

Behavior of Purchasing and Consuming Coffee in The Era of COVID-19 Pandemic

Parama Almuntahaatul Hasna Aziz¹, Ujang Sumarwan², Diah Krisnatuti²

¹School of Business, IPB University, Jl Padjadjaran, Bogor, Indonesia 16151

²Department of Family and Consumer Science, Faculty of Human Ecology, IPB University, Jl Agatis, IPB Dramaga, Bogor, Indonesia 16680

Corresponding Author: Parama Almuntahaatul Hasna Aziz

DOI: <https://doi.org/10.52403/ijrr.20221234>

ABSTRACT

Modern behavior in the global era had led to higher levels of coffee consumption by both millennial and non-millennial groups. This phenomenon appeared during the COVID-19 pandemic which was increasingly spreading. Therefore, the pandemic has influenced the changing pattern of buying and consuming coffee. The purposes of this research were to identify the lifestyle, the brand equity, the behavioral situation of buying and consuming coffee in millennial and non-millennial groups. The data from the research was collected by distributing online questionnaires to several respondents throughout Indonesia. The research method used multiple linear regression with 220 samples. The results for the millennial group obtained an R-value of 65.9 % and an R-value of 43.4 % indicating that the brand equity and the situation affected the behavior in buying and consuming coffee during the COVID-19 pandemic. Otherwise, the lifestyle had no effect. The results for the non-millennial group obtained an R-value of 65.9% and an R Square value of 43.4% indicated that the lifestyle and the situation affected the behavior of buying and consuming coffee during the COVID-19 pandemic. Otherwise, brand equity had no effect on the behavior of buying and consuming coffee.

Keywords: buying and consuming coffee, lifestyle, brand equity, situation

INTRODUCTION

Purchase behavior is the result of actions to examine consumer buying attitudes and

behavior because there may be factors such as price, product availability, and social influences that can cause differences between consumer attitudes, purchase intentions and actual purchase behavior (Singh & Verma, 2017). Coffee consumption behavior is not only a habit for older people (non-millennials), even today young people (millennials) in Indonesia are one generation that has a high level of coffee consumption (Barusman and Khunsu, 2013).

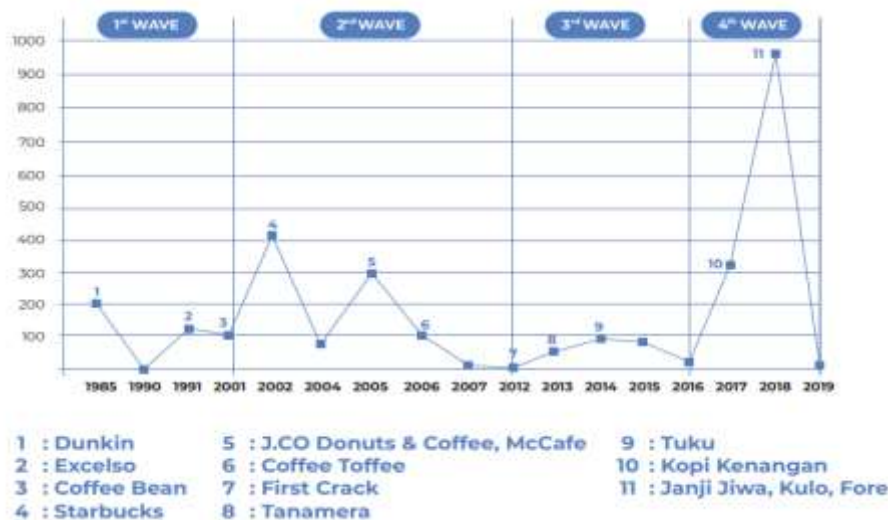
During the COVID-19 pandemic era, the government imposed restrictions on social interaction and self-quarantine, and these conditions affected coffee consumption behavior, because consumers generally switched from in-person purchases to online purchases via delivery services. Consumers do not only pay attention to the quality of coffee taste, but also seriously consider the hygienic and sanitary aspects of the product and its presentation. The millennial generation is a generation that has the use of communication technology and an era where the *internet is booming*.

The COVID-19 pandemic, the behavior of consumers who are millennial and non-millennial as coffee fans is experiencing problems due to government policies on social restrictions, so that gathering activities with several friends, sharing together becomes constrained (Rahman and Sudarsono, 2020). The connection with social restrictions results in a lack of interest in buying and consuming coffee in places

such as coffee shops. This is in contrast to the situation before the COVID-19 pandemic era, where people spent a lot of time at coffee cafes to enjoy coffee while meeting business partners or just relaxing from their daily routine. With restrictions on restaurant opening hours and work from home policies during the pandemic era, people's mobility was limited. The impact on coffee consumption behavior is suspected of

switching to using *take away* or online purchases.

Indonesia is currently entering the fourth wave of milestones in the coffee shop industry, where the market size of the coffee shop business has skyrocketed. This is marked by the mushrooming of coffee shops offering quality RTD coffee at affordable prices.



Source: Indonesia Coffee Trend Toffin (2020)
Figure 1. Period of the Coffee Shop Industry Wave in Indonesia

During this wave, the market size of coffee shops continued to grow. New brands have sprung up which immediately expanded expansively by opening hundreds of branches to various regions with the coffee to-go shop (take away) concept. Noteworthy coffee shop brands in this wave are Kopi Kenangan, Janji Jiwa, Fore, and Tuku which are considered to be pioneers of coffee to-go shops.

There are more and more novice coffee consumers, in line with the boom in the offer of quality cafe-style RTD coffee products by Coffee to Go outlets at more affordable prices. In this wave, various innovations were present: Innovation in coffee-milk product flavors. Innovate an easier way to purchase (order via app, delivery using ride-hailing, payment using e-money). Marketing strategy innovation, including progressive retail marketing and influencer marketing (Toffin, 2020).

The characteristics of millennials or generation Y are having individual characteristics which are each different according to the environment, economic status, and social family, besides that communication patterns tend to be more open than previous generations, as well as the use of social media which tends to be fanatical. In life that influences technological developments, a sense of *open mind* with economic and political views, so that it looks very reactive to changes in the surrounding environment (Lyons, 2004).

The non-millennial generation or generation X is the generation that was born in the early years of the establishment of technology and information development such as the use of PCs (*personal computers*), *video games*, cable TV, and the internet. The characteristics of the non-millennial generation are having the ability to adapt well in accepting change and are often called

a tough generation, have individual characteristics that are independent and loyal, very similar to image, fame and money and are the type of hard worker in contributing to work on the company (Jurkiewicz, 2000).

The difference in the behavior of the millennial generation and the non-millennial generation as described above is related to coffee consumption. The coffee consumption behavior of millennial generation consumers shows a preference for contemporary coffee because the millennial generation tends to look for something new and always different. In addition, differences occur in the frequency pattern of drinking coffee, it is found that the millennial generation consumes less coffee, because in general they are just starting to learn to drink coffee and the majority are relatively not financially or independent from their parents, so they feel like trying and exploring more various coffee drinks. There are various flavors and colors that increase curiosity so that you are happy after consuming them (Utama et al, 2022).

In contrast, non-millennial generation consumers prefer contemporary coffee because they prefer the stability and certainty found in black coffee. The frequency pattern of drinking coffee in the non-millennial generation is more, because financially it is relatively well-established in relation to the non-millennial generation, there are several associations that illustrate that the non-millennial generation has a special bond with coffee, so they consume more coffee.

This problem is the basis for researchers to analyze the influence of lifestyle, *brand equity* and consumption situations on coffee consumption behavior. Based on this background, the problem can be formulated as follows:

1. How is lifestyle, *brand equity*, situation towards coffee buying and consumption behavior in millennials and non-millennials during the COVID-19 pandemic?
2. Do lifestyles, *brand equity*, and situations influence the purchasing and

consumption behavior of coffee for millennials and non-millennials in the era of the COVID-19 pandemic?

3. What are the managerial implications that can be implemented to increase purchasing and consumption of coffee in the era of the COVID-19 pandemic?

The scope of research

Based on the background and formulation of the problems that have been described, the authors limit the scope of this research, namely focusing on the dimensions of purchasing and consumption behavior, lifestyle, *brand equity* and the consumer situation on coffee consumption in Indonesia during the COVID -19 pandemic era. The subjects that were used as respondents were customers related to (coffee lovers, cafes that sell places, and coffee cafes that are concerned with the value of profit). In this case the characteristics of the respondents to be taken are customers who have ordered and enjoyed coffee products in the past month and are willing to fill out a questionnaire targeting all ages, both millennials and non-millennials.

LITERATURE REVIEW

Purchase behavior is a mechanism by which people search for the product/service they want, make decisions to buy the most desirable and more suitable to their tastes from the various alternatives available. Meanwhile, online consumer purchasing behavior is a mechanism by which users choose to buy a product or service on the Internet, beginning with the emergence of customer knowledge of information about products accessed on the Internet (Ahmed et al, 2015).

There are various factors that influence purchasing decisions, including cultural factors, social factors, personal factors and even psychological factors. The cultural aspect involves culture and sub-culture as well as social status in the market environment. The social variable itself is a comparison class, family, position and even consumer status. Personal considerations

include the customer's age, profession, economic condition, personality and lifestyle. And lastly is the psychological factor which is influenced by the consumer's motivation, perception, learning, and also memory. The presence of the convenience of the internet has changed consumer buying behavior and led to the emergence of various promotional strategies that are adapted to today's online shopping behavior of consumers (Kotler and Keller, 2012 in Sumarwan, 2014).

The definition of consumer behavior according to Schiffman and Kanuk (2010) in the book consumer behavior (Sumarwan, 2014), namely: "Consumer behavior in searching for, buying, using, spending products or services that they hope will satisfy their needs." Meanwhile, (Engel *et al* , 1990) in the marketing strategy book (Tjiptono, 2008: 19) consumption behavior is the actions of individuals who are directly involved in efforts to obtain, use, and determine products and services including decision-making processes that precede and follow the action.

Consumption behavior related to needs begins with the initial process, consumers will recognize needs, generally attitudes appear and think about something, followed by information search. The process of searching for information is obtained from various sources, such as advertisements, social media, or opinions from people closest to them (Kotler, 2006).

Consumption behavior can be measured using *Theory of Reasoned Action* , a theory that assumes that perceived behavioral control has motivational implications for interest, which is individual intention formed from attitudes and subjective norms. The influence of consumer attitudes results from actions that have been carried out in the past, while subjective norms result from the influence of other people's beliefs and motivation to comply with the beliefs or opinions of these others. So it can be concluded that consumers will carry out a behavior, if it has a positive value from previous experience and the behavior is

supported by the environment (Muqarrabin, 2017).

Lifestyle according to Adler in Hall and Lindzey (1985) is an individual's unique way of seeking life goals that we arrange in life planning to find himself. Lifestyle is defined as how a person lives, including how a person uses his money, time, and so on (Prasetijo and Ihalauw, 2005). Plummer (1974) defines lifestyle as an individual way of life that is identified by how people spend their time (activities), what they consider important in their lives (interests), and what they think about the world around them .

Brand equity is defined as a series of brand assets and liabilities related to the name and symbol of a brand, which are able to increase or decrease the value provided by a product or service to the company or to the company's customers (Rangkuti, 2009). Brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which increase or decrease the value provided by goods and services to companies or customers. Establishing *brand equity* will bring added value from products that exceeds the value of physical assets. *Brand equity* has a direct and positive effect on repurchase intention (Lin *et al.*, 2011). The stronger the *brand equity* of a product, the stronger the consumer's confidence in the purchase decision-making process, thus leading the company to gain profits from time to time (Pane and Rini, 2011).

A situation can be said to consist of a particular time and place that is used by one or more people in identifying a situation of potential interest (Belk, 1975b). Situation is a temporary condition or *setting* that occurs in the environment at a certain time and place and there are three types of situations that influence consumers in making decisions, namely consumption situations, buying situations, and communication situations (Assael, 1998).

Meanwhile, based on the buying and consuming behavior of coffee from various existing brands, the whole is influenced by lifestyle, *brand equity*, and consumer

situations. The research conceptual framework is shown in Figure 2 .

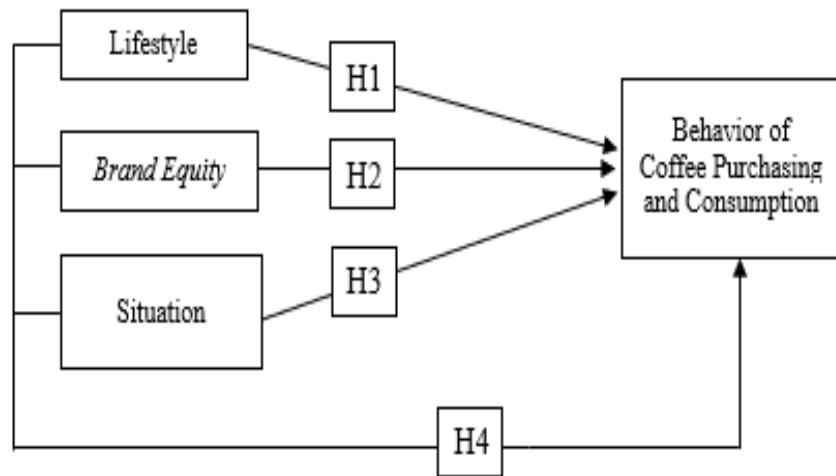


Figure 2 Research thinking framework

This study will test the hypotheses that have been made based on the background and existing problems indicating that there are eight hypotheses to be tested, namely:

- H1 : Differences between millennials and non-millennials in lifestyle , *brand equity*, and situations have a significant influence on coffee buying behavior during the COVID-19 pandemic
- H2 : *Brand equity* has a significant effect on coffee buying behavior in era of the COVID-19 pandemic
- H3 : The situation has a significant influence on coffee buying behavior during the COVID-19 pandemic
- H4 : The situation has a significant influence on buying and consuming behavior of coffee in the era of the COVID-19 pandemic.

METHODS

The research was carried out in various provinces in Indonesia. Location selection was made based on consideration of the characteristics of users who consume coffee among millennials and non-millennials . Research has taken place in March-April 2021.

Research data uses primary data and secondary data. Primary data obtained by distributing questionnaires online *survey* of respondents . Questions on the closed

questionnaire using the Google form are answered by selecting answers from the scale provided. The respondents used are a sample of the consumer population who consume coffee between millennials and non-millennials. The selection of respondents was carried out by *purposive sampling*. As for secondary data , it is literature, print media and the *internet* . This study used *non-probability sampling* with a sampling technique that was not given an opportunity for each element or member of the population to be selected as a sample. The samples obtained from this study amounted to 220.

Data processing and analysis used descriptive analysis and multiple linear regression analysis including (validity test and reliability test) as well as hypothesis testing (t test and F test).

RESULTS

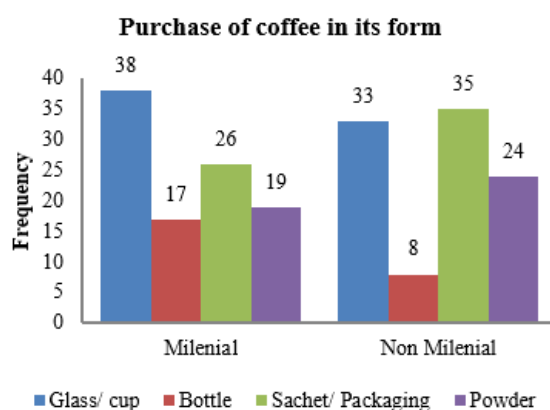
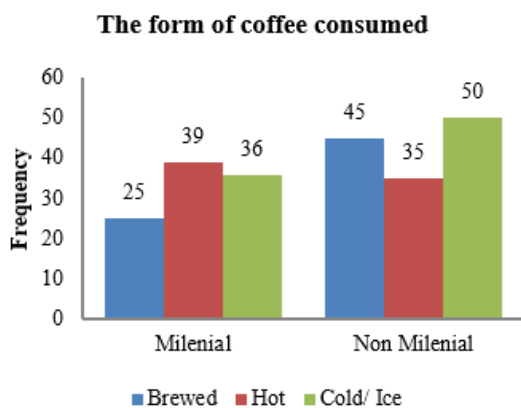
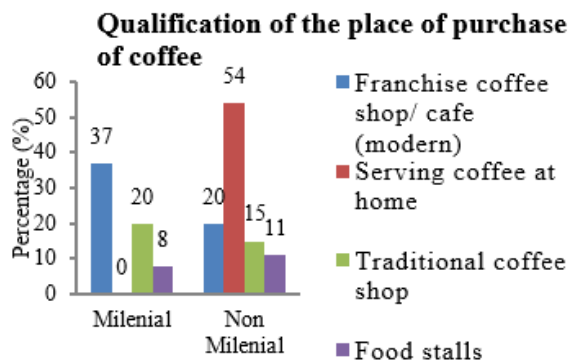
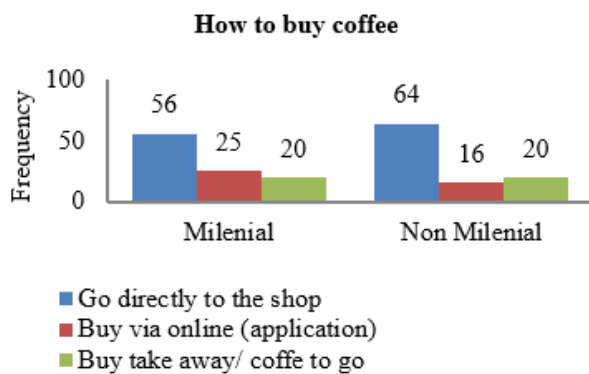
This study involved 220 respondents who purchased and consumed coffee during the COVID-19 pandemic, with details consisting of 110 millennial respondents and 110 non-millennial respondents. Respondents spread from the Greater Jakarta area to several provinces in Indonesia.

Respondents who bought and consumed coffee with the highest number for men (59%) and women (41%), in purchasing and

consuming coffee during the COVID-19 pandemic era based on domicile, the highest were from the Jabodetabek area domicile, namely (78%) and the lowest is Nusa Tenggara and Bali (3%). At the level of education, the highest respondents with a bachelor's level of education (56%) and the lowest were elementary-junior high school education (1%). Millennial respondents based on their work were the highest for private employees as many as 48 people (44%) and the lowest for civil servants were 11 people (10%), while for non-millennial respondents the highest were for civil servants as many as 34 people (31%), and the lowest for private employees were 20 people (18%).

Behavior Purchase and Consumption Coffee

Results study for respondent millennials show that purchase highest performed 1-5 times a week (65%), and the lowest was done > 10 times a week (5%). Whereas for non-millennial respondents it shows that the highest purchases are made 1-5 times a week with the number (77%), and the lowest was done > 10 times a week (3%). On results the last consumption was obtained for the highest millennial coffee consumption today (75%) and yesterday's coffee consumption was the lowest (25%) while non-millennials had the highest coffee consumption day this (77%) and Lowest consumption coffee > yesterday (5%).



Descriptive Analysis

Based on the descriptive analysis of the respondents' answers to the 4 variables, different results were obtained. The detailed category in question is the tendency of

millennial and non-millennial respondents to the questionnaire questions with the condition that a score of 1 strongly disagrees; 2 disagree; 3 neutral; 4 agreed; and 5 strongly agree. As explained in table 1 below.

Table 1. Descriptive Analysis

No	Variable	Mean score		Categories	
		Millennial	Non Millennial	Millennial	Non Millennial
1	Consumption behavior and purchases	3.09	2.99	Agree	Neutral
2	Lifestyle	3.61	3.47	Agree	Agree
3	Brand equity	3.83	3.68	Agree	Agree
4	Situation	3.38	3.30	Agree	Agree

Source: Primary data

The average response for millennial respondents to consumer behavior and purchasing variables (3.09); lifestyle (3.61); brand equity (3.83); and situation (3.38), respondents are at the agreeing level, meaning that respondents buy their favorite coffee regardless of the price, coffee consumption is fun, respondents recognize the types of brands they drink frequently, and the pleasure of consuming coffee in their spare time.

Unlike the average response for non-millennial respondents to the variables of consumer behavior and purchases, it is at a neutral level (2.99), meaning that the respondents indirectly buy their favorite coffee regardless of the price. Then the average approval response to lifestyle variables (3.47); brand equity (3.68); and situation (3.30) is at the level of agreement, meaning that coffee consumption is a pleasure, the type of coffee drunk is in great demand by people, and the pleasure of consuming coffee in their spare time.

The results of the multiple linear regression equation obtained in this study are $Y = 12.171 + 2.327 X_1 + 0.513 X_3 + 0.540 X_4 + 0.055 X_5 + 0.055 X_6$

Table 2. Linear Regression Results

Independent Variables	Non-standardized Coefficient	Sig.
	B	
Consumers (X1)	2,327	0.000**
Gender (X2)	-0.848	0.000**
Domicile (X3)	0.513	0.019*
Marital Status (X4)	0.540	0.042*
Lifestyle (X5)	0.055	0.023*
Brand Equity (X6)	0.055	0.041*
Situation (X7)	-0.060	0.006*
R	0.659	
R ²	0.434	
Adjusted R2	0.415	
F	23,226	
Sig	0.000 ^B	

Description: * significant at $p < 0.05$; ** significant at $p < 0.01$

Based on the results of calculating data analysis on buying and consuming behavior

of coffee in the era of the COVID-19 pandemic with multiple linear regression, an R result of 0.659 or 65.9% is obtained, then the coefficient of determination or R^2 is 0.434 or 43.4% which shows the influence of consumers, gender, domicile, marital status, lifestyle, brand equity, and situation have an effect of 43.4% on coffee purchasing and consumption behavior, while the other 56.6% are influenced by other variables not examined in this study. Based on the ANOVA test on multiple linear regression, an F value of 23.226 was obtained and a sig of 0.000 because the sig value $< \alpha$ (0.05) means that the consumer variable, gender, domicile, marital status, lifestyle, brand equity, and situation influence simultaneously on coffee purchasing and consumption behavior.

The Influence of Lifestyle on Coffee Buying and Consumption Behavior

Data analysis was carried out for lifestyle in terms of coffee purchasing and consumption behavior, it was stated that H_0 was rejected and H_1 was accepted. The first hypothesis shows that lifestyle has a positive but not significant effect on coffee purchasing and consumption behavior with the acquisition of a non-standardized coefficient value of 0.055 and a significance level of 0.023 indicating that the significant value of lifestyle is lower than the significance in this study, namely 0.05. The first hypothesis, lifestyle has an influence on coffee buying and consumption behavior. This can be seen from the activity of consuming coffee as a routine, the desire to know various types of coffee, and consuming coffee is a pleasure. So the conclusion that is obtained is that the higher the influence of lifestyle, the higher the behavior of buying and consuming coffee.

The Influence of Brand Equity on Coffee Purchasing and Consumption Behavior

Based on the results of the analysis of the respondent's data, seen from the behavior of buying and consuming coffee, it was found that H_0 was rejected and H_1 was accepted. The results of the second hypothesis show that *brand equity* has a significant positive effect on buying behavior and consumption of coffee with the acquisition of a non-standardized coefficient value of 0.055 and a significance level of 0.041. The second hypothesis shows that the significance value of *brand equity* is lower than the significance level in this study, which is 0.05. This shows the influence of *brand equity variables* represented by *brand awareness*, *brand associations*, and *perceived quality* on coffee buying and consumption behavior such as consumers who know the five coffee brands, purchase or consume coffee with coffee brands that people drink a lot, and buy coffee taking into account SNI standardization. The conclusion is that the higher the influence of *brand equity*, the higher the purchasing and consumption behavior of coffee.

The Influence of Situation on Coffee Buying and Consumption Behavior

Based on the results of the analysis of respondent data, seen from the frequency of consumption and the number of purchases, it was found that H_0 was rejected and H_1 was accepted. This third hypothesis shows that the situation has a significant positive influence on consumption behavior with the acquisition of a non-standardized coefficient value of -0.060 and a significance level of 0.006 indicating that the situation's significance value is lower than the significance level in this study, which is 0.05. The third hypothesis shows that there is an influence on situational variables represented by communication situations, buying situations, and usage situations on coffee buying and consumption behavior such as information on the type of coffee purchased is in media advertisements, consumers choose to buy coffee in large packages rather than small packages and for consumers

consume coffee is a pleasure in leisure time. This shows the influence of the situation variable on purchasing and consumption behavior. The conclusion is that the higher the influence of the situation, the higher the behavior of buying and consuming coffee.

Managerial Implications

This research produced several findings which were compiled into managerial implications aimed at producers/sellers and consumers/buyers related to coffee products in the era of the COVID-19 pandemic.

Lifestyle

Lifestyle variables for consumers on buying and consuming behavior of coffee in the era of the COVID-19 pandemic. In the study it was identified that consuming coffee to increase or equalize social status experienced a lack of engagement in consumers. The social status is a situation where humans interact with each other in their environment, so that social life is achieved. The linkage of social status in stratification, namely economics, which means a person's position in society can be measured based on the person's ability to fulfill his/her life needs with certain criteria. The managerial implication is to increase social status, so consumers can offer a limited edition coffee offering that has a target market for the upper middle class, as well as providing special gifts for consumers (Jatmiko, 2017).

Brand Equity

Brand equity variable for consumers on coffee purchasing and consumption behavior in the era of the COVID-19 pandemic. The managerial implications are increasing the intensity and quality of online promotions where business people can take advantage of e-commerce, optimizing *electronic word of mouth*, paying more attention to sensory aspects of various kinds of taste innovations, especially Arabica coffee (Utama et al, 2022). In addition, sellers or producers of Arabica coffee can cooperate or collaborate with several associations, one of which Azhari (2018) is the SCAA (*Specialty Coffee*

Association of America) which is the largest body with a focus on activities on the development and empowerment of coffee, especially Arabica coffee. taste tested.

Situation

Situation variables for consumers have an influence on coffee purchasing and consumption behavior in the era of the COVID-19 pandemic, which has caused millennial and non-millennial consumers to take better care of their health, especially to avoid the spread of the virus. Decree of the Minister of Health Number HK.01.07/Menkes/ 382/2020 concerning Health Protocols for the community in public places and facilities in the framework of the prevention and control of COVID-19 aimed at entrepreneurs and or business managers. The Ministry of Tourism and Creative Economy (2020) issued Guidelines for Implementation of Cleanliness, Health, Safety and Environmental Sustainability in Restaurants or Restaurants to implement the CHSE (*Cleanliness, Healthiness, Safety, Environment*) system, *physical distancing* / keeping your distance in complying with health protocols during a pandemic COVID-19, and or diverting coffee purchases from a *drive thru*.

CONCLUSION

Purchase and consumption behavior in the era of the COVID-19 pandemic by millennial and non-millennial consumers for lifestyle variables in the dimensions of activities, interests, and opinions such as consuming coffee is fun, so that millennial and non-millennial consumers have a desire to know various types of coffee, besides it consumes coffee to increase intimacy in social activities. Second, for *brand equity variables*, there are dimensions of *brand awareness, brand association, and perceived quality* such as consuming coffee with a quality selection of coffee beans, the type of coffee drunk is popular with people, and the majority of consumers know more about the 5 coffee brands. The third situation variable has dimensions of communication situations,

buying situations, and usage situations. As for the pleasure of consuming coffee in their spare time, consumers prefer to buy coffee in large packages rather than small packages, as well as various information on coffee brands in various media.

Lifestyle, *brand equity*, and situation have a significant influence on buying and consuming behavior of coffee in the era of the COVID-19 pandemic among millennial and non-millennial consumers. The better the lifestyle, *brand equity*, and situation, the greater the purchase and consumption of coffee by millennial and non-millennial consumers.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

REFERENCES

1. Ahmed, DRR., Seedani, SK., Ahuja, MK., and Paryani, SK. 2015. Impact of Celebrity Endorsement on Consumer Buying Behavior. SSRN Electronic Journal, 1–11. Available from: <https://doi.org/10.2139/ssrn.2666148>
2. Assael, H. 1998. *Consumer Behavior*. 6th ed. Cincinnati, OH: South Western College Publishing.
3. Azhar, Diah. 2018. Analysis of Consumer Preferences and Satisfaction with Arabica Coffee [thesis]. Malang: University of Muhammadiyah Malang
4. Barusman, ARP, and Khunsu, K. 2013. Feasibility study analysis on excelso franchises in Bandar Lampung. *Journal of Management and Business*. Faculty of Economics, University of Bandar Lampung. 4(1), 43-65.
5. Belk, R. 1975. An exploratory assessment of situational effects in buyer behavior. *Journal of Marketing Research*. 156-163.
6. Hall, CC, and Lindzey, G. 1985. *Introduction to Theories of Personality*. Jakarta. Canisius.
7. Jatmiko, RP 2017. Socioeconomic status, style, and learning achievement. 11(1), 38-53. Available from: <http://ejournal.unikama.ac.id/index.php/JPPi>

8. Jurkiewicz, CL 2000. Generation X and the Public Employee. *Public Personnel Management* , 29 (1), 55. Available from: <https://doi.org/10.1177/009102600002900105>
9. Ministry of Tourism and Creative Economy. 2020. Guidelines for Implementation of Cleanliness, Health, Safety and Environmental Sustainability in Restaurants or Diners. Available from: <https://chse.kemenparekraf.go.id/guidelines>
10. Kotler, Philip. 2006. *Marketing Management*, Volume 1 Issue 11. Jakarta. Gramedia Index PT.
11. Lyons, S. 2004. An exploration of generational values in life and at work. *ProQuest Dissertations and Theses*, 441-441. Available from: <http://ezproxy.um.edu.my/docview/305203456?accountid=28930>
12. Prasetijo, R., and Ihalauw, J. 2005. *Consumer Behavior* . Yogyakarta: Andi.
13. Rahman, MT., and Sudarsono, B. 2020. The impact of coronavirus diseases (COVID-19) on consumer behavior of giras coffee fans in East Java. 6(1), 15-24. Available from: <https://journal.truno-joyo.ac.id/eco-entrepreneur/article/view/8832>
14. Rangkuti, F. 2009. *The Power of Brands* (fourth edition). Jakarta. PT. Main Library Gramedia.
15. Schiffman, L and Kanuk, LL. 2008. *Consumer Behavior*, 7th Edition. Jakarta: Index.
16. Singh, A., and Verma, P. 2017. Factors influencing Indian consumers' actual buying behavior towards organic food products. *Journal of cleaner production*, 167, 473-483.
17. Sumarwan, U. 2014. *Consumer Behavior: Theory and Its Application in Marketing*. Bogor :Ghalia Indonesia .
18. Tjiptono, F. 2008. *Marketing Strategy*. Jakarta: Andy .
19. Toffins. 2020. Ebook Brewing in Indonesia: *Insights For Successful Coffee Shop Business* .Available from: <https://toffin.id/wp-content/uploads/2020/07/Indonesian-Coff-ee-Trend-2020-Indonesia-Version1-2.pdf>
20. Utama, AP, Sumarwan, U., Suroso, AI, Najib, M., 2022. Behavioral Models of Consumption of Coffee Drinks in the Modern Era. [dissertation]. Bogor: Bogor Agricultural Institute
21. Muqarrabin, AM. 2017. Commonly Used Theories for Consumer Behavior (*Theory of Planned Behavior*). *School of Business and Management Publication Articles*
22. Plummer, J. 1974. The concept and application of lifestyle segmentation in the *Journal of Marketing*, 38 (January) pp. 33–37.
23. Lin, YT., Shui, CC., and Chuan, SH., 2011. The Impact of Brand Equity, Brand Attachment, Product Involvement and Repurchase Intention on Bicycle Users. *African Journal of Business Management*, 5(14); 5910-5919.
24. Pane, OBMS and Rini, ES 2011. The Effect of Brand Equity of the Kingston Brand Flasdisk on Purchasing Decisions in AMIK MBP Medan Students. *Journal of Economics*, 14(3): 115-126.

How to cite this article: Parama Almuntahaatul Hasna Aziz, Ujang Sumarwan, Diah Krisnatuti. Behavior of purchasing and consuming coffee in the era of COVID-19 pandemic. *International Journal of Research and Review*. 2022; 9(12): 309-318. DOI: <https://doi.org/10.52403/ijrr.20221234>
