



“Factors influencing young consumers’ purchasing behavior toward Saudi coffee product: An application of the extended Theory of Planned Behavior model”

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FACTORS INFLUENCING YOUNG CONSUMERS' PURCHASING BEHAVIOR TOWARD SAUDI COFFEE PRODUCT: AN APPLICATION OF THE EXTENDED THEORY OF PLANNED BEHAVIOR MODEL

Abstract

Drawing on the Theory of Planned Behavior, this study aims to investigate the factors that influence consumers' purchasing behavior towards Saudi coffee product. Additionally, it seeks to examine the moderating role of consumer ethnocentrism on the relationship between purchase intention and actual purchasing behavior of young consumers. The target population consisted of young consumers in Saudi Arabia who had previously consumed Saudi coffee product. Data were collected through an online survey using Google Forms in February 2024. The sample size comprised 386 respondents, 18-34 years old (with 52.8% of males and 47.2% of females). To assess the hypothesized model, the collected data underwent an analysis using Partial Least Squares Modeling approach. The results indicated that social media marketing activities depict high effect on intention of young consumers to purchase Saudi coffee product. Additionally, subjective norms, attitude, hedonic value, perceived behavioral control, and utilitarian value demonstrate a significant effect on customers' intention to purchase Saudi coffee product. Furthermore, the results confirmed the moderating role of consumer ethnocentrism in the relationship between young consumers' purchase intentions and their actual purchasing behavior toward Saudi coffee product.

Keywords

Theory of Planned Behavior, perceived value, social media marketing, consumer ethnocentrism, Saudi coffee product

JEL Classification

M31, D12, D91

INTRODUCTION

Coffee is a globally consumed beverage and a significant economic commodity (Ge et al., 2021). In 2020-2021, global coffee production exceeded 175 million 60-kilogram bags, with Saudi Arabia showing a rising trend. The Saudi coffee market reached US\$ 1,575.52 million in 2021, projected to grow to US\$ 2,220.70 million by 2028, growing at a 5.1% CAGR (Businesswire, 2023). Efforts to enhance coffee production in Saudi Arabia, including the "Year of Saudi Coffee 2022" initiative, are part of the government's Vision 2030 project to diversify the economy and reduce reliance on oil exports. Understanding the tastes and choices of young consumers in Saudi Arabia who increasingly see coffee as a reflection of their identity is crucial. However, this demographic has not been thoroughly studied within the Saudi context (Mohammed et al., 2020; Opoku, 2012).

The Theory of Planned Behavior has been used to understand consumer behavior towards food and beverages (Mohammed et al., 2020;

Ahmed et al., 2021). This study extends the Theory of Planned Behavior model by including factors relevant to the Saudi coffee context, such as perceived values and social media marketing (Ge et al., 2021; Hamdan & Paijan, 2020; Mohamed Sadom et al., 2023; Bushara et al., 2023). Prior literature extensively discusses factors influencing consumer purchase intentions, yet neglects the intention-behavior gap (Li & Jaharuddin, 2021). Mohammed (2021) contends that actual purchase behavior does not always straightforwardly follow purchase intentions.

While numerous empirical studies have previously explored the factors influencing consumer behavior, no study has integrated multiple factors affecting young consumers' intentions and actual purchasing behavior towards Saudi coffee products, particularly considering the moderating role of consumer ethnocentrism. Therefore, there is a critical gap in understanding how these factors interact among young consumers. Investigating this will enable companies to tailor their marketing strategies more effectively, transforming consumer intention into actual purchasing behavior and fostering brand loyalty.

1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Saudi Arabian coffee market generated US\$1,094.0 million in revenue, with a projected annual growth rate of 4.65% (CAGR 2024-2028) (Statista, 2024). The market has seen a noticeable increase in demand for specialty coffee, as consumers show a growing preference for unique and high-quality blends. Local coffee, a traditional beverage in Saudi Arabia, is commonly served hot at social gatherings, often accompanied by dates and sweets (Al-Othman et al., 2012). Among the various coffee brands, Saudi coffee stands out as a premium choice among consumers. The Vision 2030 initiative aims to diversify the economy and reduce reliance on oil exports, with the “Year of Saudi Coffee 2022” campaign promoting higher-quality coffee and increased export by 2040. The Public Investment Fund has invested into the Saudi coffee company, planning to establish academies for training entrepreneurs and agricultural practitioners, creating growth opportunities for the Saudi coffee market (Blue Weave Consulting, 2023). Focusing on promoting Saudi coffee is crucial for its local and international prominence. By highlighting its unique qualities and premium positioning, Saudi coffee can cater to domestic tastes and establish itself as a global brand, contributing to economic diversification and enhancing the country's identity globally.

The Theory of Planned Behavior suggests that an individual's intentions are influenced by their attitude, subjective norm, and perceived behavior-

al control, making it valuable for understanding consumer behavior towards products and services (Ajzen, 1991). This study applies the Theory of Planned Behavior to examine how consumers in Saudi Arabia perceive and act on their purchase intentions towards Saudi coffee products. It also considers the influence of perceived values, such as hedonic and utilitarian values, social media marketing, and customer enthusiasm on consumer behavior (Gallarza et al., 2011; Yadav & Pathak, 2016). By integrating these factors, the study aims to provide insights into the complexities of consumer decision-making in the context of the Saudi coffee market, ultimately contributing to a deeper understanding of consumer behavior in this sector (Ajzen, 1991; Gallarza et al., 2011; Yadav & Pathak, 2016).

Attitude, as defined by Ajzen (1991), represents an individual's stance toward a behavior. In consumer psychology, attitudes significantly influence both intention and actual behavior, reflecting preferences in product selection. Studies by Ahmed et al. (2021) and Clark et al. (2019) indicate that consumers with positive attitudes are more likely to make purchases. This finding is corroborated by Yeğın and Ikram (2022) and Li and Jaharuddin (2021) who affirm the connection between positive attitudes and product adoption. Attitudes are pivotal in shaping consumer decisions and actions, as emphasized by Armutcu et al. (2023) and Qi and Ploeger (2021). Understanding and leveraging consumer attitudes can significantly impact marketing strategies and consumer satisfaction. In the context of young consumers' purchasing intentions towards Saudi coffee products, fostering

positive attitudes can be particularly influential in enhancing product adoption and driving purchasing behavior.

Shin et al. (2018) noted that perceived behavioral control, along with attitude and norms, influences food choice. Perceived behavioral control assesses the ease or difficulty of performing a behavior (Ajzen, 1991). However, Akbari et al. (2019) found that perceived behavioral control had no impact on food purchase intentions. Conversely, recent studies by Mohammed (2021), M. Liu, Y. Liu, and Mo (2020), Armutcu et al. (2023), and Ahmed et al. (2021) demonstrate a positive relationship between perceived behavioral control and purchase intentions. Understanding these mixed findings highlights the importance of context-specific research. In the case of young consumers and Saudi coffee products, recognizing how perceived behavioral control interacts with other factors can provide valuable insights for marketers aiming to enhance purchase intentions.

Furthermore, subjective norms strongly influence young consumers' purchasing behaviors (Ahmed et al., 2021). While subjective norms often affect purchase intentions, exceptions exist, as noted by Kumar et al. (2017). However, Ahmed et al. (2021) and Yadav and Pathak (2016) found that subjective norms significantly impact green food purchases. Recognizing how social influences shape consumer behavior can help marketers develop strategies that align with the social expectations and norms of their target audience, ultimately enhancing the likelihood of purchase.

In the field of marketing, Gallarza et al. (2011) emphasize the significance of perceived values, particularly hedonic and utilitarian values. According to Zeithaml (1988), utilitarian value is defined as the perception of what one receives relative to what one gives, with a focus on cost-effectiveness and convenience. Maehle et al. (2015) connect emotional responses such as joy to hedonic values, indicating their importance in consumer behavior. Wang and Yu (2016) suggest that both utilitarian and hedonic values influence repurchase intentions. Research by Mohammed (2021) delves into the role of hedonic values in Saudi consumer behavior, while studies by Chiu et al. (2019) and Hamdan and Paijan (2020) demonstrate that he-

donic values significantly shape purchase intention. Additionally, Ho et al. (2023) underscore the importance of hedonic values in enhancing consumer satisfaction and purchase intention. For marketers targeting young consumers of Saudi coffee products, understanding the interplay between hedonic and utilitarian values is crucial. By effectively leveraging these values, marketers can develop strategies that address practical needs while also providing enjoyable and emotionally engaging experiences. This approach can enhance purchase intentions and foster consumer loyalty.

Social media marketing activities utilize social networking sites for brand exposure and customer engagement, enhancing company-customer communication (Oktriyanto, 2021; Armutcu et al., 2023). It is cost-effective for customer engagement and is widely adopted across sectors (Kim & Ko, 2012; Moslehpour et al., 2021). Social media marketing activities involves elements such as entertainment, interaction, customization, and word-of-mouth (Kim & Ko, 2012), with Kim and Ko's model being commonly used in this regard (Moslehpour et al., 2021). This study assesses social media marketing activities for Saudi coffee using Kim and Ko's model (Moslehpour et al., 2021), building upon Aji et al.'s (2020) findings on social media marketing activities impact on beverage purchase intentions. Studies confirm social media marketing activities positive effect on purchase intentions (Moslehpour et al., 2021). Thus, social media marketing activities can play a crucial role in enhancing brand exposure and customer engagement, particularly in the context of young consumers' purchasing intentions towards Saudi coffee products. Utilizing Social media marketing activities effectively can positively influence purchase intentions by engaging customers and enhancing brand visibility.

According to the Theory of Planned Behavior (Ajzen & Schmidt, 2020), the strength of one's intention is positively correlated with the likelihood of engaging in a behavior. This theory suggests that consumers who intend to make a purchase are more likely to follow through with the actual purchase (Ajzen, 1991). Several studies have confirmed the positive impact of intention on purchasing behavior (Mohammed, 2021; Mohammed et al., 2020; Dorce et al., 2021). However, it is im-

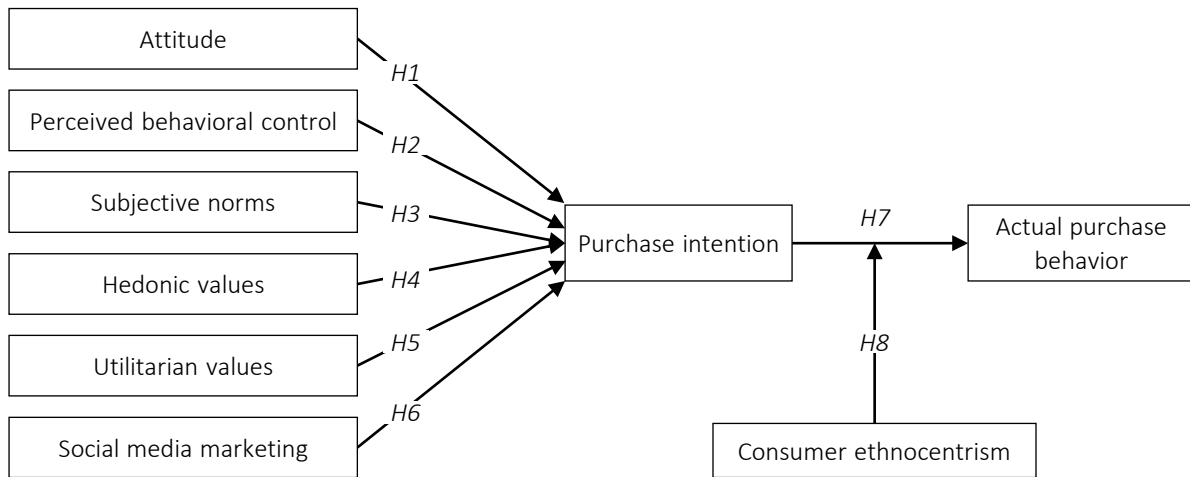


Figure 1. Study framework

portant to note that intention does not always translate into actual purchasing, highlighting a gap between intent and action (Mohammed, 2021). While the Theory of Planned Behavior suggests that stronger intentions are linked to higher likelihood of purchase, factors specific to the Saudi coffee market may influence this relationship. Further research in this area can provide valuable insights for marketers aiming to effectively translate purchase intentions into actual sales.

Consumer ethnocentrism, as defined by Shimp and Sharma (1987), plays a significant role in consumer decision-making by influencing beliefs about the suitability of purchasing foreign-made products. This phenomenon, widely observed in food choices (Orth & Firbasová, 2003), often leads to a preference for domestic goods even when superior foreign options are available. Zebal and Jackson (2019) demonstrated its impact on the success of clothing brands in Bangladesh, reflecting global trends (Javalgi et al., 2005). In Saudi Arabia, high levels of ethnocentrism are associated with negative perceptions of American goods (Sohail & Opoku, 2016), similar to findings in Malaysia and China (Kamaruddin et al., 2002). Despite its significant influence, the gap between intention and action in purchasing decisions, particularly in the Saudi coffee market, remains largely unexplored (Mohammed, 2021; Li & Jaharuddin, 2021). In the context of young consumers and Saudi coffee products, consumer ethnocentrism plays a pivotal role in influencing purchasing decisions, often leading to a prefer-

ence for domestic coffee products over foreign alternatives. Despite the acknowledged impact of consumer ethnocentrism, there remains a significant research gap regarding the translation of consumer intention into actual purchasing behavior among young consumers in the Saudi coffee market. Further exploration of this gap is essential for a comprehensive understanding of young consumers' behavior and preferences in this market.

This study aims to examine the factors that influence young consumer behavior toward Saudi coffee product through attitude, perceived behavior control, subjective norm, hedonic value, utilitarian value, and social media marketing activities. It also examines the moderating role of consumer ethnocentrism on the relationship between behavior intention and actual purchase behavior. The conceptual model of this study is shown in Figure 1. The following hypotheses are offered based on the literature review:

- H1: *Attitude has a positive impact on young consumers' purchase intentions towards Saudi coffee product.*
- H2: *Perceived behavioral control has a positive impact on young consumers' purchase intentions towards Saudi coffee product.*
- H3: *Subjective norms have a positive impact on young consumers' purchase intentions towards Saudi coffee product.*

- H4: Hedonic value has a positive impact on young consumers' purchase intentions towards Saudi coffee product.
- H5: Utilitarian value has a positive impact on young consumers' purchase intentions towards Saudi coffee product.
- H6: Social media marketing activities have a positive impact on young consumers' purchase intentions towards Saudi coffee product.
- H7: Intention to purchase significantly influences the actual purchasing behavior of young consumers towards Saudi coffee product.
- H8: The relationship between purchase intention and the actual purchasing behavior of young consumers towards Saudi coffee product is moderated by consumer ethnocentrism.

2. METHODOLOGY

The study employed purposive sampling, a method focused on individuals who can provide specific information due to unique knowledge or adherence to predefined criteria (Bougie & Sekaran, 2019). This approach ensures the collection of relevant information based on specific criteria. The target population consisted of young consumers in Saudi Arabia who had previously consumed Saudi coffee products. Data were collected through an online survey using Google Forms in February 2024, resulting in 386 complete and usable responses. G-power tools were used for sample size calculation, based on eight predictors, yielding a sample size of 109 with a statistical power of 80%, an α level of 0.05, and a medium effect size (0.15), parameters commonly recommended for social science research (Memon et al., 2020). The obtained 386 responses were considered adequate for analysis. Demographic details of the participants are presented in Table 1.

The survey was first in English but later translated to Arabic for broader reach. It comprised two sections: one for demographics (gender, age, education, marital status, income, and Saudi coffee intake frequency) and another using a five-point Likert scale for hypotheses (see Appendix). Attitude had three items, subjective norm four,

and perceived behavior control four. Hedonic and utilitarian values used varied sources, while social media marketing items were from Kim and Ko (2012) and Mohamed Sadom et al. (2023). Consumer ethnocentrism used five items from Xin and Seo (2020). Purchase intention and actual behavior had items from Xin and Seo (2020) and Mohammed (2021). Analysis was done using Smart PLS 4.

Table 1. Socio-demographic characteristics of the respondents (N = 386)

Characteristics	N(%)
Gender	
Male	204(52.8)
Female	182(47.2)
Age	
18-22	227(58.8)
23-26	90(23.3)
27-30	32(8.3)
34-31	37(9.6)
Educational level	
Secondary certificate	89(23.1)
Diploma	53(13.7)
Bachelor	231(59.8)
Postgraduate	13(3.4)
Marital status	
Single	216(67.6)
Married	115(29.8)
Separate	6(1.6)
Divorced or widower	4(1)
Income level	
Less than 5,000 S. R.	238(61.7)
9,999-000,5 S. R.	124(32.1)
10,000 S. R. and above	24(6.2)
Frequency of Saudi coffee intake	
Never	0
Daily	206(53.4)
Weekly	81(21)
Every 2 weeks	30(7.8)
Every 3 weeks	24(6.2)
Monthly	26(6.7)
Rarely	19(4.9)

3. RESULTS

PLS-SEM was selected for its flexibility in handling various data types and relationship specifications, known for its robustness and convenience in social science studies. It provides more dependable computations for moderating effects and helps mitigate potential errors, thus enhancing theory validation. A dual-phase data analysis approach was employed, encompassing both the

measurement and structural models. The measurement model underwent thorough validation through assessments of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Factor loading, average variance extracted, and composite reliability values surpassed recommended thresholds, indicating reliability and convergent validity.

The model's discriminant validity was verified by ensuring that indicators showed stronger loadings on their respective constructs than on other elements in the model, following Fornell and Larcker's (1981) criterion. The square root of the average variance extracted was higher than the correlation coefficient for all reflective constructs, confirming discriminant validity. Additionally, the Heterotrait-Monotrait ratio (HTMT) criterion values were below the recommended threshold of 0.85, as suggested by Henseler et al. (2015). These results, depicted in Tables A1 and A2, validate the model's convergent and discriminant validity, highlighting the study's reliability.

The second-order measurement model was applied, with a focus on social media marketing activities as the sole multidimensional construct. The dimensions of social media marketing activities (i.e., entertainment, interaction, trendiness, customization, and word-of-mouth) were uti-

lized as the unobserved variables of social media marketing activities. Table 2 demonstrates that the loading factors of the five dimensions of social media marketing activities have acceptable values (Hair et al., 2022). Additionally, Table 2 shows acceptable values for Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE).

Before evaluating the structural model, the absence of multicollinearity was ensured, with all Variance Inflation Factor values for exogenous variables below the threshold of 5 and 3.3, as recommended by Hair et al. (2019). Seven direct hypotheses were tested, and all path coefficients were found to be significant ($t \geq 1.645$) at the 0.05 level. Specifically, attitude, subjective norms, perceived behavior control, hedonic value, utilitarian value, social media marketing, and purchase intention exhibited positive associations with the dependent variables, as shown in Table 3.

The study also finds that consumer intention toward purchasing Saudi coffee products, influenced by various factors, explains 50.3% of the variance, aligning with the supported hypotheses. The analysis also shows a positive relationship between consumer intention and actual purchasing behavior ($\beta = 0.565$, $p < 0.01$), elucidating 47.5% of the variance in consumers' actual behavior. The model

Table 2. Assessment of the measurement model (second order)

Construct	Dimensions	Loading	CA	CR	AVF
Social media marketing activities	Entertainment	0.657	0.764	0.840	0.512
	Interaction	0.705			
	Trendiness	0.737			
	Customization	0.728			
	e-WOM	0.748			

Table 3. Hypotheses testing

Hypothesis	Hypothesis path	β -value	STDEV	t-value	p value	Results
H1	ATT→PI	0.181	0.062	2.942	0.003	Supported
H2	PBC→PI	0.157	0.058	2.705	0.007	Supported
H3	SN→PI	0.207	0.064	3.247	0.001	Supported
H4	HV→PI	0.178	0.043	4.136	0.000	Supported
H5	UV→PI	0.126	0.040	3.110	0.002	Supported
H6	SMMA→PI	0.216	0.057	3.774	0.000	Supported
H7	PI→APB	0.565	0.060	9.358	0.000	Supported

Note: PI: purchase intention ($R^2 = 0.503$; $Q^2 = 0.476$); APB: actual purchasing behavior ($R^2 = 0.475$; $Q^2 = 0.456$); ATT: attitude; PBC: perceived behavioral control; SN: subjective norms; HV: hedonic value; UV: utilitarian value; SMMA: social media marketing activities.

Table 4. Moderator analysis results

Hypothesis	Hypothesis path	Std. beta	Std. error	t-value	p-value	R ²		Results
						Included	Excluded	
H8	PI · CE → APB	0.085	0.041	2.088	0.037	0.408	0.475	Supported

Note: PI: purchase intention; CE: consumer ethnocentrism; APB: actual purchasing behavior.

exhibits substantial predictive relevance for both consumer intention and actual behavior, with Q² values exceeding zero. Additionally, the study explores the moderating influence of consumer ethnocentrism, showing a significant R² change of 0.068, with $\beta = 0.207$, $p < 0.01$ (refer to Table 4). This suggests that consumer ethnocentrism likely moderates the relationship in this context.

4. DISCUSSION

Regarding the first research hypothesis the study found a significant positive relationship between attitude and the intention to buy Saudi coffee, supporting H1 and aligning with prior research (Armutcu et al., 2023; Hamid & Sujood, 2023; Yeğın & Ikram, 2022; Li & Jaharuddin, 2021). This highlights the predictive power of positive attitudes towards Saudi coffee in influencing purchase intentions, emphasizing the importance of marketing strategies that resonate with these attitudes to enhance product adoption among younger consumers. Furthermore, perceived behavioral control was identified as influential in shaping purchase intentions (H2 supported), consistent with previous studies (Mohammed, 2021; Ahmed et al., 2021). This underscores the strategic value of understanding and leveraging perceived control in marketing campaigns to effectively engage young consumers in the Saudi coffee market. Subjective norms were found to significantly influence consumers' intent to purchase coffee products (H3 supported), highlighting the importance of aligning marketing strategies with prevailing social perceptions to enhance product acceptance among this demographic. This finding is consistent with previous research (Hamid & Sujood, 2023; Ahmed et al., 2021), emphasizing the role of social aspects in influencing consumer behavior. The study also found a significant impact of utilitarian and hedonic values on consumers' purchase intentions towards coffee products, supporting hypotheses H4 and H5. These results align with previous studies indicating that

young consumers perceive coffee products as offering both hedonic and utilitarian values, and are more inclined to purchase when these values align with their preferences. The impact of social media marketing activities was found to be significant, supporting H6, with consumers' purchasing decisions influenced by social media marketing activities. This highlights the importance of utilizing social media platforms to engage with and influence the preferences of young consumers, with culturally relevant content playing a crucial role in building brand awareness and fostering positive attitudes toward Saudi coffee products. These findings align with studies such as Moslehpour et al. (2021) which also highlighted social media marketing as a factor impacting consumer buying behavior

The present study has discovered that the desire to purchase has a beneficial effect on the possibility of consumers actually buying Saudi Coffee products. Therefore, H7 is supported. The finding is consistent with Mohammed's (2021) assertion that consumers who intend to purchase specific products are more likely to really make the purchase compared to those who have no desire to buy. The study results also demonstrate the moderating influence of consumer ethnocentrism on the link between young consumers' intentions and their actual purchases in the Saudi coffee market, supporting H8. This suggests that individuals with leanings tend to align more closely their intentions with their subsequent buying behaviors. Therefore, marketers should take into consideration. Address tendencies when developing strategies to ensure that consumer intentions translate effectively into concrete purchase decisions for Saudi coffee products. These findings are consistent with studies like Ramadania et al. (2023) which highlighted the significant role of consumer ethnocentrism, in influencing domestic brand purchase intentions and actual buying behavior

The current study enhances the theory of planned behavior model by incorporating hedonic values, social media marketing, and consumer ethnocen-

trism. The inclusion of these factors improves the Theory of Planned Behavior predictive power, as shown in previous research (Venkatesh et al., 2003; Yadav & Pathak 2016). Empirical findings from this investigation support the adjusted model's effectiveness in predicting consumer intentions toward Saudi coffee products. Specifically, the study confirms the impact of hedonic values and social media marketing on consumer intentions within the Theory of Planned Behavior framework. The results indicate that attitude, perceived behavioral control, subjective norm, hedonic and utilitarian values, and social media marketing efforts collectively predict consumers' purchasing intent, demonstrating the theory of planned behavior model's applicability in the coffee industry. Furthermore, the study highlights the influence of consumer ethnocentrism on connecting intention with behavior, particularly in emerging market settings.

Building on prior research, this study adds insights by demonstrating how consumer ethnocentrism affects the relationship between purchase intentions and actual behavior, using Saudi coffee products as a case study. Furthermore, this study provides practical insights for businesses and policymakers regarding consumer intentions towards Saudi coffee. It suggests that marketing strategies should emphasize the utilitarian and hedonic values of coffee to attract consumers, especially the youth. Additionally, leveraging social media can enhance brand perception and influence purchasing decisions. Understanding consumer ethnocentrism is key, as aligning marketing efforts with cultural values can strengthen the relationship between intention and purchase. Collaborating with influencers who resonate with the target audience's cultural pride may further enhance the appeal of Saudi coffee products.

CONCLUSION

In summary, this research sheds light on the aspects that influence the buying decisions of individuals when it comes to local products such, as Saudi coffee. It emphasizes the importance of attitude, perceived control over behavior, social norms and both utilitarian and hedonic values with a focus on the impact of social media marketing efforts. Notably social media marketing plays a vital role in shaping how young consumers view and purchase coffee products. The study also points out how consumer ethnocentrism acts as a moderator in connecting purchasing intentions with buying behavior for local items like Saudi coffee. It stresses the necessity for marketing strategies to align with youth preferences and highlights how consumer ethnocentrism can sway purchasing decisions towards local products. This study, while insightful, has gaps suggesting further research is needed. It investigates attitude, control behavior, perceived values, social norms and the impact of social media marketing on buying Saudi coffee products, omitting socio-economic factors of respondents. This could skew interpretations of consumer behavior. Future studies should consider these factors for a fuller understanding. Additionally, exploring lifestyle and price sensitivity's effects on purchasing decisions could offer deeper insights. Replicating this study with diverse samples and broader variables may enhance our grasp of consumer behaviors towards Saudi coffee and similar goods. Addressing these limitations will refine our knowledge of consumer behavior in this context.

AUTHOR CONTRIBUTIONS

Conceptualization: Abdulalem Mohammed.
 Data curation: Abdulalem Mohammed.
 Formal analysis: Abdulalem Mohammed.
 Funding acquisition: Abdulalem Mohammed.
 Investigation: Abdulalem Mohammed.
 Methodology: Abdulalem Mohammed.
 Project administration: Abdulalem Mohammed.
 Resources: Abdulalem Mohammed.

Software: Abdulalem Mohammed.
 Supervision: Abdulalem Mohammed.
 Validation: Abdulalem Mohammed.
 Visualization: Abdulalem Mohammed.
 Writing – original draft: Abdulalem Mohammed.
 Writing – review & editing: Abdulalem Mohammed.

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APPENDIX A

Table A1. Measurement reliability and validity

Construct		Item	Loading	CR	CA	AVE
Attitude		ATT1	0.848	0.884	0.805	0.718
		ATT2	0.837			
		ATT3	0.858			
Subjective norms		SN1	0.890	0.925	0.879	0.804
		SN2	0.928			
		SN3	0.871			
Perceived behavioral control		PBC1	0.854	0.894	0.842	0.678
		PBC2	0.815			
		PBC3	0.816			
		PBC4	0.808			
Hedonic values		HV1	0.744	0.943	0.923	0.770
		HV2	0.927			
		HV3	0.923			
		HV4	0.93			
		HV5	0.849			
Utilitarian values		UV1	0.743	0.949	0.935	0.756
		UV2	0.855			
		UV3	0.922			
		UV4	0.879			
		UV5	0.916			
		UV6	0.888			
Social media marketing activities	Entertainment	ENT1	0.882	0.889	0.752	0.801
		ENT2	0.908		0.769	
	Interaction	INT1	0.845	0.866	0.753	0.683
		INT2	0.841		0.766	
		INT3	0.792			
	Trendiness	TRE1	0.889	0.890	0.752	0.802
		TRE2	0.902		0.769	
	Customization	CUST1	0.903	0.895	0.753	0.810
		CUST2	0.897		0.766	
	e-WOM	e-WOM1	0.905	0.893	0.760	0.806
e-WOM2		0.891				
Consumer ethnocentrism		CE1	0.851	0.918	0.887	0.691
		CE2	0.849			
		CE3	0.886			
		CE4	0.825			
		CE5	0.739			
Purchase intention		PI1	0.773	0.853	0.769	0.591
		PI2	0.777			
		PI3	0.738			
		PI4	0.786			
Actual purchasing behavior		APB1	0.879	0.891	0.815	0.732
		APB2	0.892			
		APB3	0.792			

Table A2. Discriminant validity

Constructs	Fornell-Larcker Criterion (1981)												
	APB	ATT	CE	HV	PBC	PI	EN	IN	TR	CU	e-WOM	SN	UV
Actual purchasing behavior (APB)	0.855												
Attitude (ATT)	0.562	0.848											
Consumer ethnocentrism (CE)	0.361	0.313	0.238.0										
Hedonic values (HV)	0.488	0.387	0.172	0.778.0									
Perceived behavioral control (PBC)	0.482	0.236	0.173	0.344	0.328.0								
Purchase intention (PI)	0.639	0.499	0.235	0.471	0.457	0.967.0							
Entertainment (EN)	0.391	0.399	0.143	0.218	0.114	0.272	0.598.0						
Interaction (IN)	0.408	0.393	0.237	0.147	0.131	0.349	0.538	0.728.0					
Trendiness (TR)	0.373	0.340	0.087	0.188	0.231	0.372	0.283	0.370	0.598.0				
Customization (CU)	0.422	0.357	0.164	0.234	0.218	0.353	0.334	0.380	0.543	0.009.0			
e-WOM	0.433	0.329	0.210	0.286	0.316	0.446	0.369	0.372	0.428	0.374	0.898		
Subjective norms (SN)	0.582	0.433	0.304	0.404	0.544	0.565	0.242	0.266	0.296	0.382	0.455	0.798.0	
Utilitarian values (UV)	0.091	0.121	0.051	0.157	0.155	0.244	0.047	0.002	0.048	0.072	0.039	0.173	0.869

Heterotrait-Monotrait ratio													
Actual purchasing behavior (APB)													
Attitude (ATT)	0.691												
Consumer ethnocentrism (CE)	0.425	0.368											
Hedonic values (HV)	0.562	0.442	0.191.0										
Perceived behavioral control (PBC)	0.581	0.277	0.200	0.093.0									
Purchase intention (PI)	0.807	0.628	0.288	0.557	0.665.0								
Entertainment (EN)	0.499	0.512	0.177	0.263	0.142	0.553.0							
Interaction (IN)	0.509	0.497	0.287	0.175	0.162	0.446	0.714						
Trendiness (TR)	0.476	0.433	0.106	0.225	0.291	0.490	0.373	0.664.0					
Customization (CU)	0.534	0.451	0.199	0.278	0.272	0.459	0.437	0.475	0.617.0				
e-WOM	0.551	0.418	0.257	0.341	0.392	0.583	0.488	0.481	0.561	0.294.0			
Subjective norms (SN)	0.682	0.503	0.344	0.447	0.634	0.682	0.296	0.314	0.359	0.463	0.555.0		
Utilitarian values (UV)	0.097	0.133	0.078	0.159	0.167	0.276	0.075	0.048	0.052	0.081	0.059	0.183	

Table A3. Questionnaire

Gender	Male
	Female
Age	22-31
	26-32
	30-37
	34-41
	34-41
Educational level	Secondary certificate
	Diploma
	Bachelor
	Postgraduate
Marital status	Single
	Married
	Separate
	Divorced
	Widower
Income level	Less than 5,000 Riyal
	9,999-000,5 Riyal
	10,000-14,999 Riyal
	More than15,000 Riyal
Frequency of Saudi coffee intake	Never
	Daily
	Weekly
	Every 2 weeks
	Every 3 weeks
	Monthly
	Rarely

Table A3 (cont.). Questionnaire

Please choose the best answer that represents your opinion 1 – strongly disagree, 2 – disagree, 3 – natural, 4 – agree, 5 – strongly agree	1	2	3	4	5
Purchase attitude					
It is good to purchase Saudi coffee product.					
It is valuable to purchase Saudi coffee.					
It is favorable to purchase Saudi coffee.					
Subjective norms					
Most of the people who are important to me support my purchases of Saudi coffee.					
If I purchase Saudi coffee, people who are important to me will also do so.					
Those who I think are valuable to me would prefer me to buy Saudi coffee.					
Perceived behavioral control					
I can afford Saudi coffee product.					
I can find a place to buy Saudi coffee easily.					
I have time to buy Saudi coffee.					
I think it is easy to buy Saudi coffee.					
Hedonic values					
Buying Saudi coffee would give me pleasure because of its taste.					
Buying Saudi coffee would feel like doing the morally right thing.					
Buying Saudi coffee would make me feel like a better person.					
I would feel relaxed consuming Saudi coffee.					
Consuming traditional Saudi coffee contributes to an improved sense of well-being.					
Utilitarian values					
Buying Saudi coffee is convenient.					
Buying Saudi coffee is pragmatic and economical.					
Buying Saudi coffee is interesting.					
Buying Saudi coffee is not a waste of money.					
Saudi coffee is beneficial in alleviating sleepiness.					
Saudi coffee is characterized by its optimal caffeine content.					
Social media marketing activities					
The content related to the Saudi coffee product on social media is attractive.					
The content shared by the social media of the Saudi coffee product seem interesting.					
It is easy to spread information about the Saudi coffee product through social media platforms.					
Social media channels encourage discussion and exchange of opinions about the Saudi coffee product.					
Expressing opinions about the Saudi coffee product is convenient and easy through social media.					
The information shared through social media channels of the Saudi coffee product is up-to-date.					
The use of social media by the Saudi coffee product is fashionable.					
The social media of the Saudi coffee product offers consumers the ability to search for information that interests them in a customized way.					
The social media channels of the Saudi coffee product offer special services to customers related to the product.					
I want to share information about the social media channels of the Saudi coffee product with my friends.					
I want to share the content of the social media channels of Saudi coffee product on my social media pages.					
Consumer ethnocentrism					
Saudis must buy Saudi products.					
Purchasing foreign coffee products affects Saudi business.					
Purchasing foreign coffee products increases unemployment.					
Purchasing foreign coffee products affects Saudi economy.					
Saudi products first and for last.					
Purchase intention					
I intend to buy Saudi coffee frequently.					
I am likely to purchase Saudi coffee consistently.					
I am planning to purchase Saudi coffee consistently.					
I want to purchase Saudi coffee consistently.					
Actual purchasing behavior					
I am a regular buyer of Saudi coffee.					
Despite the availability of alternative coffee brands at reduced prices, I continue to purchase Saudi coffee.					
I never mind paying premium price for Saudi coffee.					