# Social and psychological drivers of coffee-based beverage consumption: A study in Medan's urban coffee shops

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A R T I C L E   I N F O

A B S T R A C T

This study investigates consumer behavior in purchasing coffee-based beverages in coffee shops across Medan, the capital of North Sumatra, Indonesia, in the context of increasing coffee consumption and changing urban lifestyles. Using purposive sampling to select coffee shops and accidental sampling to identify consumers, data were gathered from 210 respondents. The results show that social factors significantly influence beverage preferences, gender differences, and visit duration, but they do not lead to coffee dependence. Psychological factors mainly shape beverage preferences without affecting dependency. Demographic variables such as gender and education level also play a role, reflecting social norms and self-image. Overall, the findings indicate that consumers' purchasing decisions are driven more by social and psychological considerations than by an actual need for coffee, suggesting important implications for marketers and policymakers concerned with urban lifestyle trends and responsible consumption.

## 1. Introduction

Coffee is a beverage product that is increasingly favored by the Indonesian public and even the world. Indonesia's coffee production can increase and has the potential for economies of scale (Rahmawati and Salimi, 2022), as well as the ability to compete in the international market. The people of Medan, like in other big cities, have started to make coffee shops a place not only to enjoy coffee but also to gather and embrace the lifestyle and trends of metropolitan society (Vu et al., 2022). The café manager offers a variety of coffee-based drinks, catering to the diverse preferences of people who initially consumed coffee merely as a beverage, but it has now become a part of their lifestyle. Understanding preferences and the diversification of processed coffee products in various beverage forms is crucial to making coffee a potential agribusiness commodity in the future (Daba et al., 2023; Suryaningrat and Novita, 2023).

From the perspective of coffee-based beverage entrepreneurs, coffee shop visitors generally come for business purposes, to interact with family, business associates, friends, and acquaintances for socializing (Purnomo et al., 2021). The type of beverage chosen by consumers is generally coffee-based, although some others consume different types. Consumers visiting coffee shops are predominantly from the middle to upper educational levels, with professions mainly consisting of employees, freelancers, and young entrepreneurs. The purpose of coming to a coffee shop is not just to enjoy coffee, but also for business, family, and other social matters (Liu et al., 2019). This research aims to compare the findings with different perspectives to obtain comprehensive information about consumer behavior and preferences in consuming coffee-based beverages, particularly in Medan City, as one of the major cities in Indonesia. Therefore, the question in this research is about consumer preferences in enjoying coffee as a product of coffee diversification. This is important so that the development of future coffee products can be accepted by a broader market. The research problem is how consumer coffee drinking behavior varies, including levels of dependence, perceptions of coffee's impact on health, perceptions of coffee's effect on performance, favorite types of coffee

drinks, fanaticism for coffee shop locations, perceptions of coffee drink prices, education levels, types of jobs, spending per visit, purposes for going to coffee shops, duration spent in coffee shops, age, and knowledge about coffee.

Consumer behavior in urban coffee shops can be understood through the integration of several theoretical perspectives. The Theory of Planned Behavior (TPB) provides a foundation for analyzing how attitudes, subjective norms, and perceived behavioral control influence purchase intentions. Within the coffee shop context, positive attitudes toward coffee culture, peer influence, and ease of access to cafés may shape consumer decisions. Complementing this, Self-Determination Theory (SDT) offers a psychological lens to explain the intrinsic motivations behind coffee consumption, such as the desire for relaxation, social connection, and self-expression, alongside extrinsic motivations like status signaling and lifestyle alignment.

From a sociocultural perspective, Consumer Culture Theory (CCT) deepens the analysis by situating coffee consumption within broader cultural practices, where urban coffee shops function as "third places" that symbolize identity, community, and modern lifestyle aspirations. This is reinforced by Experiential Consumption Theory, which highlights that coffee shop visits are not merely about the beverage itself but about the holistic experience—ambience, interaction, and brand narratives. Finally, the incorporation of Symbolic Interactionism helps to explain how consumers assign meaning to their coffee shop choices, using them as social symbols that communicate lifestyle, identity, and belonging within urban settings.

By combining these frameworks, the study captures consumer behavior as a multidimensional construct, shaped by rational evaluations, psychological needs, and sociocultural contexts, thus providing a robust lens to interpret how and why urban consumers engage with coffee shops.

## 2. Methodology

This research was conducted using a descriptive, qualitative, and quantitative approach. Data collection was conducted through in-depth interviews with coffee shop consumers in Medan City. The sampling method was conducted using purposive sampling for coffee shop consumers and accidental sampling for selected coffee shop consumers. The chosen coffee shops come from 6 districts in the city of Medan that have the highest number of coffee shops, namely Medan Petisah (100 coffee shops), Medan Kota (98 coffee shops), Medan Polonia (89 coffee shops), Medan Timur (87 coffee shops), Medan Johor (88 coffee shops), and Medan Maimun (78 coffee shops). The total sample consists of 210 consumers, with 35 consumers from each district of the selected coffee shops.

Qualitative analysis is conducted through summarizing, categorizing, and structuring, followed by drawing conclusions. Some quantifiable data can be analyzed using single tabulation and cross-tabulation (Crosstabs), correlation, and variance analysis (ANOVA).

## 3. Results and discussion

### 3.1. Profile of coffee shop consumers in Medan

The profile of coffee shop consumers in Medan City (Table 1), from a social aspect, shows that coffee-based drink consumers are educated individuals with a bachelor's degree level of 60% of the total, and their jobs include private employees at 27.5% of the total and entrepreneurs at 22.7% of the total. The age level of coffee shop consumers is relatively young, around 26 years old, with a gender dominance of males at 59.7% of the total, although it is slightly balanced with females. The marital status is predominantly single at 77.3% of the total, with coffee shop consumers' spending per visit being relatively low, around Rp 50,000, despite a high variation indicated by a large standard deviation. Recent research showed that education significantly shapes various consumption patterns (Bartoloni et al., 2022; Kim et al., 2023), and coffee consumption habits evolve significantly based on cultural and social contexts. Both studies converge on the finding that coffee consumption is shaped less by individual preference than by broader socio-cultural and educational factors. The Saudi Arabian case highlights how cultural diversity and expatriate presence foster product innovation, cross-cultural collaboration, and inclusive coffee spaces that enhance social cohesion. In contrast, the Indonesian study underscores the role of demographic attributes, particularly marital status and education, in influencing spending patterns, while still situating consumption within cultural and social contexts. Taken together, these findings reveal coffee shops as cultural arenas where social dynamics, demographic structures, and global influences intersect, underscoring the adaptive and socially embedded nature of consumption practices.

Psychologically, consumers' knowledge about coffee shows a balanced result between those who do not know any aspects of coffee cultivation (39.8%), processing to post-harvest, and those who only know two aspects of the five asked (type of coffee, coffee agroclimatic, coffee cultivation, coffee processing, post-harvest (type of coffee-based beverage) at 39.3% of the total. This means that consumers' knowledge about coffee is relatively balanced and evenly distributed, ranging from those who know nothing about coffee to those who claim to understand the five aspects of coffee that were questioned.

Based on the aspect of Compulsive Buying, coffee shop consumers show that the level of dependence on coffee is relatively balanced between those who simply like coffee (30.3%) and those who frequently consume coffee (29.9%). This means there is no tendency that those who come to coffee shops are coffee enthusiasts. This is also supported by the low

number of consumers who choose pure coffee as their favorite drink, which is only 10.4% of the total consumers, indicating that there are not many consumers who are coffee addicts.

**Table 1:** The profile of coffee shop consumers in Medan City

| Aspect | Indicator | Majority of answers | Percentage | Average | Standard deviation |
|---|---|---|---|---|---|
| Social | Education level | Graduate | 60.2 | - | - |
| | Occupation | Private officer/ entrepreneur | 27.5/22.7 | - | - |
| | Age | - | - | 25.82 | 4.83 |
| | Gender | Man | 59.7 | - | - |
| | Marital status | Not married | 77.3 | - | - |
| | Spending per visit | - | - | 969.19 | 29,750.74 |
| Psychology | Knowledge about coffee | Don't know anything/know two aspects only | 39.8/39.3 | - | - |
| | Coming purpose to coffee shop | For business/personal & social activity | 55.9/91.0 | - | - |
| | Dependency coffee level | Just like/often | 30.3/29.9 | - | - |
| | Duration at coffee shop | - | - | 2.656 | 1.15 |
| | Fanaticism towards drinking places | Not fanatical about certain places | 73.5 | - | - |
| | Health effects of coffee | Both positive and negative effects | 79.6 | - | - |
| Compulsive buying | Effect of coffee on performance (perception) | Positive effect on performance | 95.3 | - | - |
| | Coffee price perception | Medium price | 87.7 | - | - |

Additionally, other results show that coffee-based beverage consumers are not fanatical about the place to drink coffee, with 73.5% of respondents indicating that the location is not a priority for consumers as long as the coffee shop provides a comfortable environment for staying longer, considering the duration of time spent in the coffee shop is quite long, around 2 to 3 hours, with an average of 2.6 hours. For the average expenditure per visit, the result is not too high (around 50 thousand rupiah), which is related to the purpose of visiting the coffee shop for business and social activities rather than for eating. This is supported by the perception of coffee consumers regarding coffee prices, which are considered moderate at 87.7%. The perception of coffee consumers about the impact of coffee on health shows that consumers believe that drinking coffee has both positive and negative effects on health, at 79.6%. Meanwhile, regarding the impact of coffee on performance, coffee consumers believe that coffee has a positive effect on performance at 95.3%. This indicates that the consumption of coffee-based beverages is believed to positively affect performance and health. Although there are negative effects of coffee on health, consumers view drinking coffee with a positive perception, leading them to continue enjoying coffee-based beverages as part of their current lifestyle.

## 3.2. The stimulus-organism-response model of coffee shop consumers in Medan city

The Stimulus-Organism-Response Model is based on the idea that consumer behavior is influenced by three factors: stimuli (i.e., marketing messages and other external factors), the consumer's internal psychological state (i.e., their beliefs, attitudes, and emotions), and the consumer's response (i.e., their behavior). This concept emphasizes three aspects: social influence, psychological influence, and compulsive buying behavior. Social influence includes factors such as education level, type of occupation, age, gender, and spending per visit. Psychological influence encompasses knowledge about coffee, favorite types of coffee drinks, and the purpose of visiting coffee shops. Compulsive buying behavior involves dependency level, duration spent in the coffee shop, and fanaticism towards the drinking place.

The relationship between social and psychological factors and consumer behavior in purchasing coffee-based beverages indicates that these factors influence purchasing decisions more strongly than demographic characteristics. For example, demographic variables such as occupation in relation to the purpose of visiting coffee shops, spending per visit in relation to visit purpose, and gender in relation to preferred coffee types show weaker associations. Although cross-tabulation analysis suggests that social factors are not significantly related to certain psychological or demographic variables, such as education level, age, gender, spending per visit, knowledge about coffee, or age in relation to the purpose of visiting coffee shops, social and psychological factors still play an important role in shaping consumer behavior. Social factors, including reference groups, friends, and social trends, can create positive perceptions of coffee consumption. Similarly, psychological factors, such as personal motivation and attitudes toward taste and product quality, encourage consumers to

choose specific coffee beverages, even without detailed knowledge about coffee.

The relationship between social influence and psychological influence on consumer behavior in purchasing coffee-based beverages can become more complex when demographic variables such as gender are found to be related to drink preferences in coffee shops. The results of the cross-tabulation analysis indicate that gender is related to the choice of beverage, showing a difference in preferences influenced by social norms and gender identity. Research found that women tend to choose coffee drinks that contain milk or additional flavors, such as lattes and cappuccinos, due to social influences like trends that portray these types of drinks as more feminine and aligned with the social image they wish to project. On the other hand, men tend to choose coffee with a stronger flavor and minimal additions, such as espresso or black coffee, due to a psychological perception that associates these types of drinks with masculinity and maturity. This reinforces that social identity related to gender can influence taste preferences and perception of the characteristics of the chosen coffee (Nimoh et al., 2021).

In addition, psychological influences such as sensory experiences and individual personality traits regarding taste preferences, such as a tendency towards bitter or sweet flavors, can also reinforce the differences in coffee-based drink choices between genders. Therefore, although social and psychological aspects generally affect consumer preferences, demographic factors such as gender can create unique dynamics in the coffee shop purchasing decision-making process that more specifically reflect their social and psychological identities (Table 2). On the contrary, although the type of work and expenses are closely related to the purpose of visiting a coffee shop, the finding that there is no relationship between age and the purpose of the visit indicates that psychological influences, such as personal preferences and perceptions of the coffee shop environment, are more dominant. A study shows that consumer preferences for coffee shops as places to socialize or work are often influenced by psychological factors such as comfort, ambiance, and the sensory experiences provided by the venue, regardless of the consumers' age. In other words, consumers from various age groups may have the same goals when visiting a coffee shop, but how they evaluate and enjoy the experience is more determined by their psychological needs and personal motivations. This is also supported by previous research, which states that age is not always a determining factor in preferences for visiting coffee shops, as the consumption behavior of coffee-based drinks more reflects the social identity one wishes to display, the values held, and the psychological responses to the experiences offered by coffee shops. Another research highlights the significance of social interactions and marketing implications for coffee-related products (Ueno, 2023; Indasah and Ansyori, 2022).

**Table 2:** Relation between social and psychological aspects

| Psychological aspect | Education level | Occupation type | Age | Gender | Spending per visit |
|---|---|---|---|---|---|
| Knowledge about coffee | Not significant (F = 22.571, p = 0.094) | Not tested | Not significant (F = 13.913, p = 0.532) | Not significant (F = 4.732, p = 0.449) | Not significant (F = 22.571, p = 0.094) |
| Favorite types of coffee drinks | Not tested | Not tested | Not tested | Significant (F = 18.227, p = 0.003) | Not tested |
| Purposes for going to coffee shops | Not tested | Significant (F = 15.043, p = 0.010) | Not significant (F = 4.796, p = 0.187) | Not tested | Not significant (F = 0.314, p = 0.989) |

The relationship between psychological factors and compulsive buying behavior in the purchase of coffee-based beverages indicates that several variables are not significantly associated with the level of dependence on coffee. Specifically, knowledge about coffee, perceptions of coffee's effects on health and performance, and the purpose of visiting coffee shops show no significant relationship with coffee dependence (Table 3).

Similarly, no significant relationship is observed between levels of dependence and fanaticism regarding coffee shop location, as well as between fanaticism and the purpose of visiting coffee shops. In contrast, significant relationships are found between favorite types of coffee drinks and levels of dependence, and between the purpose of visiting coffee shops and the amount of time spent in coffee shops.

**Table 3:** Relation between psychological aspect and compulsive buying behavior

| Compulsive buying behavior | Knowledge about coffee | Perceptions of coffee's impact on health | Perceptions of coffee's effect on performance | Favorite types of coffee drinks | Purposes for going to coffee shops |
|---|---|---|---|---|---|
| Levels of dependence | Not significant (F = 18.671, p = 0.543) | Not significant (F = 20.120, p = 0.167) | Not significant (F = 4.572, p = 0.918) | Significant (F = 35.656, p = 0.017) | Not significant (F = 0.932, p = 0.920) |
| Duration spent in coffee shops | Not tested | Not tested | Not tested | Not tested | Significant (F = 180.652, p < 0.001) |
| Fanaticism for coffee shop locations | Not tested | Not tested | Not tested | Not tested | Not significant (F = 0.002, p = 0.963) |

This finding indicates that psychological aspects play a role in shaping the choice of coffee drinks, but do not directly affect dependency behavior. Previous research indicates that consumers with high knowledge about coffee tend to choose beverages with more complex flavor profiles, such as single-

origin coffee or manual brew coffee, while consumers who have a positive perception of coffee's impact on performance tend to opt for coffee with high caffeine content, such as espresso or Americano (Samoggia et al., 2020). This shows that although consumers do not feel dependent on coffee consumption, their beverage preferences are influenced by how they perceive coffee as part of their lifestyle and daily habits.

In addition, compulsive buying behavior among coffee consumers is more influenced by psychological factors related to emotional motivation and the need for self-satisfaction than by knowledge or perceptions of coffee itself. A previous study reveals that preferences for certain types of beverages are often shaped by the psychological need to gain pleasure or experiences that fulfill consumers' emotional desires, such as drinks that are smooth in texture or have a sweet taste, regardless of whether the consumers are dependent on coffee or not (García-Peñalvo, 2021). This research is also in line with the idea that consumers' purposes for visiting coffee shops, such as socializing or enjoying personal time, can influence the types of drinks they choose (Samoggia et al., 2020). This shows that the psychological aspect affects consumer behavior in choosing their favorite type of coffee as part of the process of fulfilling emotional and social needs, even though these preferences are not always related to dependency behavior or compulsive buying of coffee.

The relationship between psychological aspect and compulsive buying behavior on consumer behavior in purchasing coffee-based drinks shows that the duration of time consumers spend in coffee shops can be influenced by their visit goals, which in turn reflects different psychological needs (Table 4). The results of the cross-tabulation analysis indicate a relationship between the purpose of the visit and the duration of time spent in the coffee shop, suggesting that consumers who come to socialize or work tend to spend more time compared to those who simply buy drinks to take away. A study found that consumers who come to work or seek a relaxing atmosphere tend to have higher levels of compulsive buying, marked by additional purchases, such as side snacks or a second drink, to extend their time spent in the coffee shop (Japutra and Song, 2020). This indicates that psychological influences such as the motivation to seek enjoyable experiences, the need for comfort, and the desire to meet personal expectations in a supportive environment can increase the duration of visits while also triggering compulsive buying behavior. Similarly, research by Viado (2024) showed that a comfortable and atmospheric coffee shop environment can influence consumers to spend more time there, as the place is considered an ideal location to achieve psychological goals such as relaxation or productivity (García-Peñalvo, 2021).

Thus, consumer preferences influenced by these psychological factors can also trigger unplanned repeat or additional purchasing behavior to extend the desired experience while at the coffee shop. The relationship between psychological aspect and compulsive buying behavior on consumer behavior in purchasing coffee-based beverages remains significant, even though cross-tabulation analysis shows that consumers' reasons for visiting coffee shops are not related to their fanaticism towards specific drinking places.

This disconnection indicates that although consumers have specific goals when visiting a coffee shop, such as socializing, working, or simply enjoying the atmosphere, these factors do not automatically create high loyalty or fanaticism towards a particular drinking place. On the contrary, compulsive buying behavior is more influenced by psychological aspect, especially between levels of independence with favorite types of coffee drinks, than duration spent in coffee shops and the purpose of going to the coffee shop.

**Table 4:** Relation between social aspects and compulsive buying behavior

| Compulsive buying behavior | Education level | Occupation type | Age | Gender | Spending per visit |
|---|---|---|---|---|---|
| Levels of dependence | Significant (F = 29.858, p = 0.003) | Not significant (F = 28.930, p = 0.089) | Not tested | Significant (F = 13.133, p = 0.011) | Not significant (F = 22.571, p = 0.094) |
| Duration spent in coffee shops | Not tested | Not tested | Not tested | Significant (F = 18.660, p = 0.009) | Not tested |

This finding indicates that the social aspect of coffee consumption is more driven by the social roles that consumers wish to display and the social expectations related to gender identity and educational status. For example, research found that men and women have different social preferences in the context of coffee consumption, where men tend to associate coffee consumption with status and professionalism, while women more often view coffee consumption as part of a modern lifestyle and social togetherness. Meanwhile, education level is related to how consumers interpret the experience of consuming coffee, where consumers with higher education levels tend to regard coffee consumption as part of cultural appreciation and a preference for quality, which can influence compulsive buying behavior, such as purchasing specialty coffee or coffee prepared using special techniques (Ali et al., 2021). Furthermore, research also shows that the social aspect plays a significant role in driving compulsive buying behavior, especially when coffee consumption in coffee shops is associated with social achievement or certain status symbols. Consumers with higher employment status may not exhibit a dependence on coffee consumption in general, but they are often driven to purchase coffee drinks in social contexts, such as business meetings or networking, as part of their professional image.

This indicates that excessive coffee consumption behavior is not always based on dependence but is triggered by social norms and pressure to display social status in accordance with gender and education. This finding is also supported that spending per visit to coffee shops tends to increase with higher educational status, not due to the need for coffee itself, but rather because of the need to express the social identity that one wishes to project through consumption behavior. The same result was found, that the complex interplay between personal values, social influences, and consumer behaviors (Sun and Bao, 2023). Thus, the social aspect significantly contributes to consumers' compulsive buying of coffee by creating a strong social motivation to purchase certain beverages based on social expectations related to their gender and education.

The findings can be understood through the lens of Self-Determination Theory (SDT), which distinguishes between intrinsic and extrinsic motivation. Intrinsic motivation is reflected in psychological aspects such as consumers' personal enjoyment of taste, sensory experiences, and individual motivations for relaxation or productivity that drive beverage choice and extended stays in coffee shops. Extrinsic motivation, in contrast, emerges from social influences such as gender norms, educational status, and social expectations, where consumers select drinks that project a desired image—e.g., women choosing flavored lattes as symbols of femininity or men favoring strong black coffee as markers of professionalism and masculinity. These dynamics reveal that consumption behaviors are not only guided by inner satisfaction but also by external pressures to conform to cultural expectations and social identity performance.

From a Consumer Culture Theory (CCT) perspective, coffee consumption functions as a symbolic practice through which consumers express cultural identity and lifestyle meaning. Coffee shops become cultural arenas where social status, modernity, and cosmopolitan lifestyles are enacted—education level shapes appreciation of specialty coffee as cultural capital, while spending patterns serve as signals of taste and status. Lifestyle meanings are negotiated through practices such as lingering in coffee shops to socialize or work, which reinforces consumption as a way of performing belonging, achievement, or sophistication. Thus, the interaction between intrinsic satisfaction, extrinsic social motivations, and cultural-symbolic expressions highlights how coffee consumption extends beyond functional needs into the realm of identity construction, lifestyle performance, and cultural negotiation.

## 3.3. Model of coffee-based beverage behavior (consumer and seller)

Based on the findings of this research, it is possible to identify the characteristics of consumers of coffee-based beverages. This understanding is crucial for businesses operating in the coffee sector, as it enables them to tailor their offerings to better meet consumer preferences. By leveraging the insights gained from the study, coffee entrepreneurs can strategically design and develop their product lines, incorporating a diverse range of coffee-based drinks that resonate with consumer desires. This approach not only enhances customer satisfaction but also positions businesses to capitalize on emerging trends in the coffee market, ultimately leading to a more robust and competitive business model. There is a significant correlation between the alignment of coffee beverage offerings with consumer needs and the overall success of coffee businesses. The study indicates that when the types of coffee drinks provided are closely matched to consumer preferences, there is a marked increase in sales revenue for coffee entrepreneurs. This increase in sales not only boosts demand for coffee but also positively impacts production levels, farmer income, and the overall welfare of coffee producers (Fig. 1).

Consequently, by focusing on consumer-centric product development, businesses can contribute to a sustainable coffee supply chain that benefits all stakeholders involved, from producers to consumers. The analysis of consumer behavior from both the business and consumer perspectives provides valuable insights into the consumption patterns of coffee-based beverages. By examining the preferences and habits of consumers, businesses can better understand how to cater to their needs and desires. This understanding is crucial, as it can lead to increased demand for coffee products. As consumers become more discerning about the quality, flavor, and ethical sourcing of their coffee, businesses that align their offerings with these preferences can effectively stimulate greater consumption. These dynamic highlights the importance of consumer insights in shaping market strategies and product development within the coffee industry.

To meet the rising demand for coffee, it is essential to establish strong institutional partnerships between coffee farmers and businesses. Such collaborations can take various forms, including cooperatives, direct trade agreements, and joint marketing initiatives. By strengthening these relationships, farmers gain better access to markets and resources, which enhances their production capabilities and improves their bargaining power regarding pricing. Research indicates that when farmers are organized into cooperatives or partnerships, they can negotiate better prices for their coffee, leading to increased income and improved livelihoods. This collaborative approach not only benefits individual farmers but also contributes to the overall stability and sustainability of the coffee supply chain.

The profile of coffee shop consumers in Medan City shows that the main purpose of visiting coffee shops is not solely to drink coffee. Only a small proportion of consumers visit coffee shops primarily

for coffee consumption, while the majority (91%) visit for work-related, social, or personal reasons. This finding suggests that consumers do not feel the need to have detailed knowledge about coffee in order to consume it, which is consistent with their stated reasons for visiting coffee shops. Furthermore, only 12.3% of consumers identify themselves as coffee addicts, while a small group (3.8%) report that they do not like coffee at all.

The Stimulus–Organism–Response (SOR) model highlights three key aspects: social influence, psychological influence, and compulsive buying behavior. The results of this study are consistent with previous research, which indicates that consumer behavior is more strongly influenced by subjective norms and emotional factors than by cognitive factors such as knowledge. In the context of coffee consumption, consumer preferences are shaped more by social experiences—such as spending time with friends in coffee shops and environmental influences—than by consumers' knowledge of coffee. Even when consumers have limited knowledge about coffee origins or preparation processes (Samoggia et al., 2020), their preferences can still be formed through positive emotional experiences and social interactions.
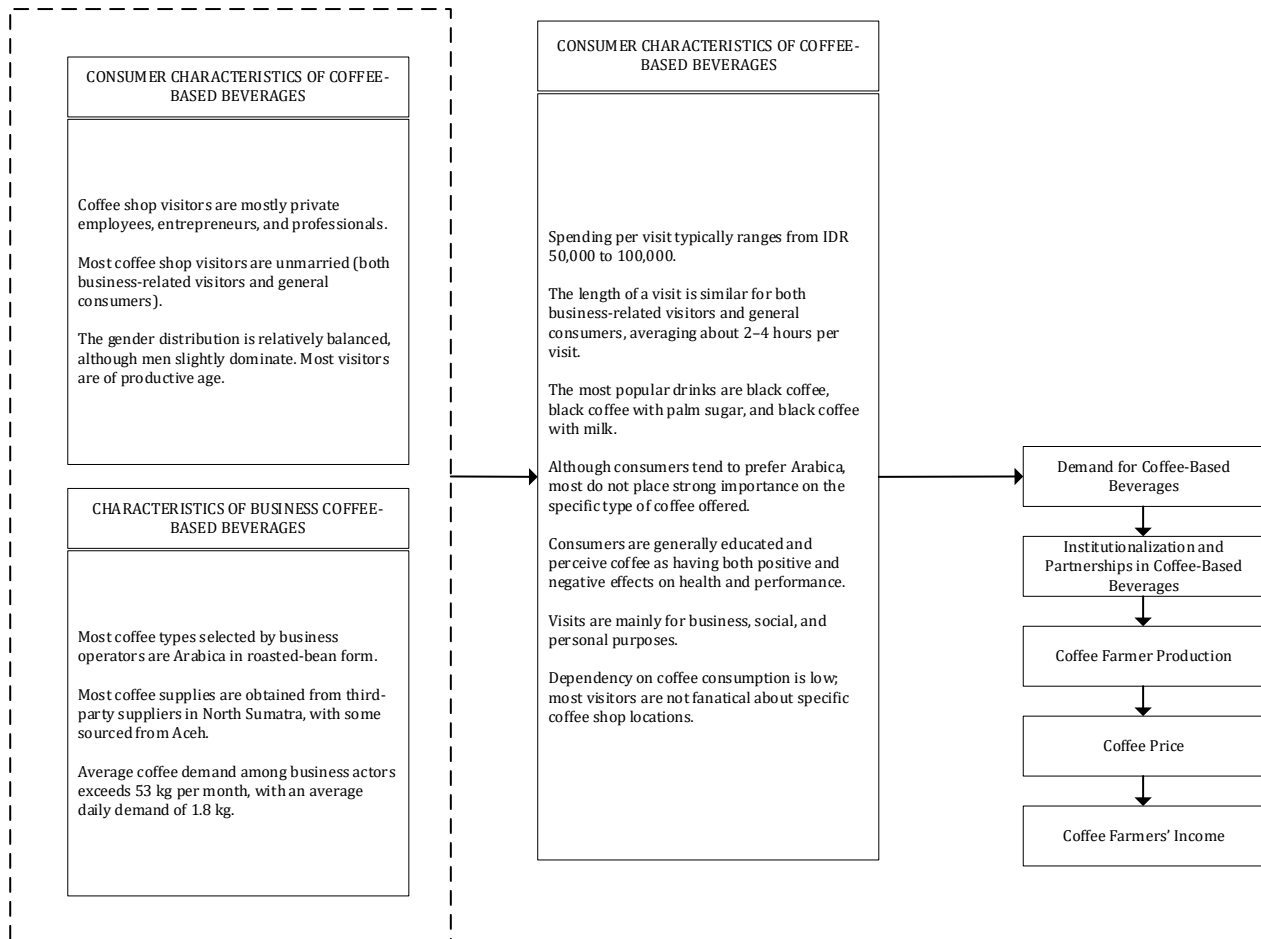


**Fig. 1:** Profile of consumer behavior in the Medan coffee shop

In addition, demographic factors are relevant in determining consumer preferences for coffee products (Ágoston et al., 2018; Arce Alvarado and Linnemann, 2010; Soares et al., 2023). The results show that education level, age, gender, and spending per visit are not significantly associated with consumers' knowledge of coffee, and age is not significantly related to the purpose of visiting a coffee shop. In contrast, occupation type and spending per visit are significantly related to the purpose of visiting a coffee shop, while gender is significantly associated with preferred types of coffee drinks. These findings suggest that social and psychological factors play an important role in shaping purchase intentions and decisions, particularly for coffee-based beverages consumed in coffee shops. Overall, consumer demographic characteristics are related to coffee-related behaviors, and social and psychological influences continue to have a significant impact on purchasing behavior.

When effective partnerships are established between farmers and businesses, the positive impact extends beyond economic transactions. Improved income and bargaining power can lead to enhanced welfare for coffee farmers, allowing them to invest in their families, communities, and agricultural practices. Studies have shown that increased income from coffee sales can lead to better access to education, healthcare, and improved living conditions for farmers and their families. Furthermore, when farmers experience economic

stability, they are more likely to engage in sustainable farming practices, contributing to the long-term viability of coffee production and environmental preservation. Ultimately, fostering these relationships creates a more sustainable and equitable coffee market that benefits all stakeholders involved, ensuring that both producers and consumers can thrive.

A study shows that psychological factors such as emotional satisfaction and sensory experience have a greater influence on impulsive buying decisions, including the purchase of additional drinks or side dishes, without a strong attachment to a specific brand or location (Chen and Lin, 2018). Similarly, research reveals that compulsive buying behavior among coffee consumers is often triggered by the desire to try something new or to follow social trends, rather than by loyalty to a particular coffee shop. In other words, the psychological aspect can affect repeat purchasing of favorite types of coffee drinks and even encourage unplanned purchases; however, this is not directly related to fanaticism towards a particular drinking place, as such preferences are more driven by momentary emotional responses and the need for varied experiences rather than a commitment to a single brand or location.

The relationship between social aspect and compulsive buying behavior regarding consumer behavior in purchasing coffee-based beverages shows that although job type and spending per visit do not have a significant relationship with the level of dependence on coffee, both variables do have a connection with the consumer's gender and education level. The relationship between social aspect and compulsive buying behavior regarding consumer behavior in purchasing coffee-based drinks shows that the duration of time spent in coffee shops is related to the consumer's gender, indicating a difference in consumption behavior patterns influenced by social norms and gender roles. The results of the cross-tabulation analysis showing the relationship between gender and duration of time spent in the coffee shop reflect that men and women have different preferences for spending time in that place.

Research found that women tend to spend more time in coffee shops compared to men due to social urges to socialize and the need for a comfortable space to chat, indicating that this duration is driven by social aspect in the form of social norms that consider coffee shops as ideal places for social interaction and relaxation (Yu et al., 2020). On the other hand, men tend to spend less time and focus on coffee purchases related to specific goals, such as for work or to boost energy, so the shorter duration is often followed by impulsive additional purchases in an effort to reinforce a productive and professional image (Ladwein and Romero, 2021; Dincă et al., 2021). This study also revealed that women are more often influenced by social factors when choosing a drinking place and spend more time there due to comfort and the desire to gain a more intense emotional experience, while men are more influenced by the perceived function of coffee consumption itself. This difference in duration can trigger compulsive buying behavior because both men and women tend to make unplanned purchases, such as ordering additional drinks or food, when they feel the need to extend social interactions or want to enhance their consumption experience

## 4. Conclusion

The socioeconomic profile of coffee shop patrons in Medan City reveals that a majority (60%) possess a bachelor's degree, with many engaged as private employees (27.5%) or entrepreneurs (22.7%). These customers are predominantly young, averaging around 26 years old, with a slight male majority (59.7%). Most patrons are single (77.3%) and tend to spend relatively modest amounts per visit, averaging approximately IDR 50,000.

This study concludes that consumer purchasing behavior for coffee-based beverages in Medan's coffee shops is significantly shaped by social and psychological factors. Social influences correlate strongly with beverage preferences, gender, and duration of visits, whereas psychological factors primarily determine preferred coffee types without affecting consumption dependence. Demographic variables such as gender and education reflect social norms and self-image considerations that influence purchasing decisions. Overall, coffee consumption behavior is driven more by motivation to fulfill social expectations and cultivate a desired self-image than by actual dependency on coffee. These insights underscore the importance of addressing social and psychological dimensions in developing marketing strategies and public policies aimed at urban lifestyle consumption patterns.

## Acknowledgment

## Compliance with ethical standards

### Ethical considerations

This study involved the voluntary participation of adult respondents. All participants were informed about the purpose of the research, and informed

consent was obtained prior to data collection. No personal identifiers were recorded, and the data were analyzed anonymously to ensure confidentiality.

## Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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