oldtown White Coffee, also contributed to its popularity among the younger generation in Malaysia.

A person's primary source of income was their occupation, and they typically purchased purchases that suited their profession. Marketers were required to identify tactics that were effective in influencing the purchasing decisions of distinct individuals, according to the report. According to Njigua (2018), a study of consumer purchasing behavior discovered that a person's career has an impact on their purchasing decision. People chose goods that were related to their profession and were required in that profession. The research conducted on the elements that influence consumers' decisions to purchase particular home appliances and items. The study discovered that the most important determinant in consumer decisions was their occupation.

Past researchers have defined that income as the amount of money earned from one's occupation. An individual's purchasing power is determined by their income and earnings. A person with a greater income would almost always purchase things that a person with a lesser income would consider extravagant. The size of a person's income and financial commitments has an impact on their ability to purchase a service or product. An individual's income level was thought to be a significant factor that could influence a consumer's ability to purchase a product (Njigua, 2018).

Consumers' lifestyles, such as their interests, choices, preferences, beliefs and opinions, influence their buying behavior, as do individuals' lifestyles and habitual expressions in various activities, even within the same culture, class, and socioeconomic occupation. In a culture where people buy things based on their own actions and thoughts, a way of life is a unique model of a person's life and expression. Consumers' lifestyles reflect how they live and spend their money. It is based on a combination of past experiences, current circumstances, and innate qualities. Consumer product choices are influenced by their lifestyle (Rehman et al., 2017)

Previously, Lautiainen (2015) examined the factors that influence consumer purchasing decisions when choosing a coffee brand and found that personality shapes consumers' perceptions of themselves and their environment, as well as of others. In addition, your personality is shaped by your attitudes, values, and the people around us. In fact, when a person grows up and moves around, their personality changes accordingly. A lot of people drink more than one cup of coffee a day. It's usual to identify a favorite type of coffee with a specific situation. Therefore, based on the above literature, the following hypotheses are formulated, H0: There is no relationship between personal factor and coffee consumer purchase intention and H1: There is a significant relationship between personal factor and coffee consumer purchase intention.

Figure 1 below displays the study framework that's based on an existing theory in a field of study that's related to a study's hypothesis. The theoretical framework also directs the type of data that should be collected for a certain study (Adom et al., 2018). The researcher's understanding of the study must be reflected in the theory's acceptance or adaptation, and the theory must drive the investigation (Adom et al., 2018). Based on the reviewed pertinent literature that discussed the personal factors and consumer purchase intention, researchers have proposed a study framework as shown in figure 1 as below. This study proposed the personal factors as independent variables with five (5) dimensions consisting of (1) age and life-cycle stage, (2) occupation, (3) income level, (4) lifestyle, and last but not least (5) personality. These variables were adopted from Theory of Buyer Behavior (Howard Sheth Model).

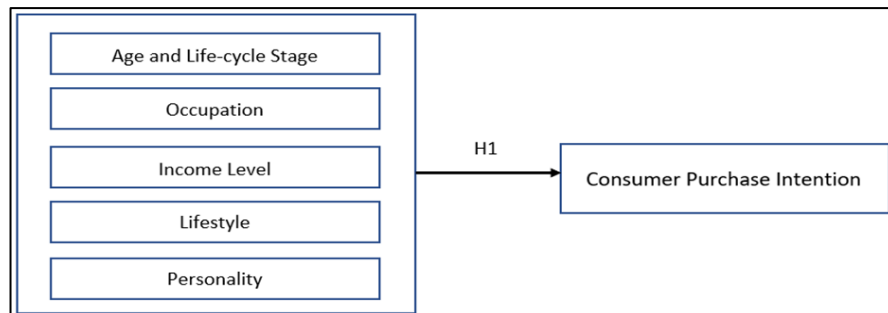


Figure 1: Theoretical Framework

Source: Adapted from Njigua, R. W. (2018). *Influence of Personal Factors on Consumer Purchase Decisions of Mobile Phones in Nairobi County, Kenya* (Thesis). Strathmore University.

3 Methodology

This study uses a cross-sectional study that intends to examine data from a group of people at a certain point in time. This study focuses on causal research as this study aims to assess the personal factors currently influencing consumer purchase intentions among consumers in the Klang Valley, Malaysia. The quantitative approach is used in this study because it emphasizes impartial measurement, statistical, mathematical, and

numerical analysis of the data obtained through surveys, questionnaires, and surveys, as well as the manipulation of existing statistical computations. Moreover, this method is to measure the research objectives: (1) to examine the current demographic of coffee consumers, (2) to examine the personal factors and (3) to identify the most significant factor among the personal factors that affect the consumers purchase intention among coffee consumers in Klang valley, Malaysia.

3.1 Population and Sample

The respondent, also called the Sample, will become a coffee consumer in Malaysia. By 2021, Malaysia's population is expected to reach 32.65 billion. The sample was selected using an extraordinary sample because the target population is niche and large so this study will consider applying a targeted sample to respondents (coffee consumers). The targeted sample was used because this study required the selection of targeted respondents based on individual characteristics. Etikan et al. (2016) explain that the targeted sample is based on the idea of targeting individuals with certain characteristics who are better equipped to support research.

Although this study used a non-probability sampling technique, the data on Klang Valley population is still attainable and the minimum sample size is relevant to be collected. Based on the Raosoft sample size calculator, this study has to collect the minimum of 385 recommended sample sizes. According to Roscoe (1975), a sample size 30 or higher and less than 500 is ideal for most studies conducted. Therefore, the sample size of 385 is relatively acceptable to represent the population. The target group of this study is men and women aged 18 to 40 years and over in Malaysia. The respondents in this survey vary from students to working people in the Klang Valley. However, there is no precise site or institution where this research study's survey will be conducted. As a result, the online survey was disseminated at random using a purposive selection strategy, which selects respondents who are most easily and conveniently available. As a result, the instrument is intended to include screening questions in the first portion in order to obtain accurate data and reliable respondents.

3.2 Research Instrument

The instrument is notably adapted from Njigua (2018) which studied the impact of personal factors on consumer purchasing decisions in Nairobi County, Kenya. To support the research objectives, the design was modified to accommodate the main focus of the research, namely coffee consumers. Thus, the term mobile phone has been replaced with coffee and the purchase decision constructs have been replaced with purchase intention. Thirty-five (35) constructs were identified to be relevant and useful for the instrumentation of the study. The instrument is divided into 2 sections. First part 5 constructs focus on the respondent's demographic details. The second part comprises 30 constructs on personal factors suggested variables which were age and lifecycle, occupation, income level, lifestyle and personality.

3.3 Pilot Test

Reliability and validity approaches are used to assess the quality of the instrument used. Takaki et al. (2014) remarks that the degree to which the strength of variables was consistent with the method they were meant to assess is referred to as reliability. Hence, the researchers conducted a pilot test as a good research study with appropriate experimental design and precise performance is necessary to get high-quality outcomes. A pilot test with 30 samples to enhance the dependability of the instrument. This study has adapted most of the constructs and items that have been well validated by previous researcher (Njigua,2018). In particular, as this study has adapted constructs from previous study, the reliability analysis and convergent validity analysis is obtained. The Cronbach's α values range between 0.747 and 0.881, all of these are higher than the reliability standard 0.7 (Sekaran & Bougie,2016). Thus, it can be concluded that based on the reliability test result, it shows a good indicator for a good instrument's reliability.

Table 1: Exploratory Factor Analysis (Principal Component Analysis)

Construct	Items	Factor Loading	Composite Reliability (CR)	AVE
Age and Lifecycle	Age_Lifecycle 1	-0.647	0.296	0.587
	Age_Lifecycle 2	-0.793		
	Age_Lifecycle 3	0.804		
	Age_Lifecycle 4	0.705		
	Age_Lifecycle 5	0.863		
Occupation	Occupation 1	0.625	0.709	0.330
	Occupation 2	0.600		
	Occupation 3	0.511		
	Occupation 4	0.637		
	Occupation 5	0.484		
Income Level	Level_Income 1	0.903	0.886	0.611
	Level_Income 2	0.848		
	Level_Income 3	0.703		
	Level_Income 4	0.661		
	Level_Income 5	0.767		
Lifestyle	Lifestyle 1	0.869	0.849	0.535

	Lifestyle 2	0.781		
	Lifestyle 3	0.589		
	Lifestyle 4	0.652		
	Lifestyle 5	0.732		
Personality	Personality 1	0.567	0.820	0.480
	Personality 2	0.746		
	Personality 3	0.776		
	Personality 4	0.625		
	Personality 5	0.729		
Consumer Purchase Intention	PF(P)	0.788	0.841	0.520
	PF(LI)	0.573		
	PF(O)	0.692		
	PF(L)	0.878		
	PF(AL)	0.634		

Note: $CR = (\sum \text{loading factor})^2 / \{(\sum \text{factor loading})^2 + (\sum \text{indicator error measurement})\}$, $AVE = \sum (\text{loading factor}^2) / (\text{number of item})$

A total of 30 items were subjected to be tested in Exploratory Factor Analysis (EFA) using the Principal Component Analysis (PCA) extraction method, as indicated in Table 3.3.1. Before doing PCA, the data's suitability for factor analysis was determined. Items with factor loadings less than 0.4 were removed to ensure convergent validity amongst indicators (Pallant, 2013). Table 3.3.1 shows the results of factor loadings, CR and Average Variance Extracted (AVE) from the construct of this study. Based on the results, 2 items that turned out negative in factor Loading, however the AVE is acceptable as the value is 0.587 which is more than 0.5 (Fornell & Larcker, 1981). The Kaiser-Meyer-Olkin (KMO) score was 0.948, suggesting excellent sample size (Field 2009). The Chi-Square = 6379.880 (df= 435, p<0.001) approximation from Barlett's Test of Sphericity indicates that the correlations between variables are high enough for PCA. Each factor loading is greater than 0.50, this also proves the convergent validity by demonstrating that each item's dependability was acceptable, allowing each item to be assigned to the relevant latent construct (Hair et al.,2010). Furthermore, the variables' Communalities range from 0.471 to 0.677. The presence of four components with eigenvalues greater than one was also found using PCA.

3.4 Data Collection

This study has distributed the questionnaire via an online survey method. To validate the targeted respondent, researchers adhere to several screening questions to filter the respondents as researchers choose purposive sampling methods as researchers believe it will provide better insights. The target sample can answer questions through online-based surveys. Potential respondents can receive questionnaires from various online surveys through various channels, including email. Structural responses were measured on a scale of 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree for all data in the second part. The Likert scale format was adapted from Parmjit et al. (2006) are often used to calculate the power of opinion.

4 Findings

4.1 Data Analysis

The Statistical Package for Social Science (SPSS) Version 26 was used to examine all of the data. In this study, researchers used descriptive and Inferential analysis. The frequency, percentage, and mean of the questionnaire results calculated using descriptive statistics to determine their significance. The inferential analysis is conducted to examine the relationship between the independent and dependent variables. The relationships between the personal factors and the dependent variable, consumer's purchase intention is measured by using multiple regression analysis. Hypothesis testing, confidence intervals, and regression analysis are the most popular inferential statistics techniques. The regression findings also help demonstrate that personality has the greatest impact on a consumer's purchasing choice (Njigua,2018). Surprisingly, these inferential approaches can generate summary values that are identical to descriptive statistics like the mean and standard deviation (Cotton,1977).

Table 2: Cronbach's alpha results for actual data

No	Variables	Cronbach's Alpha	Number of items	Number of respondents
1.	Age and Lifecycle	0.750	5	398
2.	Occupation	0.869	5	398
3.	Income Level	0.824	5	398
4.	Lifestyle	0.846	5	398
5.	Personality	0.853	5	398
6.	Consumer Purchase Intention	0.772	5	398

The value of Cronbach's Alpha coefficient as an indicator predicts the reliability of each question in each variable in this study, which includes age and lifecycle, occupation,

income level, lifestyle, personality and consumer purchase intention. Based on Nunnally's research (1978), Cronbach's alpha of 0.70 or above is commonly mentioned as an acceptable range. The acceptable alpha values range from 0.70 to 0.95, according to various publications. If alpha is excessively high, it might indicate that some items are redundant since they are evaluating the same question in a different form (Strainer,2003). It is suggested that the maximum alpha value be 0.90. According to Table 2, the Cronbach's Alpha coefficient for each variable in this study was more than 0.7.

This study assesses the demographic factor of the respondents which emphasizes the respondents' profile and to draw an answer to the first objective of the study. Table 3 shows the frequency and percentage of race, gender, age, occupation and income level.

Table 3: Respondents Demographic Analysis

Variables	Categories	Frequency	Percent	Valid Percent
Race	Malay	198	49.7	49.7
	Chinese	119	29.9	29.9
	Indian	81	20.7	20.7
Gender	Male	185	46.5	46.5
	Female	213	53.5	53.5
Age Group	18-24	184	46.2	46.2
	25-30	115	28.9	28.9
	31-40	72	18.1	18.1
	40 and above	27	6.8	6.8
Occupation	Student	115	28.9	28.9
	Permanent Worker	135	33.9	33.9
	Part timer Worker	33	8.3	8.3
	Self Employed	111	27.9	27.9
	Not Employed	4	1.0	1.0
Income	< RM500	99	24.9	24.9
	< RM1000	53	13.3	13.3
	< RM3999	205	51.5	51.5
	> RM4000	41	10.3	10.3

4.2 Descriptive Analysis

The following tables show the questionnaires' items and the descriptive analysis of Mean and Standard Deviation for each variable.

Table 4: Descriptive Analysis

No.	Items	Mean (M)	Average Mean	Std. Deviation (SD)
Age and Lifecycle				
1	My age influences how I analyze coffee type before making a purchase.	4.28		0.876
2	My age influences the time I take to search and compare information on brands	4.20		0.907
3	The amount of money I can spend on a product is influenced by my age	4.12	4.19	1.006
4	My age determines the value I give to the uniqueness of coffee	4.17		0.915
5	Age determines the value I give to established brands when purchasing a cup of coffee	4.18		0.909
Occupation				
1	I purchase coffee associated with people of a similar profession as mine.	3.77		1.186
2	My occupation influences the attributes I look for coffee	3.82		1.196
3	The beverage I choose to purchase is influenced by what my workmates have	3.70	3.70	1.217
4	If I changed professions, I would choose another beverage	3.50		1.372
5	My beverage must suit my occupation and assists in my professional life	3.70		1.217
Income Level				
1	If I earned more money, I would increase the number of coffee cups I purchase	3.99		1.175
2	I would buy a premium coffee in order to be associated with a certain social class and status	3.86		1.232
3	I would buy a premium coffee or I would switch my coffee into another type of beverage if my income were to change	3.98	3.70	1.101
4	A higher level of income would prompt me to purchase a more expensive coffee	4.06		1.060
5	My income level determines the time I spend looking for the best coffee	3.95		1.105
Lifestyle				
1	I choose beverage that accommodates my everyday life, choices and routine	4.04		1.074
2	My coffee must add value to my lifestyle	3.88		1.143

3	My daily routine determines the type of coffee I choose to purchase	3.87	3.90	1.117
4	I choose to purchase my coffee from a brand that reflects my way of life	3.74		1.262
5	I purchase a cup of coffee that is aligned to my interests, activities and opinions	3.94		1.125
<hr/>				
Personality				
1	I have distinct attitudes and perceptions about specific coffee	4.04		1.047
2	I purchase coffee that portray my self-image	3.72		1.197
3	The coffee brand I purchase must reflect who I am and how I want to be perceived	3.62	3.83	1.291
4	My feelings and emotions influence the coffee I purchase	3.87		1.180
5	I purchase my coffee phone from a coffeeshop who makes me feel valued	3.91		1.131
<hr/>				
Purchase Intention				
1	My coffee flavor will be influenced by my personality	3.90		1.108
2	The coffee I will choose to purchase is determined by my income	4.12		1.042
3	Coffee type will be determined by my occupation	3.66	3.92	1.231
4	I will be swayed to choose coffee because of my lifestyle	3.81		1.192
5	My age will influence my coffee choice.	4.09		1.015

4.3 Hypothesis Testing

The Pearson correlation coefficient calculator is used to calculate the connection between the variables. This linear relationship might be seen as having either a good or negative impact.

Table 5: Pearson's Correlation Matrix between Variables

Personal factor variables	Purchase intention
Age & Lifecycle	0.496**
Occupation	0.747**
Income	0.657**
Lifestyle	0.666**
Personality	0.762**

Table 5 shows the majority of the respondents agreed that personal factors influenced their purchase intention toward coffee. The figure of (0.496, $p = 0.000 < 0.05$) from Pearson correlation table 4.3 shows a medium positive correlation between the age and lifecycle variable with the dependent variable (consumer purchase intention). The Pearson correlation table shows a highly positive correlation as the value is above 0.7 (0.747, $p = 0.000 < 0.05$) and significant association between occupation and consumer purchase intention of coffee. The correlation analysis revealed a positive and

statistically significant association between income and consumer purchase intention among the coffee consumers in Klang Valley. This was confirmed by the Pearson correlation analysis which showed a positive (0.657, $p = 0.000 < 0.05$). Moreover, the respondents agreed that their lifestyle had an impact on how they analyzed the product before making a purchase. The correlation data revealed a significantly positive link between customer purchase intention and lifestyle (0.657, $p = 0.000 < 0.05$). The correlation analysis also revealed a positive and statistically significant association between lifestyle and consumer purchase intention of coffee. This was confirmed by the Pearson correlation data, 0.666 and the p value is $0.000 < 0.05$. Thus, based on the analysis conducted, H_0 : there is no relationship between personal factor and coffee consumer purchase intention is rejected and H_1 : there is a significant relationship between personal factor and coffee consumer purchase intention is accepted.

4.4 Multiple Linear Regression

Regression analysis was used to determine the strength of the relationship between variables and to predict how they would interact in the future, which parallels the third objective of the study. This study uses multiple regression methods to get a clearer picture of the relationship between the independent variables (age and lifecycle, income, occupation, lifestyle and personality) and dependent variable (consumer purchase intention). This study involved 398 samples and the researcher found the sample size was sufficient for multiple linear regression analysis. Figure 2 shows that all the points are arranged in a nice straight diagonal line from bottom left to top right with no noticeable deviation from normal.

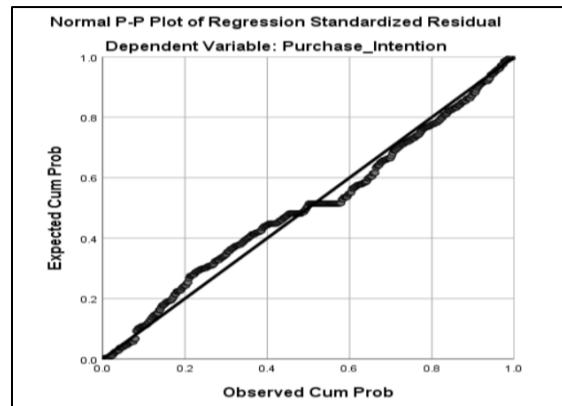


Figure 2: The Normal Probability Plot of Standardized Regression Residuals Values

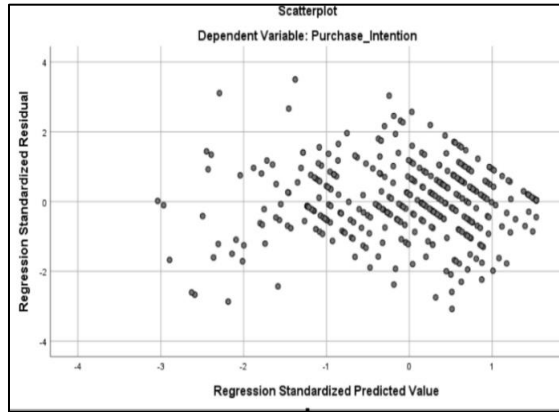


Figure 3: Scatterplot of Dependent variable

Figure 3 further illustrates that the residuals are about rectangularly distributed, with the majority of scores clustered around the zero points. Some scores are greater than 3 and less than -3, indicating outliers in the samples; however, outliers stayed within the permissible range.

Table 4: Coefficient Value of Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862a	.743	.739	.41391

*Predictors: (Constant), Personality, Age Lifecycle, Income Level, Occupation, Lifestyle

*Dependent Variable: Purchase Intention

From above table 4, the value of R is 0.862, above than 0.4 which is good for stating that there is correlation between the dependent variable and independent variables. Moreover, as stated, the value of R² is 0.743, that our independent variables explain 74.3% of the variability of our dependent variable, consumer purchase intention. Plus, researcher can know the data was significant or not by interpreting the ANOVA table (table 5), the value for ANOVA test is $F(5,392) = 226.214$ and the p value is $0.00 < 0.05$, which means the model is significant enough to determine the outcome.

Table 5: ANOVA Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	193.773	5	38.755	226.214	.000b
	Residual	67.157	392	.171		
	Total	260.930	397			

*Dependent Variable: Purchase Intention

*Predictors: (Constant), Personality, Age_Lifecycle, Income Level, Occupation, Lifestyle

Table 6: Coefficient of Dependent Variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.158	.146		1.078	.281
	Age_Lifecycle	.109	.037	.088	2.943	.003
	Occupation	.182	.034	.225	5.402	.000
	Income Level	.287	.030	.308	9.699	.000
	Lifestyle	.074	.040	.082	1.859	.064
	Personality	.314	.041	.360	7.744	.000

5 Discussion and Conclusion

Previous research done by Ramya and Ali (2016) indicated that age and lifecycle have an impact on consumer purchase intention, stating that a person's age is one of the most important personal characteristics affecting a customer's purchasing choice. Conversely, this variable is moderately correlated and statistically significant as $p = 0.00 < 0.05$. According to Kotler et al. (2017), organizations develop things for different stages of the consumer's life cycle since taste and preferences vary over time. Furthermore, a consumer's occupation influences their purchase intentions for any goods or services. For example, a businessman may acquire more expensive goods or services than other occupations (Kotler et al., 2017). It is parallel with the descriptive statistics findings indicating that respondents agreed that they seek for a quality coffee depending on their occupation. The Pearson correlation table shows a highly positive correlation as the figure is above 0.7 (0.747). These findings corroborated a previous study conducted by Pemani et al. (2017), which concluded that people's occupations had an equal interest in the products and services. In line with this, Ramya and Ali (2016) conducted a study in which they remark that occupation influences purchase intention and proposed that marketing managers build various marketing strategies to accommodate the buying reasons of different occupational groups. The correlation analysis also revealed a positive and statistically significant association between income and consumer purchase intention among the coffee consumers in Klang Valley (0.657, $p=0.000<0.05$). These findings can be supported by Ramya and Ali (2016) discovered that income level is another factor that might influence consumption patterns in their study on variables influencing consumer buying behavior. Previous research revealed that if customers earned more money, they would purchase more (Njigua,2018). The findings supported the conclusions of Pemani et al. (2017), who predicted that high-income consumers would purchase premium products.

Based on the findings discussed above, consumer purchase intention among coffee consumers in Klang Valley was significant statistically towards only four variables inspected: age and lifecycle, occupation, income and personality. On the other hand, according to correlation analysis, lifestyle is statistically significant, however the significant value is $0.064 > 0.05$ through regression analysis which means not significant

towards the purchase intention among coffee consumers. Thus, according to Nourai et al. (2017), lifestyle seems to have no effect on the customer's decision. These findings contradicted previous research that found that lifestyle influences coffee customers' buying intentions. In their study, Ramya and Ali (2016) stressed the need of marketing managers developing multiple marketing tactics to fit the lifestyles of their customers. Businesses may design a marketing plan based on customer lifestyle research, and firms may also produce goods based on consumer lifestyle research (Kotler et al., 2017). As mentioned in the previous finding section, personality is the most significant factor ($B=0.360$) between four personal factors that affecting the consumer purchase intention. In tandem with this, previous study donr by Njigua (2018) and Lautianen (2015) advocated that personality was the most important element among personal factors. Lautiainen (2015) also stated that when a person grows older and changes environments, his or her personality changes. Our findings also in line with previous study that defined personality as a collection of various human psychological traits that contribute to relatively long-lasting and consistent responses to environmental stimuli Mullin (2010).

It is suggested that coffee shop marketing strategies should be designed according to the result of respondents' demographic information, consumer preference, and personal factors such as personality. Personal factors are one of the motivating factors to a successful business in the coffee industry. Besides that, this study also recommended that marketers in the coffee industry will be more aggressive in promoting the benefits according to the gender and age of the group of various products to sustain in this competitive era. This will provide a competitive advantage to business owners as consumer trends and behaviors are constantly shifting according to different generations and settings of environments.

This study is important for future researchers interested in understanding the factors influenced the consumer purchase intention and get to know the consumers' demographic information. It is important for coffee shops because it can provide an idea of how to improve products and services to support the coffee industry in Malaysia. Consumers are the most important people for merchants because marketers take into account consumer preferences and provide goods and services in the right way. Therefore, this research will reduce costs and time for internet cafe owners in finding information. In addition, coffee consumers can also be helped, they feel valued when the coffee shop knows them well and take independent variables into account when running the business. Nevertheless, the limitation of the study is determining the size of the study sample. This survey only conducted a survey through an online questionnaire of coffee consumers in Klang Valley, Malaysia. To get better results, the sample size should be larger and use more ways to get information from coffee consumers. Furthermore, the limitation of the literature as only several studies covering the significant personal factors that influence the purchase intention of consumers in the coffee industry. This means that the researcher wants to fill the research gap, but

identification or understanding depends on how well the researcher has access to the existing literature.

6 About the author

The first author is Ms. Nur Yasarah Yahya. She studied Bachelor of Science (Hons) Hotel Management student at Universiti Teknologi Mara Kampus Dungun's Faculty of Hotel and Tourism (FPHP). She graduated from Universiti Teknologi Mara Kampus Dungun with a Diploma in Hotel Management. Throughout her degree studies, she has achieved the dean's list award for three semesters and aiming for the vice chancellor award.

The second author is Ms. Nurin Adini Mazlan. She studied Bachelor of Science (Hons) Hotel Management student at Universiti Teknologi Mara Kampus Dungun's Faculty of Hotel and Tourism (FPHP). She graduated from Universiti Teknologi Mara Pulau Pinang with a Diploma in Hotel Management (UITMPP). She has gotten a dean's list award for three semesters of her degree studies and aspires to be named vice chancellor.

The third author is Mrs. Wan Nor Bayah Wan Kamarudin. She is a senior lecturer in the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Dungun with 9 years of service in the Hotel Management program. Her research interest areas include hospitality entrepreneurship, organizational behavior and service management. She has published her article in an indexed journal and participated in a hospitality and tourism conference. She is currently leading a research grant from the Ministry of Higher Education in Malaysia in Hospitality Entrepreneurship and Education.

7 References

- Abd Rahim, Fitriya & Fong, Cheah & Jin, Goh. (2019). Malaysian Coffee Culture: Attributes considered to purchase coffee beverages. (PDF) Malaysian Coffee Culture
- Adom, Dickson & Hussein, Emad & Adu-Agyem, Joe. (2018). Theoretical and conceptual framework: mandatory ingredients of a quality research. *International Journal of Scientific Research*. 7. 438-441
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 6A
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 665-683.65-683.
- Castle, J. (2017, June 1). Caffeine: A Growing Problem for Children. Caffeine: A Growing Problem for Children | For Parents | US News
- Cotton, J. (1977). Review of Descriptive and inferential statistics. *Contemporary Psychology: A Journal of Reviews*, 22(9), 725. <https://doi.org/10.1037/016314>

- Etikan I., Musa S. A., Alkassim, R. S. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*. Vol. 5, No. 1, 2016, pp. 1-4. doi: 10.11648/j.ajtas.20160501.11
- Field, A. (2009). *Discovering statistics using SPSS*. Sage publications.
- Flanders Investment & Trade, Malaysia. (2020). Food & Beverages Industry Report.
- Global Data. (2020). 30 Oct 2020 Increasing desire for unique coffee experiences continues to drive demand in Malaysia, says. 30 Oct 2020 Increasing desire for unique coffee
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2010). *Multivariate data analysis*. Upper saddle River.
- Hirschmann, R. (2021, July 23). Malaysia: Total coffee consumption 2022. Statista.
- Kotler, P. (2017). *Principles of Marketing (Seventh Eu)*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. India: Pearson
- Küçükbaşlan Ekmekçi, A. (2009). The examination of the role of identifying the factors influencing consumer behaviour in multinational markets on the mncs' market success. *Marmara University Journal of the Faculty of Economic & Administrative Sciences*, 27(2).
- Lautiainen, T. (2015). Factors Affecting Consumers' Buying Decision in the Selection of a Coffee Brand.
- Lee, S., Lee, K. S., Chua, B. L., & Han, H. (2017). Independent café entrepreneurships in Klang Valley, Malaysia—challenges and critical factors for success: does family matter? *Journal of destination marketing & management*, 6(4), 363-374.
- Lewsley, J. (2021, April 28). Children and coffee drinking. *Medical News Today*.
<https://www.medicalnewstoday.com/articles/is-coffee-bad-for-kids>.
- Mackeen, D. (2020). Is Coffee Good for You? *The New York Times*.
<https://www.nytimes.com/2020/02/13/style/self-care/coffee-benefits.html>
- Mohamad, S. S., Abuelhassan, E., Khalifa, G. S. A., & Kaliyamoorthy, S. (2017). Investigating the antecedents of coffee shop customers' behavioral intentions in Kuala Lumpur. *International Journal on Recent Trends in Business and Tourism*, Vol 1(Issue 4), 1–14.
- Mullins, J. L. (2010). *Management and Organisational Behaviour*. (9th ed). New York, NY: Prentice Hall Financial Times.
- Njeru, W. G. (2007). Factors that influence consumer purchasing decisions: The case of mobile phone consumers in Westlands area Nairobi. Research Project. Nairobi. University of Nairobi
- Njigua, R. W. (2018). Influence of personal factors on consumer purchase decisions of mobile phones in Nairobi County, Kenya (Thesis). Strathmore University
- Nourai, M., Moorineh, H. Y., & Kordi, J. (2017). INVESTIGATING THE EFFECT OF PERSONAL FACTORS ON THE CUSTOMERS'PURCHASING DECISION. *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 6(7), 8.
- Nunnally, J. C. (1978). *Psychometric theory (2nd Ed.)*. New York: McGraw-Hill
- ONG, S. H. (2021). The rise in Malaysia's coffee culture. *Www.Thesundaily.My*.
<https://www.thesundaily.my/home/the-rise-in-malaysia-s-coffee-culture-YF7878302>
- Pallant, J. (2013). *SPSS Survival Manual. A step-by-step guide to data analysis using SPSS*, 4th edition. Allen & Unwin, www.allenandunwin.com/spss.
- Parmjit, S., Chan, Y. F., & Gurnam, K. S. (2006). *A comprehensive guide to writing a research proposal*. VentonPublishing, Batu Caves, Malaysia
- Pemani, P. O., & Massie, J. D. (2017). The effect of personal factors on consumer purchase decision (Case study: Everbest Shoes). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(1).

- Ramya, N. A. S. A. M., & Ali, S. M. (2016). Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), 76-80
- Rehman, Fazal & Yusoff, & Mohamed Zabri, Shafie & Ismail, Fadillah. (2017). Determinants of personal factors in influencing the buying behavior of consumers in sales promotion: a case of the fashion industry. *Young Consumers*.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* (Second ed.). New York: Holt Rinehart and Winston.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). United Kingdom: John Wiley & Sons Ltd
- Streiner, D. L. (2003). Starting at the beginning: an introduction to coefficient alpha and internal consistency. *Journal of personality assessment*, 80(1), 99-103
- Takaki, J., Taniguchi, T., & Fujii, Y. (2014). Reliability, validity, and significance of assessment of sense of contribution in the workplace. *International journal of environmental research and public health*, 11(2), 1594-1604.
- Thomas, A. J., Chris, O. S. H., & Ramasamy, R. (2021). Influence Factors of Customer Satisfaction in Coffee Industry in Klang Valley. *Qualitative and Quantitative Research Review*, Vol 6(Issue 2), 120–144