Research Article

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The Effect of Consumer Attitude towards Coffee Shop Green Practices on Purchase Intention

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Abstract

With the growing awareness and concerns towards environment protection and conservation, consumers nowadays are becoming more interested and more willing to buying green product even if it means paying for a higher price. Although literature supports the positive influence of consumer attitude towards green product on purchase intention, study on this subject remains scare in Malaysia. This study examined the effect of consumer attitude towards green coffee shops on purchase intention. Quantitative method was used in this study. Online survey was conducted with the questionnaire distributed via social media platforms. A total of 387 useable questionnaires, which are more than the estimated sample size of 377, were collected. The data was analyzed using SPSS. The regression analysis results showed a strong correlation between consumer attitude and purchase intention. The R^2 value of 0.404 indicated that 40.4% of the variation in the dependent variable consumer's purchase intention can be explained by the independent variable consumer's attitude towards coffee shop green practices. The implications of the study as well as the recommendations for future research were also discussed.

Keywords:

Consumer Attitude, Coffee Shop, Green Practice, Purchase Intention

1 Introduction

According to the International Coffee Organization (2021), world coffee exports totalled 10.47 million bags in July 2020 and increased to 10.61 million bags in July 2021. This increase indicates that coffee consumption is on the rise internationally as more people rely on coffee to wake them up and prepare them to start their day (Samoggia & Riedel, 2019). Nguyen Thi Phuong Anh (2016) reported a rapid growth in the coffee market among the five ASEAN countries, which shows the potential for local and international coffee brands to continue developing. Malaysia ranked second after Vietnam, with great potential to further expand the coffee shop market due to urbanization and busy lifestyles. Coffee drinking has been firmly ingrained in Malaysian society for decades. The strong Malaysian coffee drinking culture is reflected in old-style Hainanese coffee shops, known as "kopitiams," and Malay Indian eateries, known as "mamaks." According to Ramanathan and Ali (2021), coffee consumption in Malaysia has increased due to the development of international coffee chains and the promotion of coffee culture among internationally educated citizens. Based on a survey conducted by statista.com (2021), 60.83% of Malaysian respondents claimed they regularly drink coffee. To cater for this large, and still growing, coffee drinking population, more coffee shops are opening throughout Malaysia. This has caused the coffee industry of both the global coffee chains and the local coffee shops in Malaysia to multiply and the coffee market to become more competitive.

There is no doubt the large coffee market brings significant economic value, however following this growing trend in coffee consumption comes with environmental issues. With an average use of 16.8 kg plastic packaging per year, Malaysians have been listed among the world's largest consumers of plastic packaging and are one of the top users per capita for plastic packaging among six Asian countries. According to World Wildlife Fund (2021), Malaysia ranked the second highest for plastic waste. As consumers are getting more aware of the environmental damages caused by plastic waste and are becoming more environmentally concerned, coffee shops have responded to customer demand for organic and/or responsibly produced coffee by implementing green practices such as using less plastic product and more local goods and ingredients, etc. As was reported by Chen et al. (2018), consumers are becoming more conscious of environmental issues and choose to purchase green items as a result. This study aims to investigate consumers' attitudes towards the green practices implemented by coffee shops in Malaysia.

2 Literature Review

2.1 Coffee Shop Green Practices

According to Sánchez-Flores et al. (2020), green practices are environmentally beneficial behaviors that aid environmental conservation and development. A variety of green initiatives have been implemented by coffee shops. Take Starbucks for example, their initiatives include recycling paper cups, reducing waste by selling reusable cups

and glasses, shifting away from single-use plastics to promoting reusability and championing the use of recycled content (Starbucks, 2019). In addition to Starbucks, many other coffee businesses are also beginning to implement eco-friendly strategies such as changing from plastic to biodegradable materials and utilizing food-based items, as well as educating consumers about green practices that can help reduce environmental damage and greenhouse gas emissions (Djaelani et al., 2020; Diyah & Wijaya, 2017; Chaudhary & Bisai, 2018). Coffee shop operators well as consumers are using more environmentally friendly products to reduce and eliminate the use of plastic cups and plastic straws in coffee shops.

2.2   Consumer Attitude towards Green Products

Consumers' attitudes are created spontaneously and have various perceptions of the green practices implemented by coffee shops (Cherian & Jacob, 2012; Takashi, 2021). Consumers were found to perceive a specific environmentally friendly product to be significantly more pleasant, higher quality, and have a higher monetary value (Tjokrosaputro & Cokki 2019). As their environmental awareness grows, consumers are more likely to adjust their buying patterns to help the environment (Salam et al., 2021). Many consumers are even willing to pay more for environmentally friendly products (Chaudhary & Bisai, 2018; Suhaily et al., 2020; Kim & Yun, 2019). Consumers' willingness to pay more for green products is because of their awareness of the environmental damage, and the price is not the factor preventing them from buying green products. This shows that the more consumers' concerns are for the environment, the more significant influences are their attitudes towards green products and green culture (Ogiemwonyi et al., 2020). The expanding environmental problem has made consumers more conscious of the value of protection the environment, and as a result, they are now starting to get involved in environmental preservation initiatives (Kirmani and Khan, 2016). Environmental issues also made individuals more aware of what is good for environment by placing more attention to eco-friendly activities and purchasing green products for safe and sustainable benefits (Ogiemwonyi et al., 2020). This is also supported by Yen and Mai (2020) who stated consumers have favorable attitudes towards green products and are likely to purchase green products. Chen and Chai (2010) reported that raising environmental concerns is crucial, and promoting green practices is needed among younger millennials (Taufique & Islam, 2021).

2.3   Consumer Attitude and Purchase Intention

Though there are many green products on the market, some consumers only buy products with affordable price and are functional. However, businesses have begun to educate the public by increasing advertising that highlights the benefits of green products (Cherian and Jacob, 2012). As a result, more people are beginning to realise their role and responsibilities towards the environment. Individual decision-making can be influenced by personal life experiences such as attitudes, values, and personalities. It can be said that consumer emotions, mainly the concerns about the environment, positively and directly impact consumer green acceptance and buying behavior.

Machová et al. (2022) stated that consumers are prepared to spend extra for green items if there is evidence that the material does not contain dangerous components and the packaging is perishable. According to Rahman (2018), more consumers place a higher value on products and services that are environmentally friendly across the supply chain, such as eco-friendly items and packaging. Firms are also more committed to practicing fair trade and try to lower their full environmental effect. Wei et al. (2018) studied consumers who are more willing to pay more for green products and found it is due to their concerns towards the environment. Environmental awareness plays an essential role in green activism because ecological problems tend to be global issues, and it relates to personal emotional views and emphasis on the environment. (Ogiemwonyi et al., 2020). Wang (2014) explained that if more people are involved in environmental activities and care about environmental issues and the importance of green practices, this, in turn, can increase the environmental responsiveness of others and ultimately increase their green buying intentions. As was concluded by Choi et al. (2019), consumers' awareness of the environment can influence their intention to buy environmentally friendly products.

3 Methodology

3.1 Research Design

Quantitative method was used in this study to collect data on consumer attitudes towards green practices implemented at the coffee shop in Malaysia as well as to examine the effect of these attitudes on behavioral intention. Descriptive and regression analysis were conducted. The time horizon of this study was cross-sectional, where the data was collected at a single source at one time. The study setting of this research was non-contrived where this study focused on causal study. The respondents or units of analysis were coffee drinkers.

Population

The population of this research was determined according to Statista (2021) which showed that 63.83 percent of Malaysian drank coffee regularly. The sample of this study was calculated using Raosoft calculator. With 5% margin of error, 95% confidence level, a population size larger than 20,000 and response distribution of 50%, a sample size of 377 was estimated. Non-probability technique was used for this research and purposive convenience sampling was conducted, where the respondents were chosen merely based on proximity.

3.2 Research Instrument

The research instrument adopted questions from a few previous studies (Huang & Dang, 2014; Rahim et al., 2019; Kirmani & Khan, 2016; Singh & Verma, 2017; Chaudhary & Bisai, 2018; Carrión Bósquez et al., 2021; Kim & Yun, 2019). Two languages, English and Malay, were used for this questionnaire. The survey questionnaire was divided into three (3) parts. Part A was about consumer's attitudes towards coffee shop green

practices. Part B dealt with purchase intention towards coffee shops. Part C covered respondent's profile using nominal scale items such as gender, age, monthly income, education, occupation, and frequency of buying coffee. Five-point Likert scale was used for Part A, and Part B (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree).

Pilot Test

After pretesting with the experts, the questionnaire was distributed to the actual respondents. This was to evaluate the developed instrument to see if the questions were understandable, the language was proper and the time required to answer the questions was acceptable. The pilot test was conducted with 33 respondents, including three lecturers, thirty coffee drinkers and two coffee shop operators through social sites such as WhatsApp, Instagram and Facebook. The pilot test data was analysed for reliability by using IBM Statistical Package for the Social Science Software version 26. Hair et al. (2010) stated that Cronbah Alpha score more than 0.6 was acceptable for reliability. This was supported by Nunnally (1978) and Taber (2017). Every variable was evaluated separately for reliability tests. The pilot test confirmed that all constructs achieved the suggested value of Cronbach's Alpha of 0.6 by Pallant (2007); consumer's attitudes (0.862) and behavioural intention (0.931).

Table 1: Summary of Cronbach's Alpha scores for the pilot test

Variable	Cronbach's Alpha
Consumer attitude	0.862
Behavioral intention	0.931

3.3 Sampling and Data Collection

The study employed non-probability sampling techniques where respondents were selected based on non-random criteria, and not every member of the population has the chance of being selected. Convenience sampling was applied. The questionnaire was made available on social media platforms such as Instagram, Twitter, Facebook, WhatsApp, and Telegram. A total of 378 usable responses were collected within a one-month period.

3.4 Data Analysis

All data was analysed using the Statistical Package for the Social Science Software version 26. The descriptive analysis which is standard deviation and mean was first conducted. Then, the regression analysis was conducted to understand how the independent variable consumer's attitudes influenced the dependent variable behavioral intention.

4 Findings

4.3 Demographics of Respondents

Frequency distribution analysis is a statistical method used to compute the amount and responses associated with a variable's various values and describe those counts in percentage terms. The demographic characteristics of the respondents are shown in Table 2.

Of the 378 respondents who took part in the survey, the majority were female respondents (69.6%) as compared with male (30.4%). As for age group, 18 – 28 years old recorded the highest percentage of respondents (55.8%), followed by 29 – 39 years old (24.3%), 40 – 50 years old (14.3%) and above 50 years old (5.6%). For monthly income, most of the respondents earned below RM1,500 (49.5%), followed by RM2,501 – RM3,500 (16.1%), income above RM4,500 (13.8%), RM3,501 – RM4,500 (12.2%) and RM1,500 – RM2,500 (8.5%). In terms of occupation, student were the most recorded responses in this survey (49.5%), followed by private sector (31.0%), government sector (13.0%), self-employed (5.6%) and other responses (1.1%) which is housewife, and pensioner, etc. Most of the respondents consumed 1 – 2 cups of coffee a week (78%), followed by 3 – 4 cups a week (16.4%), 5 – 6 cups a week (4.2%) and having coffee everyday (1.3%). Starbucks was the most frequented coffee brand by the survey respondents (59.5%), followed by other coffee choices, such as "kopitiam", "mamak", "Gigi Coffee", instant coffee, 3-in-1 coffee and McDonalds' coffee (14.6%), The Coffee Bean & Tea Leaf (13.2%) and Zus Coffee (12.7%) are the bottom two. Based on the data collected, most of the respondents spent around RM10.00 – RM15.00 (65.1%) for a coffee, followed by RM16.00 – RM20.00 (15.3%), below RM10.00 (13.5%), RM21.00 – RM25.00 (5.6%) and above RM25.00 (0.5%).

Table 2: Respondents' Demographics Profile (N=378)

Category	Item	Frequency	Percentage
Gender	Male	115	30.4%
	Female	263	69.6%
Age	18 – 28 years old	211	55.8%
	29 – 39 years old	92	24.3%
	40 – 50 years old	54	14.3%
	Above 50 years old	21	5.6%
Monthly Income	Below RM1500	187	49.5%
	RM1500 – RM2500	32	8.5%
	RM2501 – RM3500	61	16.1%
	RM3501 – RM4500	46	12.2%
	Above RM4500	52	13.8%
Occupation	Student	187	49.5%
	Self-employed	21	5.6%
	Private sector	117	31.0%
	Government	49	13.0%
	Unemployed	0	0%
	Other	4	1.1%

Frequency having coffee	1 – 2 cups a week	295	78%
	3 – 4 cups a week	62	16.4%
	5 – 6 cups a week	16	4.2%
	I buy coffee everyday	5	1.3%
Brand of coffee shop	Starbucks	225	59.5%
	The Coffee Bean & Tea Leaf	50	13.2%
	Zus Coffee	48	12.7%
	Other	55	14.6%
Spend on coffee	Below RM10.00	51	13.5%
	RM10.00 – RM15.00	246	65.1%
	RM16.00 – RM20.00	58	15.3%
	RM21.00 – RM25.00	21	5.6%
	Above RM25.00	2	0.5%

(N=378)

4.4 Reliability Coefficient

Every section in the questionnaire was analysed separately to obtain Cronbach's Alpha (Alpha coefficient) result to determine the reliability of each item tested. The reliability test results were important in deciding if the data collected from the respondents was accurate.

Table 3: Cronbach's Alpha scores for Consumer Attitude and Behavioral Intention

Variable	Cronbach's Alpha
Consumer attitude	0.900
Behavioral intention	0.870

4.5 Descriptive Analysis

Every item of each dimension was measured using descriptive analysis, which consists of mean and standard deviation based on a 5-point Likert-Scale.

Table 4: Mean score and standard deviation for consumer attitude

Variables	Mean	Std. Deviation
I like the idea of buying coffee from coffee shops that implement green practices	3.94	0.774
I am a supporter of coffee shops that use green and organic products	3.97	0.811
I believe that buying coffee from coffee shops which implement green practices is a wise decision.	4.07	0.786
I believe that buying coffee from coffee shops which implement green practices contributes to the conservation of environment and resources.	4.08	0.787
I rather buy organic coffee from coffee shops that implement green practices, than from those conventional coffee shops	3.70	0.881

I think it is a good idea for coffee shops to implement green practices	4.01	0.849
Environmental protection is important to me when buying coffee	3.69	0.897
I have a favorable attitude towards buying coffee from coffee shops which implement green practices	3.91	0.824

(N=378)

Note: Likert-Scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree)

Table 5: Mean score and standard deviation for behavioural intention

Variables	Mean	Std. Deviation
I will encourage my friends and relatives to buy coffee from coffee shops which implement green practices	3.94	0.774
To protect the environment, I would be willing to pay more for a coffee from coffee shops which implement green practices	3.55	0.963
I intend to spend more on buying coffee from coffee shops which implement green practices than from conventional coffee shops	3.45	1.014
I intend to switch and buy organic coffee from coffee shops which implement green practices	3.81	0.786
For the sake of the environment, I plan to buy organic coffee and/or dine at coffee shops which implement green practices in the future	3.92	0.774
I am more likely to purchase organic coffee and/or dine at coffee shops which implement green practices because it is less polluting	3.61	0.811
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	3.99	0.748
As someone who is concerned about the environment, I will consider switching to organic coffee and/or dine at coffee shops which implement green practices	3.99	0.717

(N=378)

Note: Likert-Scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree)

4.6   Correlation Analysis

Based on the result in Table 6. The Pearson Correlation analysis showed a r-value of 0.604, which indicated a positive relationship between consumer attitude and behavioural intention. The relationship was also significant as the p-value was 0.000, less than 0.05 p (0.000 < 0.05).

Table 6: Correlation Analysis between Consumer Attitude and Behavioral Intention

		Consumer Attitude	Behavioral Intention
Consumer attitude	Pearson Correlation	1	.604
	Sig. (2-tailed)		.000
	N	378	378
Behavioral intention	Pearson Correlation	.604	1
	Sig. (2-tailed)	.000	
	N	378	378

4.7   Regression Analysis

Regression analysis was conducted to examine the predictive strength of consumer attitude towards behavioral intention.

As was shown in Table 7, a R2 value of o.404 indicated that 40.4% of the variation in the dependent variable behavioral intention can be explained by the independent variable consumer attitude.

Table 7: R and R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.636	0.404	0.403	0.46751

a.   Predictor: (Constant), Consumer Attitude
b.   Dependent variable: Behavioral Intention

The coefficient readings in Table 8 showed that consumer attitude was a significant predictor of behavioral intention (β = .604, p < 0.05)

Table 8: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.417	.150		9.446	.000
1	Consumers' Attitudes	.604	.038	.636	15.979	.000

a.   Dependent variable: Behavioral Intention

5   Conclusion

This study aimed to examine the effect of consumer attitude towards the coffee shop green practices on purchase intention. The regression analysis results indicated a strong correlation between consumer attitude and purchase intention. The findings of this study showed that consumer attitude had a major effect on consumer purchase intention, which are quite similar to the study results by some other researchers

(Tsamara Zahra, 2020; Yen and Mai, 2020; Ogiemwonyi et al., 2020). This significant effect of the independent variable on the dependent variable was further validated by the R2 reading of .404, which meant consumer attitude was able to explain 40% of the prediction on consumer purchase intention. It can be concluded that consumers with more positive attitudes towards the green practices implemented by coffee shops are more likely to patronize these green coffee shops, which should encourage green coffee shops to clearly identify their target customers, effectively deliver their green messages across to the target customers and then do their best to cater for the green needs of their green customers. Replacing single-use coffee cups with reusable ones, offering incentives to customers for practicing green, putting in place energy and water conservation procedures, using local ingredients instead of imported ones, reducing waste, and donating coffee grounds, etc. are sustainable practices not only for a better green business but also for a greener environment.

Though successfully confirmed the important influence of consumer attitude on green coffee shop purchase intention, this study did not manage to cover many other factors which might just be as important as attitude, if not more important, in affecting consumers' decision in the purchase of green coffee. It is suggested that future research can investigate factors such as price, perceived value, environment awareness, media and communication, etc. to see how these factors affect consumers' green purchase-making process. It would also be interesting to examine different demographic groups and make comparison. Instead of using only quantitative method like what this study did, mixing both quantitative and qualitative methods might help collect more insightful data.

6   About the author

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