

Personal Factors That Influence Coffee Purchase Intention Among Young Adults in Johor Bahru

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Noraisah Norazami

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
2022882284@student.uitm.edu.my

Nik Nurain Nadirah Nik Azwaddi

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
2022464866@student.uitm.edu.my

Razman Rahman*

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
razman77@uitm.edu.my

Rahman Abdullah

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
rahma255@uitm.edu.my

Norhayati Husin

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
norhayatih@uitm.edu.my

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Abstract

The coffee consumption culture has become an integral part of urban Malaysian daily life, especially among young adults. This is apparent in Johor Bahru, where coffee culture is inextricably connected with urban living and shifting consumer trends. This paper explores personal factors that drive coffee purchase intention among young adults in Johor Bahru. A total of 380 respondents were surveyed through purposive and convenience sampling strategies. Five personal factors; (1) age and life cycle, (2) occupation, (3) income, (4) lifestyle, and (5) personality—contribute significant influences toward

purchase intention, which were found through these results. Among these, personality was found to be the strongest factor. Personality traits, such as openness and extraversion, were found to play a significant role in influencing consumer choices, followed by lifestyle choices based on social identity and routine behaviour. Therefore, personal factors are a critical consideration for coffee businesses seeking heightened customer commitment and market strategy. Business operators and marketers need to customise their strategies according to young people's preferred choices and characteristics, especially those primarily concentrated in urban areas such as Johor Bahru, in order for them to remain competitive and sensitive to changing customers' needs in the marketplace.

Keywords:

Consumer behavior; purchase intention; age and life cycle; occupation; income; lifestyle; personality

1 Introduction

Coffee consumption has become a global trend, especially among young adults. For this group, coffee is more than just a daily drink; it's a cultural and social symbol. The growth of coffee culture, driven by the rise of specialty coffee shops and innovative beverage options, has significantly impacted how people purchase coffee (International Coffee Organisation, 2020; Warde & Martens, 2021). In urban areas like Johor Bahru, Malaysia, coffee has become a key part of the modern lifestyle (Ahmad et al., 2022; Lin & Ho, 2023). Beyond being a beverage, coffee now represents individuality, social connections, and cultural identity (Jun et al., 2019). This evolution necessitates those businesses, particularly in the competitive coffee shop industry, move beyond merely offering a product to providing a comprehensive service experience that aligns with consumer expectations and fosters loyalty (Ginting et al., 2021).

Over the past decade, coffee consumption among youths and young adults has increased significantly, driven by a combination of physiological, social, and cultural factors. Empirical studies from diverse contexts such as South Korea, Malaysia, and the United States reveal that young consumers primarily drink coffee to stay alert, enhance concentration, and out of habit. For example, a study by Yoon and Oh (2020) on South Korean college students found that motivations for coffee consumption included alertness and daily routine, with poor sleep quality being prevalent among participants, although not directly linked to caffeine intake. In Malaysia, Razak and Latif (2024) reported a preference for coffee over tea among university students, though no statistically significant correlation was found between caffeine intake and academic performance. Another Malaysian study by Aziz and Rahim (2024) observed that students believed coffee helped them focus and feel more confident in academic tasks, despite potential health risks from excessive consumption. In the United States, Temple et al. (2017) found that adolescents consumed coffee not only for its stimulant effects but also for its sensory appeal and availability in social environments, indicating the beverage's embeddedness in peer culture.

Cultural and aesthetic dimensions further shape the appeal of coffee among younger consumers. In Malaysia, the rise of "Instagrammable" cafés has contributed to coffee's popularity, particularly among urban youth who associate café-going with

leisure, identity, and digital self-presentation (Sinar Daily, 2024). Globally, social media and influencer marketing have fueled interest in specialty and ethically sourced coffee. Celebrity-backed brands such as Chamberlain Coffee capitalize on Gen Z's desire for personalization, sustainability, and visual culture (Saxena, 2025). Marketing strategies have evolved to reflect these preferences: Nespresso's recent U.S. campaign, for example, adopted pastel-toned visuals, 1990s nostalgia, and a focus on iced beverages to appeal to younger consumers without alienating its premium image (Bruell, 2025). Meanwhile, recent market surveys show that Gen Z is increasingly replacing alcohol with coffee and other wellness-oriented drinks in social settings, signaling a shift toward healthier, yet still socially meaningful, consumption rituals (Rosenblum, 2025).

These patterns can be understood through the lens of Consumer Culture Theory (CCT), which conceptualizes consumption as a form of cultural and identity expression rather than mere economic exchange (Wani et al., 2024). Coffee consumption among young adults aligns with this view, as the beverage becomes a symbolic good, signifying creativity, maturity, or belonging, depending on the context. The notion of shared consumption experiences further highlights how young consumers are influenced by peer behaviors and derive emotional and symbolic value from consuming coffee in social or performative settings. Whether through meetups in café spaces or aesthetic representations on platforms like Instagram, coffee becomes a key object around which youth identities and relationships are enacted and maintained (Insanni & Febrianna, 2022; Parrish., 2024)

Marketing strategies that idealize coffee without acknowledging its risks may inadvertently contribute to harmful consumption patterns, particularly among impressionable or stressed youth populations. The intensifying marketing of coffee to youth raises important ethical and public health concerns. Studies have noted its potential negative effects—especially in high doses—including disrupted sleep patterns, heightened anxiety, and increased dependency. Brands, therefore, face a dual responsibility: to remain culturally and commercially relevant while also promoting informed, health-conscious consumption. (García-Salirrosas et al., 2024; Hassoun et al., 2025; Theocharis & Tsekouropoulos, 2025)

In sum, the marketing of coffee to youths and young adults is shaped by intersecting physiological, cultural, social, and symbolic factors. Successful branding strategies appeal to desires for alertness, identity construction, and social connection, leveraging influencer culture, digital aesthetics, and lifestyle narratives. Nonetheless, these efforts must be balanced against the ethical obligation to ensure that marketing practices do not exploit youth vulnerabilities or contribute to health risks. As such, the marketing of coffee to young consumers sits at the intersection of commercial innovation and social responsibility (Exploring the Impact of Coffee Shops near Schools on Student, 2024; Khan et al., 2024; Xu, 2023)

2 Literature

Johor Bahru, a rapidly growing city in Malaysia, has transformed from an industrial hub into a center for consumer-driven services, creating a vibrant café culture. This change has attracted young adults, who are key drivers of the food and beverage market. According to the World Bank, this shift from industrial activities to consumer services has made the city livelier. (Noaime et al., 2025; Noer et al., 2022)

Young adults, aged 18 to 35, are a powerful group shaping Johor Bahru's coffee industry. This age group includes students, early-career professionals, and those living independently, as noted by Sabri et al. (2023). Their preferences align with what cafés offer, which are convenience, social interaction, and appealing atmospheres. Factors like age, income, occupation, and personality strongly affect purchase decisions in this group. For instance, income determines buying power and preferences for premium coffee, while personality traits like openness and extraversion influence a willingness to try new trends (Mugge et al., 2018; Lin & Chang, 2019). These insights highlight the importance of understanding young adults to target them effectively in the coffee market.

2.1 Coffee Purchase Intention

Purchase intention describes a consumer's potential for purchasing a product or service due to a confluence of psychological, social, and contextual factors. Padmi & Suparna (2021) define purchase intention as a cue to future purchase behavior. In coffee consumption, coffee is perceived by consumers to be associated with mood management, energy, social encounters, and self-expression (Czarnecka-Skubina, 2021; Ramanathan & Ali, 2021). Coffee purchase potentially also depends upon branding, quality perception, and lifestyles (Wibowo, 2022). These are particularly deep-seated among young adults in cities, as coffee culture is tightly connected to status and identity (Robichaud & Yu, 2021).

Coffee is perceived by consumers to be associated with mood management, energy, social encounters, and self-expression (Czarnecka-Skubina, 2021; Ramanathan & Ali, 2021). These psychological and social factors underpin the purchase intention of coffee among consumers. In this context, purchase intention is described as a consumer's potential for purchasing a product or service due to a confluence of psychological, social, and contextual factors. Padmi & Suparna (2021) define purchase intention as a cue to future purchase behavior. Coffee purchase potentially also depends upon branding, quality perception, and lifestyles (Wibowo, 2022). These are particularly deep-seated among young adults in cities, as coffee culture is tightly connected to notion of status and identity (Robichaud & Yu, 2021).

2.2 Culture Context of Coffee Consumption in Johor Bahru

Coffee in Johor Bahru is influenced by a mix of traditional and contemporary influences. Traditional kopitiam are still well-liked, yet modern cafés and global chains currently lead in urban market preferences. This dichotomy makes for a dynamic market

influenced by young adults who see coffee as a functional beverage, yet at the same time a status symbol (Langgat, 2020; Sun, 2022). Social media, atmosphere, as well as brand image are added drivers for this cultural transformation, with a visit to a café often having social and aspirational motivations (World Coffee Portal, 2024).

2.3 Theory of Planned Behavior

Ajzen's (1991) Theory of Planned Behaviour (TPB) stipulates three determinant variables for behavioural intention, namely attitude toward behaviour, subjective norms, and perceived behavioural control. These are directly applicable to consumer buying behaviour for discretionary items such as coffee. For instance, favourable attitudes toward specialty coffee, social influence from social networks, and coffee shop availability are reflective of more purchase intentions (Lim & Goh, 2019; Hoo, 2024). TPB has, in turn, found extensive use in food and beverage studies, including eating and drinking behaviour, making it a suitable model for measuring young Malaysian adults' coffee buying behaviour.

2.4 Personal Factor Influencing Purchase Intention

This review examines the current body of knowledge concerning personal variables determining coffee purchasing intention, specifically among urban Malaysian young adults like those in Johor Bahru. It is organized into five overarching personal dimensions: age and life cycle, occupation, income, lifestyle, and personality, which were established in the theoretical framework. The basis of this review would be on The Theory of Buyer Behaviour (Howard & Sheth, 1969), which posits that these variables have a notable impact on consumer choice.

Age and life cycle is significant driver of consumer behaviour, mirroring changing needs and wants throughout various life stages. Individual purchasing behaviour changes as customers go through phases such as student life, working life, and family building according to Tangerang and Saerang (2022). In terms of coffee purchasing and consumption, young people between 18–35 connect coffee drinking with productivity, energy, and social identity (Ramanathan & Ali, 2021). This age group often drives trends in the specialty coffee category, prioritizing novelty and unique experiences in addition to functional benefits.

Occupation, on the other hand, influences coffee consumption not only through purchasing power but also through daily routines. Jain and Jain (2013) highlight how identity at work contributes to product selection, such that the workplace environment makes coffee a habitual drink for performance or socialization. Research in Johor Bahru illustrates that permanent worker value quality and convenience, whereas students and part-time workers prioritize affordability (Azri, 2021; Ali & Omar, 2020). Occupation is therefore related to the frequency and kind of coffee bought.

Income will impact affordability and perceived value leading to the purchase intent. The high-income group tend to purchase premium or special coffee, whereas lower-incomers are price-sensitive and choosy, according to findings by Yahya (2022) and

Nguyen (2022). Discounts, pricing, and value-for-money perception are major drivers for urban Malaysian city residents, such as Johor Bahru (Rahman, 2021).

Lifestyle signifies consumption habits, values, and passions that shape personal consumer behaviour. People view coffee as an aspect of lifestyle and social identity in addition to being a drink. Lifestyle drives food and drink choice, according to Tremblay and Panahi (2017), while the research conducted by Rodrigues (2019) associated young people and coffee consumption with socialising and identity expression. Lifestyle matching, particularly for Millennials and Gen Z in Johor Bahru, compels brand choice and loyalty (Bulkis, 2021; Nadira, 2024). (Elisabeth & Erdiansyah, 2023; Kurniawan & Rewindinar, 2021; Prasetyani et al., 2023) This demographic data often seeks to align their consumption patterns with their perceived social standing and personal values, leading to a strong inclination towards brands that resonate with their lifestyle aspirations (Hou & Siregar, 2021) (Nugraha et al., 2022).

The last dimension mentioned is personality. Extraversion and openness to experience have been found repeatedly to be associated with coffee consumption behaviour (Pereira, 2020). Extraverts tend to drink coffee in cafés, and those who are high in openness describe seeking out new flavours and craft-roasted blends. Risk aversion or those on a budget will avoid expensive or novel products (Zhou, 2021). These psychographic variables provide an explanation for variability in consumer choice and frequency of consumption of coffee.

3 Methodology

3.1 Research Design

This study investigated what influenced young adults in Johor Bahru to buy coffee, focusing on personal factors such as age, income, lifestyle, personality, and job. It used a descriptive research design and a cross-sectional method, meaning it collected data at one point in time to understand the situation during that period. A quantitative approach was used to analyze the data, which helped identify patterns and connections between these personal factors and coffee buying habits (Creswell, 2014). The research involved selecting the right group of people to survey, determining the number of responses needed, and using effective methods to collect the data. The study had two main goals: first, to explore which personal factors affected young adults' intention to buy coffee (RO1), and second, to find out which of these factors were the most important (RO2). By doing so, the research aimed to better understand why coffee was popular among young people in Johor Bahru and what influenced their buying decisions.

3.2 Population and Sample

This study focused on young adults aged 18 to 35 years living in Johor Bahru, Johor, as they were considered an important group for understanding coffee purchase behaviour. According to the Department of Statistics Malaysia (DOSM), Johor Bahru had a total population of 1,758,500 as of July 2023, with 1,205,200 people falling within the

15–64 age range. From this population, the research targeted young adults who were likely to consume coffee, such as university students, young professionals, and working individuals. Using Krejcie and Morgan's (1970) sample size calculation method, the study determined that 380 respondents were needed to ensure accurate and reliable results. A purposive sampling technique was applied, meaning only individuals who met the study's criteria, such as age, location, and coffee consumption habits, were selected. In total, 380 valid responses were collected and analysed.

3.3 Research Instrument and Development

This study used a questionnaire adapted from Yahya et al. (2022), who previously explored personal factors and purchase intention in Klang Valley. By using this established instrument, the questionnaire was both reliable and suitable for the Johor Bahru context. The structured questionnaire included 35 items designed to meet the research objectives and to better understand the personal factors that influenced coffee buying behaviour among young adults. It helped gather clear and relevant data to identify relationships between variables and highlight the most important influencing factors. The questionnaire was divided into three parts. The first part introduced the study, explained its purpose, and provided clear instructions and screening questions to guide respondents through the survey. The second part collected basic demographic details, including age, gender, race, occupation, and income. The main section consisted of 30 items that focused on personal factors such as age and life stage, occupation, income, lifestyle, personality, and purchase intention.

3.4 Data Collection

This study used a quantitative approach to explore the factors influencing coffee purchase intention among young adults in Johor Bahru. Data were collected using an online questionnaire created with Google Forms. The survey questionnaire was shared through WhatsApp, Instagram, Telegram, and at physical business locations. Screening questions were included to ensure only suitable respondents participated. A purposive sampling method was used to gather more relevant insights. All responses were measured on a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was tested for reliability and validity to ensure the accuracy and consistency of the measurements. Ethical approval was obtained from the relevant institutional review board before data collection.

4 Findings

4.1 Data Analysis

The quantitative data in this study were analyzed using IBM SPSS version 27, data in this study were analyzed using IBM SPSS version 27, a commonly used tool in social science research. A pilot test with 30 respondents was conducted before the main study to check the questionnaire's reliability using Cronbach's alpha. Descriptive frequency analysis was used to summarize the respondents' demographic details, such as age, gender, occupation, and income. Descriptive statistics, including mean and standard deviation, were calculated

for all independent variables (age & lifecycle, occupation, income, personality, and lifestyle) and the dependent variable (coffee purchase intention) to understand overall response patterns. Pearson correlation analysis was conducted to test the relationship between personal factors and purchase intention. Multiple linear regression was then applied to measure the combined effect of these factors on purchase intention. Linearity was tested using scatterplots.

4.2 Pilot Test Analysis

A pilot study was conducted for this study involving 30 respondents who were coffee consumers in Johor Bahru. The survey was distributed via Google Forms to facilitate respondents to answer the questions. After the analysis of the pilot data, no modifications were required to the questions given. The instrument was finalized for the main data collection, with 380 respondents participating in this study over a period of four weeks. After the pilot survey was conducted, only 380 respondents who were confirmed were retained for further analysis.

Table 1: Cronbach's alpha for Pilot Test

Construct	Cronbach's Alpha	No. of Items	No. of Respondent
Age & lifecycle	0.671	5	30
Occupation	0.730	5	30
Income	0.671	5	30
Lifestyle	0.743	5	30
Personality	0.671	5	30
Purchase Intention	0.854	5	30

Cronbach's Alpha is a commonly used method to check how well a survey question measures the same idea or topic. The table above shows that a value of 0.8 indicates that the questions asked are reliable, and 0.6 - 0.7 is acceptable reliability. This table explains Cronbach's Alpha values for the Pilot Test for the five factors used in this study, based on 30 respondents. Purchase intention has high reliability with an alpha = 0.854, indicating good reliability. Lifestyle, alpha = 0.746, and occupation, alpha = 0.730, both indicate that the reliability and consistency of this factor are acceptable. Meanwhile, for the factors age and life cycle, income, and personality, the alpha is the same, alpha = 0.671, indicating a question. Overall, all constructs have a standard value of 0.6, which means that these survey items can be used for further analysis.

Table 2: Cronbach's alpha for Actual Data

Construct	Cronbach's Alpha	No. of Items	No. of Respondent
Age & lifecycle	0.624	5	380
Occupation	0.624	5	380
Income	0.654	5	380
Lifestyle	0.738	5	380
Personality	0.662	5	380
Purchase Intention	0.829	5	380

The Cronbach Alpha reliability results for the five factors were evaluated in a survey of 380 respondents, as shown in Table 2. The statistical metric is used to measure the consistency in the questionnaire and to assess the extent to which a set of items fits a particular factor. Higher numbers indicate more reliability, and the values range from 0 to 1. According to general guidelines, values above 0.7 are considered acceptable, and those above 0.8 are good. In this study, all five factors of age and Life Cycle (0.624), occupation (0.624), income (0.654), personality (0.662) and lifestyle (0.72) achieved (0.72) and lifestyle (0.72) estimates of 0.6-0.8. This indicates that the internal consistency of each factor is still the same. Five factors were used to measure each component, and the data collection was consistent across all constructs due to the constant number of respondents. All things considered, these findings imply that the study questionnaire is acceptable and its items are less likely to accurately assess the constructs it was designed to assess.

4.3 Descriptive Analysis

4.3.1 Descriptive Frequency Analysis of Demographic

Table 3: Respondent Demographic Analysis

Variables	Categories	Frequency	Percent	Valid Percent
Gender	Female	193	50.8	50.8
	Male	187	49.2	49.2
Race	Malay	109	28.7	28.7
	Chinese	178	46.8	46.8
	Indian	92	24.2	24.2
	Others	1	0.3	0.3
Age	18–21 years	74	19.5	19.5
	22–25 years	144	37.9	37.9
	26–30 years	100	26.3	26.3
	31–35 years	62	16.3	16.3
Occupation	Full-time Employed	90	23.7	23.7
	Part-time Employed	89	23.4	23.4
	Self-employed	89	23.4	23.4
	Student	66	17.4	17.4
	Unemployed	46	12.1	12.1
Income	Below RM1000	77	20.3	20.3
	RM1001–RM3000	132	34.7	34.7
	RM3001–RM5000	117	30.8	30.8
	Above RM5000	54	14.2	14.2

A total of 380 valid responses were examined, representing a demographic profile of young adults in Johor Bahru. Gender representation was close to being equal, providing balanced representation. Ethnicity wise, most of the respondents were Chinese, followed by Malay and Indian. Only 0.3% represented other races. Most of the participants were between 22 and 30 years of age, very close to the study's range of

young adulthood. Participants' occupations are also varied, as there is a very even percentage between full-time, part-time, self-employment, students, and even the unemployed. Participants' incomes ranged from below RM1000 to above RM5000, which can give us an extensive range of socio-economic backgrounds. Overall, the demographic profile reflects sufficient diversity and generalizability to support an insightful analysis of the personal variables that determine coffee purchase intention among the population targeted.

4.3.2 Descriptive analysis of Personal Factor Influencing Purchase Intention

The descriptive analysis of 380 respondents explored five personal factors: age & lifecycle, occupation, income, lifestyle, personality, and coffee purchase intention. The age factor showed a relatively high average of 3.98, indicating that most respondents generally agreed that their age influenced their coffee-buying decisions. In contrast, The occupation factor recorded the lowest mean score ($M = 3.17$), indicating that employment status exerted comparatively weaker influence on purchase intention than other personal variables. The income factor recorded a moderate average mean of 3.54, showing that income played a somewhat influential role in their purchasing behaviour. Meanwhile, the lifestyle factor had an average mean of 3.63, reflecting that respondents' lifestyle choices were positively associated with their coffee habits. The personality factor showed a higher average mean of 3.72, implying that personality traits were considered important in shaping coffee purchase intention. Lastly, the average mean for the coffee purchase intention itself was 3.67, indicating a generally positive intention among young adults in Johor Bahru to purchase coffee. Overall, personality, age, and lifestyle appeared to have a stronger influence of purchase intent of coffee compared to occupation and income.

4.4 Multiple Linear Regression Analysis

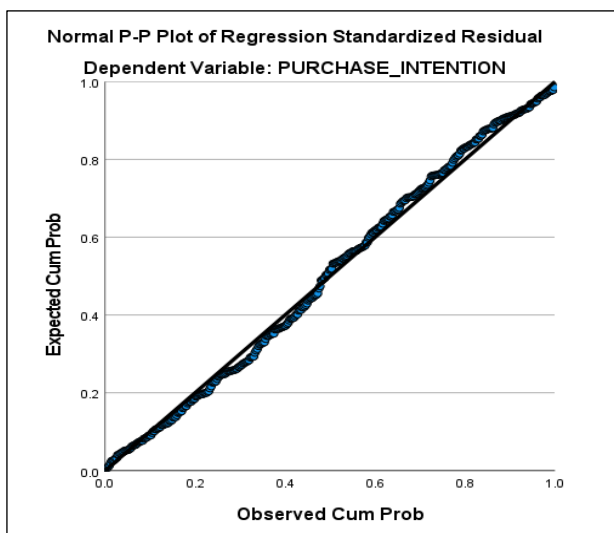


Figure 1: The Normal Probability Plot of Standardised Regression Residual

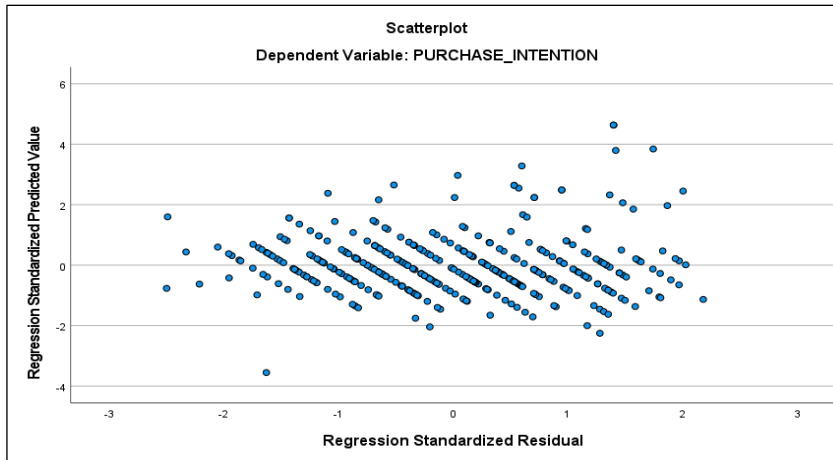


Figure 2: Scatterplot of Dependent Variable

Table 4: Respondent Demographic Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 ^a	.162	.151	.57557

^a Predictors: (Constant), [Independent Variables]

Table 4 presents a summary of the multiple regression model that was run to determine the extent to which personal factors, namely work, income, personality, lifestyle, and age & life cycle, influence the purchase intention of coffee among youths in Johor Bahru. The value of the multiple correlation coefficient (R) is 0.403, indicating a positive simple relationship between all five independent variables and the dependent variable (purchase intention of coffee). The value of R Square is 0.162, indicating that 16.2% of the variation in the purchase intention of coffee is explained by the personal factors examined in this model. The Adjusted R Square value of 0.151 indicates the adjustment made to account for the number of independent variables in the model, and it remains within the same range, indicating the stability of the model. The Standard Error of the Estimate is 0.57557, which provides an estimate of the average error of prediction for the model. Overall, despite the model explaining only a small portion of the variation in the purchase intention of coffee, it still provides a useful initial picture of the influence of personal factors on the behaviour of young consumers.

4.5 ANOVA Testing

Table 5: ANOVA Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.951	5	4.792	14.466	<.001 ^b
Residual	123.897	374	0.331		
Total	147.858	379			

^bPredictors: (Constant), [Purchase_intention]

Dependent Variable: Occupation, Income, Personality, Lifestyle, Age_lifecycle

The above ANOVA schedule shows that the regression model constructed is statistically significant in explaining the influence of personal factors on the purchase intention of coffee among youths in Johor Bahru. The F value obtained is 14.466 with a significance value of $p < 0.001$, indicating that the combination of free variables, namely job, income, personality, lifestyle, and age & life cycle, makes a significant contribution to the change in the purchase intention of coffee. The sum of squares for regression is 23.951, while the residual is 123.897 out of a total of 147.858, and the mean square value for regression is much higher compared to the residual (4.792 vs 0.331), thus further strengthening the evidence that the model as a whole is adequate and significant for this study.

Table 6: Coefficient of the Dependent Variable

Hypothesis	Variable	Unstandardized Coefficients B	Std. Error	Standardised Coefficients Beta	t	Sig. (p-value)
	(Constant)	1.181	0.239	–	4.931	–
H1	Age_Lifecycle	0.168	0.048	0.180	3.529	<0.001
H2	Occupation	0.148	0.049	0.154	3.055	0.002
H3	Income	0.160	0.050	0.160	3.166	0.002
H4	Lifestyle	0.120	0.050	0.121	2.409	0.016
H5	Personality	0.007	0.051	0.006	0.128	0.899

* Dependent Variable: Purchase intention

The table above shows the analysis of coefficients for the dependent variables in this study, which is the purchasing intention of coffee. Based on the table, the variables of Age and Lifecycle ($B = 0.168$, $p < 0.001$), Income ($B = 0.160$, $p = 0.002$), Lifestyle ($B = 0.120$, $p = 0.002$) and Personality ($B = 0.007$, $p = 0.006$) indicate a statistically significant relationship with purchasing intention of coffee because their p values are less than 0.05. Meanwhile, variable Occupation ($B = 0.148$, $p = 0.899$) does not show a significant relationship because the p value exceeds 0.05. This means that factors of age, income, lifestyle, and personality have a positive and significant influence on the intention to purchase coffee among youths in Johor Bahru, while the factor of occupation does not have any significant effect.

5 Practical Implications

The findings of this study provide valuable guidance for coffee shop operators, café chains, and beverage marketers in Johor Bahru and other urbanized markets. Given that age and lifecycle, lifestyle, and income emerged as the most significant predictors of coffee purchase intention, marketing strategies should prioritize these dimensions when segmenting and targeting customers in order to increase sales, grow market share, and eventually customer loyalty in the long run.

Firstly, lifestyle-based segmentation can be leveraged by designing offerings that align with the daily routines, social habits, and image aspirations of young adults. Initiatives such as lifestyle-themed branding, curated menu concepts, and partnerships with lifestyle influencers could resonate strongly with Generation Z and Millennials.

Secondly, income-sensitive pricing strategies are essential. For higher-income segments, premium and specialty coffee offerings with unique value propositions can be positioned, while for price-sensitive customers, affordable yet high-quality alternatives and promotional bundles can encourage regular patronage.

Thirdly, loyalty-building initiatives—including membership programs, personalized promotions, and reward systems—can foster long-term relationships, particularly among young professionals and students transitioning into higher income brackets.

Lastly, operators should invest in emotional branding that connects coffee consumption to personal identity and social experiences. By framing coffee not only as a beverage but as part of a lifestyle and cultural expression, brands can strengthen consumer attachment and advocacy.

In sum, a nuanced understanding of personal factors will enable coffee brands in Johor Bahru to create differentiated, customer-focused strategies that enhance both purchase intention and brand loyalty in an increasingly competitive market.

6 Conclusion

This study examined the moderating role of personal factors in influencing coffee purchase intention among young adults in Johor Bahru. Drawing on the Theory of Buyer Behaviour and empirical data, five personal factors were investigated: age and lifecycle, occupation, income, lifestyle, and personality. The results revealed that age and lifecycle exerted the strongest influence, followed by lifestyle and income, while personality had a weaker but still statistically significant effect. Occupation, however, was not a significant predictor in the final regression model.

The findings indicate that as young adults transition through various life stages, adopt certain lifestyle patterns, and attain higher income levels, their propensity to purchase coffee increases. Coffee consumption among this demographic extends beyond functional needs, serving as a lifestyle indicator, social symbol, and means of identity expression. This aligns with prior studies that highlight the interplay between lifestyle, income, and social identity in shaping beverage preferences.

The regression model demonstrated moderate explanatory power ($R^2 = 0.162$), with the collective influence of the personal factors being statistically significant ($F = 14.466$, $p < 0.001$). These results underscore the importance of demographic and psychological dimensions in understanding purchase behaviour. For marketers, the implications are clear: segmentation strategies should focus on aligning coffee products with consumer lifestyles, offering price points that cater to varying income levels, and leveraging emotional branding to strengthen brand-consumer relationships.

While this study advances understanding of personal factors affecting coffee purchase intention in an urban Malaysian context, it also highlights areas for future research. External influences such as social media, branding, and peer pressure warrant further exploration, as do longitudinal studies to capture changes in consumption

patterns over time. Identifying and responding to these factors will be crucial for sustaining competitiveness in Johor Bahru's dynamic and growing coffee market.

7 About the authors

Nik Nurain Nadirah Nik Azwaddi is also a student of the Bachelor of Science (Hons.) in Hospitality Management (HM240) program at UiTM Dungun, Terengganu. As a passionate learner under the Faculty of Tourism and Hotel Management, her research interests lie in consumer behavior and the evolving trends in the food and beverage industry.

Noraisah Norazami is currently pursuing her Bachelor of Science (Hons.) in Hospitality Management (HM240) at Universiti Teknologi MARA (UiTM) Dungun, Terengganu, under the Faculty of Tourism and Hotel Management. Throughout her academic journey, she has consistently demonstrated excellence, earning the Academic Excellence Award and maintaining a place on the Dean's List every semester.

Razman Rahman is a lecturer in Culinary Arts at the Faculty of Tourism and Hotel Management, UiTM Dungun, Terengganu. He holds an Executive Master of Business Administration from UiTM Terengganu and a B.Sc. (Hons.) in Food Service Management from UiTM Shah Alam. His qualifications also include a Diploma in Chef Training and a professional certification as a Continental Judge in Culinary Arts & Hot Kitchen from the World Association of Chefs Societies. His expertise includes culinary workmanship training, food anthropology, and gastronomy.

Rahman Abdullah is a senior lecturer teaching in the Faculty of Hotel & Tourism Management in UiTM Terengganu.

Norhayati Husin is a Senior Lecturer, teaching English at Universiti Teknologi MARA Cawangan Terengganu, Malaysia. She has been a member of the Faculty of Language Studies since 2001. She is interested in exploring the intricacies of how individuals acquire a second language and the factors that contribute to successful language learning. Her research interests also extend to learner profiling and autonomy, where she investigates the unique characteristics, preferences, and learning styles of individual language learners.

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