

Consumer Behavior in Purchasing Ready-to-drink coffee in Tuban Regency

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Abstract: Many people consume coffee as a daily beverage because it has become a common drink alongside mineral water and tea. Instant coffee is a practical product that is ready to consume. One of its variants is ready-to-drink coffee. This type of coffee has become an alternative for consumers, particularly in urban communities, due to changes in their dietary and drinking habits. Most people spend much of their time occupied with work, which limits the time available for preparing beverages. This study examines the differences between brands by researching combinations of variables such as price, taste, aroma, variety, packaging, volume, and promotion. This study examines ready-to-drink coffee products, with brands selected based on the Top Brand Index (TBI) rankings, such as Good Day, Kopiko 78, Luwak White Koffie, and Nescafe. This study chose locations that had not been selected previously, namely in Tuban Regency. Both primary and secondary data were used in this study. The data analysis included: (1) consumer involvement analysis, using Zaichowsky's method; (2) brand differences analysis, using one-way ANOVA; and (3) consumer behavior typology analysis. The results of the consumer involvement analysis indicate that consumer involvement in the decision-making process for ready-to-drink coffee in Tuban Regency is high, with an average score of 38.75 (>32). Meanwhile, the one-way ANOVA test shows a significant difference between brands, with a significance value of 0.032 (<0.05), indicating that consumers are aware of clear differences among brands. The demand for instant coffee is largely shaped by consumers' preferences for coffee itself.

1 Introduction

Indonesia ranks fourth in the world in coffee exports, following Brazil, Colombia, and Vietnam. Coffee plantations are a major commodity that supports employment, drives agribusiness and agroindustry, increases farmers' income, generates foreign exchange, and contributes to regional development. Coffee has been known since ancient times and has become a popular beverage worldwide, including in Indonesia. Gradually, Indonesian society has adopted the coffee-drinking habits originating from Western countries. Coffee, which is often associated with a bitter taste, has even become an addiction for some people [1].

The beverage industry in Indonesia is a major contributor to the country's foreign exchange earnings. According to the Indonesian Ministry of Trade, on July 2, 2024 Indonesia

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exported coffee products worth USD 283.3 million from January to April 2024. This represents a 20 percent increase compared to the same period in 2023, which amounted to USD 236.08 million. In 2023, Indonesia's coffee exports to the global market reached a total value of USD 929.13 million. Competition in the beverage business is very intense, particularly in the consumer goods sector. In line with the demands of modern society for beverages that are practical, hygienic, affordable, and value-added, this business sector is expected to continue growing consistently. Ready-to-drink coffee is currently considered one of the most promising products and enjoys popularity across various segments of society [2].

Instant coffee is a convenient product that can be consumed immediately. One of its main variants is ready-to-drink coffee, which has become a preferred alternative for consumers, particularly in urban areas, due to changes in dietary and beverage consumption habits. Many consumers have limited time to prepare meals or drinks because their daily routines are dominated by work activities. The demand for instant coffee is largely shaped by consumers' preferences for coffee itself. The demand for instant coffee is influenced by consumers' preferences for coffee [3]. The abundance of instant coffee products in the market drives competition among producers, requiring companies to work diligently to satisfy consumers by paying attention to their preferences regarding coffee. As a result, consumers are expected to engage in repeated purchase decision-making processes for these products.

Instant coffee is widely available in various retail outlets, ranging from supermarkets to small kiosks, at relatively affordable prices. The rapid expansion of powdered coffee products in the market has led to an increasing variety of options for consumers. Consequently, competition within the coffee beverage industry has intensified, particularly among ready-to-drink coffee products. Through aggressive marketing communication strategies, producers continuously seek to attract potential consumers. To achieve consumer satisfaction, companies must understand and align their product characteristics with consumer preferences. As noted by [4], consumer behavior is influenced by several factors, including cultural, personal, and psychological dimensions.

In general, many factors influence consumers' purchasing decisions. Consumer buying behavior usually begins with and is influenced by external stimuli, such as marketing stimuli or environmental cues. These stimuli are then processed by the consumer according to their personal characteristics before a purchase decision is ultimately made.

Consumer involvement refers to a consumer's perception of the personal importance and relevance of an object, activity, or situation. It encompasses the level of motivation and interest a consumer feels toward a product [5]. Each type of consumer behavior is always associated with the degree of consumer involvement in the purchase decision-making process. Consumer behavior can be categorized into high-involvement and low-involvement behaviors during the purchase of a product. High involvement is characterized by consumers who actively or even passively seek information before making a purchase decision. This involvement plays a crucial role in determining the type of consumer behavior. The intensity of involvement can vary from high to low, influenced by various factors, including personal, product-related, and situational factors [6].

Efforts to determine consumer desires and needs are carried out by identifying the behavior of consumers who are the target market for instant coffee. One approach to running a business effectively is to understand the types of consumer behavior that producers encounter. In a competitive market, the competition among producers of similar products necessitates an understanding of consumer behavior toward the products being sold. One product with many competitors is ready-to-drink instant coffee. This product is widely marketed across various marketplaces. There are various of coffee ready-to-drink products with different brands such as Good Day, Kopiko 78°, Luwak White Koffie, and Nescafe.

Different brands of ready-to-drink coffee products offer distinct advantages based on the characteristics that define each product. This leads to differences between brands. Brand

differences influence consumers' perceptions when evaluating purchases, which in turn affects consumer behavior toward the differences between ready-to-drink coffee brands.

In the purchase of instant coffee, understanding consumer behavior is essential to identify the processes consumers go through before deciding to buy. The decision-making process begins with the first purchase and continues through repeat purchases of instant coffee products. Consumers have their own standards based on their desires and needs, which become an important factor influencing their purchase decisions. Based on this context, studying the types of consumer behavior regarding ready-to-drink coffee in Tuban Regency is particularly important for producers and marketers to develop products that align with consumers' needs and preferences.

2 Methodology

This study employed a descriptive-analytic method to examine a specific population or sample. Data were collected using research instruments and analyzed quantitatively to test the proposed hypotheses [7]. The research utilized a survey technique, in which data or information were gathered from a sample representing the population through questionnaires.

The study was conducted over one month, in June 2025, in Tuban Regency, East Java Province. Research activities were carried out in five sub-districts—Tuban, Semanding, Merakurak, Kerek, and Jenu—focusing on consumers of ready-to-drink coffee. The research locations were determined using purposive sampling, a sampling technique based on specific criteria established by the researchers [8]. The sample size was calculated using Cochran's formula, yielding 100 respondents who met the following criteria: individuals aged 17 years or older, having purchased ready-to-drink coffee, serving as end consumers, and consuming the product for household rather than business purposes.

The product attributes examined in consumers' purchasing decisions included taste, aroma, variety, price, packaging, volume, and promotion. The brands analyzed in this study were selected based on the Top Brand Index data (2021–2025) in the ready-to-drink coffee category, namely *Good Day*, *Kopiko 78°*, *Luwak White Koffie*, and *Nescafé*. The data were analyzed using three methods: (1) consumer involvement analysis, following Zaichowsky's method; (2) brand differences analysis, using one-way ANOVA; and (3) consumer behavior typology analysis. All variables were measured using closed-ended questionnaires, and the responses collected formed the basis of the study's findings.

3 Result and Conclusion

3.1 Characteristics of Respondents

Consumer segmentation plays a crucial role in marketing activities, as it helps companies understand consumer characteristics and identify suitable target markets for their products, in this case, ready-to-drink coffee. Segmentation divides consumers into smaller groups based on differences in behavior, which are often associated with social, economic, and demographic factors. According to [9], demographic characteristics commonly used to analyze consumer behavior include gender, age, status (income level), and personality or self-concept.

The findings of this study reveal the demographic characteristics of ready-to-drink coffee consumers in Tuban Regency as follows.

Table 1. Characteristics of Respondents

Category	Number of Respondent	Percentage (%)
Gender		
- Female	79	79
- Male	21	21
Age (years)		
- 17-25	76	76
- 26-35	18	18
- 36-45	1	1
- 46-55	2	2
- 56-65	2	2
- >65	1	1
Income (IDR)		
- <IDR500,000	29	29
- IDR500,000 - IDR1,000,000	11	11
- IDR1,000,000 - IDR2,000,000	12	12
- IDR2,000,000 -IDR3,000,000	12	12
- >IDR3,000,000	36	36
Purchase Frequency		
- Once	27	27
- Twice	27	27
- 3 times	14	14
- >4 times	32	32

Source: Primary Data Analysis (2025), processed

The study involved 100 respondents, consisting of 79 females and 21 males. The predominance of female respondents may be attributed to the fact that women are generally more attentive to household needs and product requirements, often considering purchasing power in their decision-making. Women also tend to seek more information about a product before making a purchase. Most respondents who purchased ready-to-drink coffee were aged 17–25 years, totaling 76 individuals. This age group, categorized as young adults, typically exhibits rational decision-making behavior when selecting ready-to-drink coffee. According to [10] age differences can influence consumption patterns and the variations in age affect consumers' ways of thinking, preferences, and needs, all of which shape consumer behavior.

In terms of income, consumers of ready-to-drink coffee in Tuban Regency represent various income levels corresponding to their respective occupations. The largest group, comprising 36 respondents, reported a monthly income exceeding IDR 3,000,000. This

finding indicates that ready-to-drink coffee is consumed not only by individuals from lower-income groups but also by those with higher income levels. According to [11], cultural factors serve as external influences on consumer behavior. The results of this study further show that the majority of respondents purchased ready-to-drink coffee more than four times in the past month, with 32 respondents belonging to this category.

The frequency of purchase varies according to individual needs and circumstances. As noted by Rahayu [12], purchase frequency is associated with personal habits, needs, time availability, social influence, and situational conditions. Many consumers in Tuban Regency prefer ready-to-drink coffee because they lack the time to prepare coffee manually. The product’s convenience and affordability make it an attractive choice, especially when considering consumers’ available budgets.

3.2 Consumer Involvement in the Purchase Decision-Making Process of Ready-to-drink coffee in Tuban Regency

This study examined six dimensions of consumer involvement related to ready-to-drink coffee consumption:

1. Importance dimension, which includes the taste and price of ready-to-drink coffee.
2. Attractiveness dimension, which includes flavor variants and aroma of ready-to-drink coffee.
3. Desirability dimension, which includes the volume of ready-to-drink coffee.
4. Need-fit dimension, which relates to the role of ready-to-drink coffee in fulfilling consumers’ basic needs.
5. Usefulness dimension, which includes the packaging of ready-to-drink coffee.
6. Pleasure dimension, which includes the promotional aspects of ready-to-drink coffee.

The observations using the involvement inventory design produced average scores for each dimension of consumer involvement. These averages reflect the level of involvement of ready-to-drink coffee consumers in Tuban Regency. The results of the consumer involvement analysis for ready-to-drink coffee in Tuban Regency are presented in the following table.

Table 2. Consumer Involvement Analysis of Ready-to-drink coffee in Tuban Regency

No	Involvement Dimension	Attribute	Average Score
1.	Important/Not important	Taste	4.95
		Price	5.14
2.	Attractive / Not Attractive	Flavor variant	5.03
		Aroma	4.58
3.	Desirable / Not Desirable	Volume	4.92
4.	Need-Fit / Not Need-Fit	Necessity	4.37
5.	Useful / Not Useful	Packaging	5.11
6.	Pleasurable / Boring	Promotion	4.65
Total			38.75

Source: Primary Data Analysis (2025), processed

The analysis results reveal the hierarchy of consumer attitudes toward ready-to-drink coffee attributes in Tuban Regency. Ranked from the most to the least important, these attributes are price, packaging, flavor variant, taste, volume, promotion, aroma, and necessity. The overall average score of 38.75 (>32) indicates a high level of consumer involvement in the purchase decision-making process for ready-to-drink coffee. This suggests that consumers actively seek information and pay close attention to product attributes before making a purchase. These findings confirm the hypothesis that consumers demonstrate high involvement in their purchasing decisions. According to [13], consumers’ perceptions of product attributes vary according to their individual priorities.

High involvement indicates that consumers are actively engaged in processing product-related information. The high level of consumer involvement in purchasing ready-to-drink coffee in Tuban Regency suggests that consumers carefully evaluate the attributes associated with each product. The practicality and convenience offered by ready-to-drink coffee make it a preferred choice on consumers' shopping lists. Furthermore, the wide range of available brands provides consumers with diverse options, enabling them to select products that best match their preferences and perceived quality among competing alternatives.

3.3 Differences Among Ready-to-drink coffee Brands According to Consumers in Tuban Regency

Brand differences among ready-to-drink coffee products were measured based on consumers' perceptions of the quality of each brand. This study examined four brands of ready-to-drink coffee: *Good Day*, *Kopiko 78°*, *Luwak White Koffie*, and *Nescafé*. These four brands were selected based on the Top Brand Index (TBI) rankings in the ready-to-drink coffee category. The perceived quality values for each brand are presented in Table 3.

Table 3. Perceived Quality of Ready-to-drink coffee Brands in Tuban Regency

No	Purchased Ready-to-drink coffee Brand	Number of Respondents	Total Attribute Score of Ready-to-drink coffee
1.	<i>Good Day</i>	64	6,800
2.	<i>Nescafe</i>	23	2,461
3.	<i>Luwak White Koffie</i>	12	1,393
4.	<i>Kopiko 78°</i>	1	55
Jumlah		100	

Source: Primary Data Analysis (2025), processed

The findings indicate that the most preferred ready-to-drink coffee brand among consumers in Tuban Regency is *Good Day*, chosen by 64 respondents with a total attribute score of 6,800. The second most preferred brand is *Nescafé*, with 23 respondents and a total score of 2,461, followed by *Luwak White Koffie*, selected by 12 respondents with a total score of 1,393. *Kopiko 78°* ranks fourth, with only one respondent and a total score of 55. These total scores were subsequently subjected to further analysis, as presented in the following table.

Table 4. One-Way ANOVA Test of Brand Differences for Ready-to-drink coffee in Tuban Regency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,822.099	3	1274.033	3.069	.032
Within Groups	3,9858.901	96	415.197		
Total	4,3681.000	99			

Source: Primary Data Analysis, SPSS (2025), processed

Based on the ANOVA test results, the significance value for brand differences was 0.032 (<0.05), indicating statistically significant differences among the ready-to-drink coffee brands. This finding suggests that consumers in Tuban Regency demonstrate a high level of involvement when evaluating product attributes prior to making a purchase decision. Consumers tend to assess these attributes carefully before determining which brand of ready-to-drink coffee to buy. According to [14], a brand functions as a product identity that distinguishes one product from another and can serve as an indicator of product quality or price differentiation.

This study further analyzed brand differences among ready-to-drink coffee products in Tuban Regency based on consumers' perceptions of brand quality. The product attributes

considered by consumers, such as taste, aroma, flavor variants, price, packaging, volume, and promotion, provide consumers with a comprehensive understanding of the ready-to-drink coffee brand they choose.

3.4 Types of Consumer Behavior Toward Ready-to-drink coffee in Tuban Regency

In this study, the typology of consumer behavior toward ready-to-drink coffee in Tuban Regency was determined using the consumer behavior model developed by Henry Assael. This model is based on two main factors: consumer involvement and brand differences. These factors categorize consumer behavior into four types: complex buying behavior, variety-seeking buying behavior, dissonance-reducing buying behavior, and habitual buying behavior. The results of this study indicate that consumers in Tuban Regency demonstrate a high level of involvement in the decision-making process and that the brand differences are significant. Therefore, the type of consumer behavior in purchasing ready-to-drink coffee in Tuban Regency can be identified as shown in Table 5.

		INVOLVEMENT	
		High	Low
Brand Differences	Significant	Complex buying behavior	Variety-seeking buying behavior
	Insignificant	Dissonance-reducing buying behavior	Habitual buying behavior

Figure 1. Types of Consumer Behavior According to Henry Assael

From the details in Figure 1, it can be concluded that the type of consumer behavior in purchasing ready-to-drink coffee products in Tuban Regency falls under complex buying behavior. The analysis indicates a high level of consumer involvement, as reflected by the total score exceeding the established threshold ($38.75 > 32$). Moreover, the ANOVA results reveal significant differences among brands, with a significance value of $0.032 (<0.05)$.

This type of purchasing behavior is characterized by both high involvement and substantial brand differentiation. High involvement suggests that consumers invest time and effort in seeking product-related information to ensure optimal purchasing decisions. The existence of significant brand differences indicates that consumers perceive meaningful distinctions among available brands, influencing their evaluations and final choices. Complex buying behavior, therefore, reflects a high level of consumer engagement combined with the perception of substantial brand variation [15]. In this context, consumers of ready-to-drink coffee carefully evaluate and compare various product attributes before deciding which brand to purchase. They are selective in their choices and require adequate information to support their evaluations. Consequently, consumers actively seek detailed information about ready-to-drink coffee products to make informed purchasing decisions.

4 Conclusion

The findings of this study on purchasing decisions for ready-to-drink coffee in Tuban Regency can be summarized as follows. Consumer involvement in Tuban Regency falls into the high-involvement category. Based on the attributes considered by consumers, the order of importance from the most to the least prioritized is price, packaging, flavor variant, taste,

volume, promotion, and aroma. The analysis of brand differences shows a significant variation among brands. The brands most frequently chosen by consumers in Tuban Regency, in descending order, are *Good Day*, *Nescafe*, *Luwak White Koffie*, and *Kopiko 78°*. Furthermore, the analysis of consumer behavior indicates a complex buying behavior pattern, suggesting that consumers in Tuban Regency tend to thoroughly evaluate and compare each product attribute before making a purchase decision to suit their coffee consumption preferences. Producers need to create new and attractive marketing strategies to promote ready-to-drink coffee products so that consumers are attracted to the other advantages they offer. Producers should pay attention to the attributes inherent in ready-to-drink coffee, such as taste, price, flavor variety, aroma, volume, packaging, and promotion. Producers of ready-to-drink coffee need to maintain quality and add certain distinctive features so that their products remain superior to other brands and consumers do not easily switch to other brands, because consumers in Tuban Regency are aware of the differences between brands and have become more sensitive to these attributes.

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