The Role of Consumer Behaviour and Purchase Intention in the Brand Image of Specialty Coffee Products in the Province of Cavite

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ARTICLE INFO	ABSTRACT
Article history: Received 15 March 2025 Received in revised form 2 June 2025 Accepted 10 June 2025 Available online 30 June 2025 *Keywords:* Consumer behaviour; purchase intention; brand image	This study examined specialty coffee consumption in Cavite Province, Philippines, focusing on consumer demographics, behaviors, purchase intentions, and brand perceptions. Using a descriptive correlational design and data from 385 respondents, the research found that consumers were primarily young, educated, middle-income females. Preferences were influenced by personal, psychological, social, and cultural factors, with purchase decisions driven by stimulus triggers, outcome expectations, aspirational values, and emotional associations. Brand image (personality, identity, association, behavior, and competence) also played a significant role. The study recommends targeted marketing campaigns emphasizing specialty coffee's energy, health, sustainability, and cultural aspects to enhance engagement and loyalty.

1. Introduction

Consumer behaviour, crucial for effective marketing, studies how individuals choose and use products. Purchase intention, influenced by product value and needs, significantly impacts actual purchases and brand image. Studies by Schiffman & Kanuk [1] support this. Brand image, shaped by consumer experiences and environment, is vital for brand loyalty. In the Philippines, coffee has a long history, with high consumption rates and a market dominated by 3-in-1 mixes and Starbucks.

This study addresses the lack of understanding regarding consumer behaviour, preferences, and value placed on local specialty coffee in Cavite. It aims to explore why consumers choose it and what influences their willingness to pay, driven by the growing demand for unique, high-quality coffee experiences.
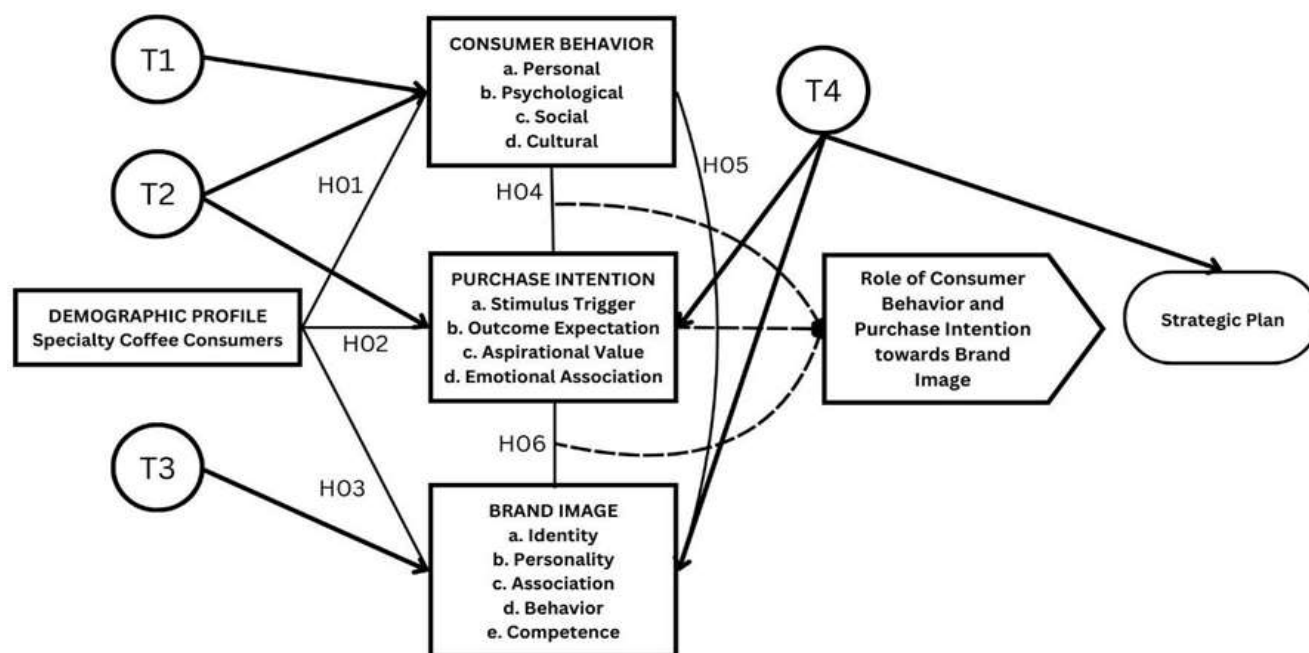
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2. Methodology
2.1 Theoretical Framework

Fig. 1. Theoretical framework on the role of consumer behavior and purchase intention on the brand image of specialty coffee product [2].

This theoretical framework explores the connections between consumer behavior, purchase intention, and brand image in the specialty coffee market. It suggests that consumer behavior—encompassing decisions made during the buying process—greatly affects purchase intention, which is the likelihood of choosing a product. Factors like demographics, social influences, and coffee knowledge contribute to this behavior.

The framework also emphasizes the role of brand image in shaping consumer perceptions and influencing their intentions. A strong brand image, built through quality products and effective marketing, can increase consumer attraction and purchasing willingness.

2.2 Conceptual Framework

The integration of various theories *enhanced* the understanding of the study, supported by a conceptual framework that *guided* its implementation. Profiling local respondents *engaged* them and *provided* insights into their views on specialty coffee. The study *examined* consumer behavior and purchase intentions regarding specialty coffee, *helping* to inform a strategic plan aimed at improving marketing efforts and capturing a larger audience. Key data on the relationship between consumer behavior and brand image *strengthened* the strategic plan for better brand positioning. The five-year marketing plan *focused* on establishing specialty coffee brands, facilitating growth and innovation, and enhancing leadership. Strategies *enhanced* brand positioning, *boosted* digital marketing, and *increased* community engagement.

This study employed a descriptive correlational research design to examine relationships between variables without establishing causality, focusing on residents of Cavite Province. To achieve the target sample size of 385 participants, determined using the Raosoft Sample Size Calculator, data was collected within the province through a researcher-developed questionnaire. The collected data, organized in Microsoft Excel, was then analyzed using IBM SPSS Version 16.

Descriptive statistics, including frequencies, percentages, means, and variations were used to summarize participant demographics and responses regarding consumer behavior, purchase intentions, and brand image. Additionally, correlation coefficients were considered to explore relationships between variables, and inferential analysis was noted as a potential option. The results were interpreted and reported, emphasizing significant findings and their implications, with the recommendation to consult a statistician or use appropriate resources to ensure accurate analysis.
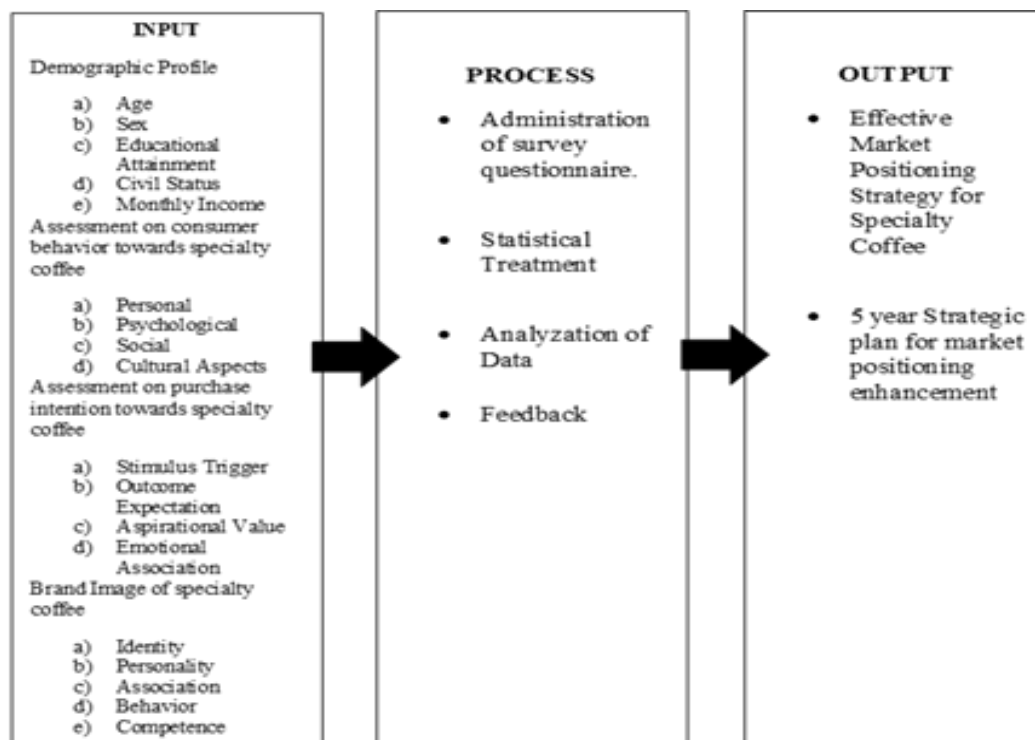
Fig. 2. Conceptual framework for role of specialty coffee brand image

3. Results

3.1 Demographic Profile of the Respondents

The study described the demographic profile of the locals residing in the province of Cavite. It included their sex, age, educational background, civil status, and monthly income.

Table 1 Cavite respondents showed a significant gender disparity, with 77.10% female and 22.90% male. This suggests a female predominance, possibly due to migration or employment patterns. Females are often more available for surveys due to greater community engagement [3].

Table 1
Sex of the respondents

Profile	Frequency n = 385	Percentage
Sex		
Female	297	77.10
Male	88	22.90

Table 2
Age of the respondents

Profile	Frequency n = 385	Percentage
Age		
18 – 24 years old	150	39.00
25 – 34 years old	115	29.90
35 – 44 years old	57	14.80
45 – 54 years old	40	10.40
55 – 64 years old	19	4.90
65 years old and older	4	1.00

Age Distribution: The respondent age distribution in Cavite shows a youthful population, with 68.9% aged 18 to 34—39.0% aged 18 to 24, and 29.9% aged 25 to 34. This suggests Cavite attracts younger individuals due to educational opportunities and lifestyle amenities.

Conversely, older age groups are underrepresented, with only 1.0% aged 65 and older and 4.9% aged 55 to 64, possibly indicating migration or lower life expectancy. Younger respondents are also more inclined to participate in online surveys, leading to higher participation rates [4].

Table 3 highlights the educational background of respondents from Cavite, showing a strong inclination towards higher education. Notably, 56.6% of respondents are college graduates, while 31.7% have some college education. This indicates higher earning potential and job prospects, contributing to economic stability in the region. In contrast, the small percentages of vocational course holders (5.5%) and postgraduate degree holders (4.9% for Master's and Doctorate combined) suggest a need for greater educational diversity. College graduates are more likely to participate in surveys and community research due to their literacy and critical thinking skills [5].

Table 3
Educational background of the respondent

Profile (Educational Background)	Frequency n = 385	Percentage
Vocational Course/Diploma Holder	21	5.50
College Level	122	31.70
College Graduate	218	56.60
MA/Master's Degree Units	9	2.30
Master's Degree Holder	5	1.30
With Doctorate Units	6	1.60
Doctorate Degree Holder	4	1.00

Table 4 shows the civil status of respondents from Cavite, with 57.70% identifying as single and 32.20% as married. This suggests a significant number of younger adults who may be delaying marriage or choosing alternative lifestyles, which could affect social dynamics and economic behaviors in the province, including consumer spending and political engagement. The percentages of widowed (6.80%) and separated individuals (3.40%) are relatively small. Single individuals are often more available for surveys due to fewer familial responsibilities [6].

Table 4
Civil status of the respondents

Profile (Civil Status)	Frequency n = 385	Percentage
Single	222	57.70
Married	124	32.20
Widowed	26	6.80
Separated	13	3.40

Table 5
Monthly income of the respondents

Profile (Monthly Income)	Frequency n = 385	Percentage
Less than Php 25,000.00	46	11.90
Php 25,000.00 - Php 49,999.99	271	70.40
Php 50,000.00 - Php 74,999.99	50	13.00
Php 75,000.00 - Php 99,999.99	7	1.80
Php 100,000.00 - Php 149,999.99	7	1.80
Php 150,000.00 or more	4	1.00

Table 5 highlights the monthly income distribution of Cavite residents. Middle-income individuals are often the primary respondents in surveys due to their financial stability, which allows for greater participation in research activities [7]. They typically have the resources for internet access and transportation, facilitating engagement in community events [8]. Living in diverse neighborhoods gives them a broader perspective on local issues, making them valuable contributors to research and civic initiatives [9].

Table 6 shows the assessment of consumer behavior towards specialty coffee in terms of personal preferences reveals the following data. Younger consumers, especially millennial and Gen Z prefer specialty coffee for its unique flavors and artisanal qualities, aligning with a growing trend of valuing experiences over material goods [10]. Ethical sourcing and sustainability further drive consumption, as consumers seek to align purchases with their beliefs [11]. Additionally, life stages impact consumption, with individuals in early careers or significant lifestyle changes often viewing specialty coffee as a daily ritual or a luxury [12].

Table 6
Assessment of consumer behavior towards specialty coffee in terms of personal preferences

Statement (My needs and desires influence my consumption of coffee products based on)	Mean	Standard Deviation	Interpretation
1. My current age and life stages.	3.72	0.618	Strongly Agree
2. My gender perception of myself	3.60	0.704	Strongly Agree
3. The hobbies, interests, and values I am aligned with	3.64	0.670	Strongly Agree
4. The expression and consciousness I have of myself	3.51	0.718	Strongly Agree
5. My personality traits as an individual	3.50	0.791	Strongly Agree
Grand Mean	3.60	0.525	Strongly Agree

Table 7 shows assessment of consumer behavior towards specialty coffee from a psychological perspective shows the result of the data. Consumer expectations can be influenced by information, which in turn can modify their sensory perception [13].

Table 7
Assessment of consumer behavior towards specialty coffee from a psychological perspective

Statement (My needs and desires influence my consumption of coffee products based on)	Mean	Standard Deviation	Interpretation
1. The sensory information I obtain from the environment	3.75	0.575	Strongly Agree
2. My motivation and desire to consume the products	3.62	0.658	Strongly Agree
3. My learned experiences and exposure to product information	3.63	0.668	Strongly Agree
4. My feelings and personal understanding of the attributes of the product	3.55	0.694	Strongly Agree
5. The emotional impact it brought me	3.50	0.807	Strongly Agree
6. My perceived risk involved consuming the product.	3.37	0.918	Agree
Grand Mean	3.57	0.524	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 8 evaluates the social factors influencing specialty coffee consumption among Cavite residents revealing a strong consensus across various statements. The result reveals that while digital influence is important, it ranks lower than direct social impact, indicating an opportunity to enhance engagement through authentic content [14].

Table 8
Assessment of consumer behaviour towards specialty coffee in terms of social factors

Statement (My needs and desires influence my consumption of coffee products based on.)	Mean	Standard Deviation	Interpretation
1. Its impact on other people	3.68	0.661	Strongly Agree
2. Its impact on my friends, family, and relative	3.60	0.719	Strongly Agree
3. Its influence on the society I belong	3.58	0.699	Strongly Agree
4. The information I obtain through socialization	3.53	0.729	Strongly Agree
5. The influence it made on netizens in social media	3.39	0.898	Agree
Grand Mean	3.56	0.584	Strongly Agree

Table 9 examines the influence of cultural aspects on specialty coffee consumption among Cavite residents. This is interpreted that Cultural identity and heritage influence coffee preferences, with consumers often favoring specialty coffee that reflects regional Flavors and traditional brewing methods [15].

Table 9
Assessment of consumer behavior towards specialty coffee in terms of cultural aspects

Statement (My needs and desires influence my consumption of coffee products based on.)	Mean	Standard Deviation	Interpretation
1. My cultural beliefs and values	3.63	0.721	Strongly Agree
2. The cultural norms and customs I'm involved with	3.62	0.709	Strongly Agree
3. The symbols it shows and represents	3.52	0.771	Strongly Agree
4. The language and communication used by the product	3.47	0.823	Agree
5. The cultural influence it represents	3.37	0.915	Agree
Grand Mean	3.52	0.638	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 10 shows the stimulus triggers influencing specialty coffee purchase intentions among Cavite consumers. These findings suggest that specialty coffee brands should adopt a holistic marketing approach, optimizing packaging, digital engagement, and in-store experiences to maximize consumer interest and drive sales [16].

Table 10
Assessment of purchase intention towards specialty coffee in terms of stimulus trigger

Statement (My intent to purchase coffee products were influenced due to.)	Mean	Standard Deviation	Interpretation
1. The advertising efforts of the products	3.59	0.698	Strongly Agree
2. The placement of products in different media platforms (TV shows, Magazines, etc.)	3.62	0.701	Strongly Agree
3. The packaging and design of the product	3.65	0.656	Strongly Agree
4. The in-store environment where it is displayed	3.50	0.711	Strongly Agree
5. The user experience I obtained online	3.53	0.760	Strongly Agree
Grand Mean	3.58	0.536	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 11 examines outcome expectations influencing specialty coffee purchase intentions among Cavite consumers, showing strong agreement across all factors. Consumers are motivated by expectations of superior taste, quality, and health benefits, especially from high-quality, organic coffee [17]. Social status also plays a role, as specialty coffee is often associated with a sophisticated lifestyle [18]. These findings suggest that brands should emphasize both tangible benefits (health, convenience, quality) and experiential aspects (happiness, prestige, and sensory enjoyment) to effectively attract and retain consumers.

Table 11
Assessment of purchase intention towards speciality coffee in terms of outcome expectation

Statement (My intent to purchase coffee products was influenced due to.)	Mean	Standard Deviation	Interpretation
1. The benefits outweigh the cost of the product	3.65	0.667	Strongly Agree
2. The functional benefits it fulfills	3.64	0.647	Strongly Agree
3. The positive emotions the product brings (satisfaction, happiness, etc.)	3.66	0.629	Strongly Agree
4. The social recognition it gives me	3.54	0.718	Strongly Agree
5. The pleasure and enjoyment provide	3.53	0.732	Strongly Agree
Grand Mean	3.61	0.531	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 12 examines the aspirational values influencing specialty coffee purchase intentions among Cavite consumers, revealing strong agreement across all statements. These findings suggest that specialty coffee brands should emphasize premium quality, exclusivity, and alignment with aspirational values in their marketing strategies [19].

Table 12
Assessment of purchase intention towards specialty coffee in terms of aspirational value

Statement (My intent to purchase coffee products was influenced due to.)	Mean	Standard Deviation	Interpretation
1. The product reflects my values, interest, and desired social status	3.66	0.620	Strongly Agree
2. The product symbolizes success, luxury, exclusivity, or uniqueness	3.65	0.612	Strongly Agree
3. The product aligns with my lifestyle	3.61	0.632	Strongly Agree
4. The product was endorsed by someone I admire (celebrities, leaders, etc.)	3.52	0.669	Strongly Agree
5. The product contributes to my overall aspirations in life	3.50	0.726	Strongly Agree
Grand Mean	3.59	0.503	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 13
Assessment on purchase intention towards specialty coffee in terms of emotional association

Statement (My intent to purchase coffee products was influenced due to.)	Mean	Standard Deviation	Interpretation
1. The product experiences that evoke positive emotions	3.64	0.691	Strongly Agree
2. The message from the product creates a sense of connection	3.61	0.680	Strongly Agree
3. The brand personality aligns with the emotions I want to evoke	3.50	0.711	Strongly Agree
4. The product has an emotional attachment to me	3.48	0.774	Strongly Agree
5. The product relieves my stress hence improving my well-being	3.40	0.849	Strongly Agree
Grand Mean	3.52	0.583	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 13 presented the emotional associations influencing specialty coffee purchase intentions among Cavite consumers, revealing strong agreement across all statements. These insights suggest that specialty coffee brands should focus on emotional marketing, emphasizing joy, connection, and stress relief to enhance consumer engagement [20].

3.2 Brand Image of Specialty Coffee

The study included an assessment of the consumers residing in the province of Cavite on the brand image of the specialty coffee. The factors considered were brand identity, brand personality, brand association, brand behaviour, and brand competence.

Table 14 states the brand image of specialty coffee in Cavite based on consumer perceptions of brand identity. These findings suggest that specialty coffee brands should maintain high standards in aroma, packaging quality, and logo design to strengthen brand perception and consumer preference [21].

Table 14
Brand image of specialty coffee in terms of brand identity

Statement	Mean	Standard Deviation	Interpretation
1. The logo of the product is uniquely different from others	3.55	0.746	Strongly Agree
2. The aroma of the product is highly distinguished among other brands	3.56	0.759	Strongly Agree
3. The packaging has its premium quality	3.56	0.748	Strongly Agree
4. The slogan phrase is catchy and fetching	3.48	0.750	Agree
5. The location where the product was sold has its distinct features.	3.51	0.788	Strongly Agree
Grand Mean	3.53	0.606	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 15 notes the brand personality of specialty coffee as perceived by Cavite consumers, revealing strong agreement across all statements. These findings suggest that specialty coffee brands should emphasize their authenticity, excitement, and sophistication in marketing strategies while also promoting eco-friendly practices and comfort-focused experiences [22].

Table 15
Brand image of specialty coffee in terms of brand personality

Statement	Mean	Standard Deviation	Interpretation
1. The product is authentic	3.69	1.698	Strongly Agree
2. The product promotes excitement	3.63	0.629	Strongly Agree
3. The product is highly sophisticated	3.63	0.665	Strongly Agree
4. The product is eco-friendly	3.55	0.680	Strongly Agree
5. The product is comforting	3.57	0.704	Strongly Agree
Grand Mean	3.61	0.577	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 16 shows the brand associations of specialty coffee among Cavite consumers, showing strong agreement across all statements. These findings suggest that specialty coffee brands should emphasize their connections to local culture, farmers, and community values in their marketing strategies. Strengthening associations with sustainability, ethical sourcing, and social experiences can enhance consumer engagement and loyalty. Specialty coffee establishments also serve as

communal spaces for social interactions and a sense of belonging, further reinforcing the emotional and cultural appeal of the product [23].

Table 16
Brand image of specialty coffee in terms of brand association

Statement	Mean	Standard Deviation	Interpretation
1. The product is associated with local culture	3.68	0.604	Strongly Agree
2. The product is associated with local farmers	3.64	0.606	Strongly Agree
3. The product is associated with the characters of local individuals	3.59	0.656	Strongly Agree
4. The product is associated with relaxation and comfort	3.52	0.681	Strongly Agree
5. The product is associated with family culture.	3.55	0.636	Strongly Agree
Grand Mean	3.59	0.483	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 17 evaluates consumer perceptions of specialty coffee brand behavior in Cavite, revealing strong agreement across various factors. These findings suggest that specialty coffee brands should reinforce their commitment to sustainability, ethical practices, and social responsibility while also leveraging innovation, excellent service, and community engagement to enhance consumer trust, loyalty, and brand differentiation [24].

Table 17
Brand image of specialty coffee in terms of brand behaviour

Statement	Mean	Standard Deviation	Interpretation
1. The product is environmentally responsible	3.57	0.733	Strongly Agree
2. The product reflects fair employee treatment	3.55	0.717	Strongly Agree
3. The product is innovative and creative	3.48	0.681	Agree
4. The product provides excellent customer service	3.48	0.729	Agree
5. The product embodies community support	3.45	0.847	Agree
Grand Mean	3.51	0.556	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

Table 18 presents consumer perceptions of brand competence in specialty coffee products in Cavite, showing strong agreement across all statements. These insights suggest that specialty coffee brands should continuously emphasize quality, reliability, and expertise to strengthen consumer trust, satisfaction, and long-term loyalty [25]. Maintaining a reputation for consistent excellence in product quality, brewing expertise, and service reliability can further enhance brand differentiation and consumer retention [26,27].

Table 18
Brand image of specialty coffee in terms of brand competence

Statement	Mean	Standard Deviation	Interpretation
1. The products have a consistent quality	3.63	0.680	Strongly Agree
2. The products demonstrate expertise in coffee preparation	3.58	0.700	Strongly Agree
3. The products have a reliable quality	3.52	0.736	Strongly Agree
4. The products give motivation for the buyer to purchase more	3.48	0.764	Agree
5. The products inspire appreciation to the locals and farmers	3.40	0.839	Agree
Grand Mean	3.52	0.606	Strongly Agree

Note: The following remarks apply to the mean interval: 4.00 - 3.50 for Strongly Agree, 3.49 - 2.50 for Agree, 2.49 – 1.50 for Disagree, and 1.49 – 1.00 for Strongly Disagree.

3.3 Significant Relationship between Demographic Profile, Consumer Behaviour, Purchase Intention, and Brand Image

The study determined the relationship between demographic profile, consumer behaviour, purchase intention, and brand image. This is critical to establish effective marketing strategies and build strong, lasting connections with the target audience. It can also guide to allocation of resources more efficiently, enhance customer satisfaction, and improve market competitiveness.

Table 19 presents the results of a chi-square analysis examining the relationship between demographic profiles (sex, age, educational background, civil status, and monthly income) and consumer behavior factors (personal, psychological, social, and cultural) among consumers in Cavite Province. Based on the data presented Age influences consumer preferences and decision-making processes, reflecting different life stages and generational values [28]. Similarly, educational background affects cognitive processing and attitudes toward product attributes, such as quality and sustainability [29]. These findings highlight the need for specialty coffee brands to tailor their marketing strategies based on education level, civil status, and age to better connect with their target audience and align with consumer expectations [30]. Based on the data presented Age influences consumer preferences and decision-making processes, reflecting different life stages and generational values [31]. Similarly, educational background affects cognitive processing and attitudes toward product attributes, such as quality and sustainability [29]. These findings highlight the need for specialty coffee brands to tailor their marketing strategies based on education level, civil status, and age to better connect with their target audience and align with consumer expectation.

Table 19
Significant relationship between demographic profile and consumer behavior

Consumer Behavior Factors	Profile	Chi-square value ($\chi 2$)	p-value	Decision	Verbal Interpretation
Personal vs	Sex	2.343*	0.504	Accept H_{01}	Not Significant
	Age	13.384*	0.573	Accept H_{01}	Not Significant
	Educational Background	25.152*	0.121	Accept H_{01}	Not Significant
	Civil Status	25.167**	0.003	Reject H_{01}	Significant
	Monthly Income	9.688*	0.839	Accept H_{01}	Not Significant
Psychological vs	Sex	5.731*	0.125	Accept H_{01}	Not Significant
	Age	17.045*	0.316	Accept H_{01}	Not Significant
	Educational Background	50.846**	0.000	Accept H_{01}	Significant
	Civil Status	25.441**	0.003	Accept H_{01}	Significant
	Monthly Income	43.451**	0.000	Accept H_{01}	Significant
Social vs	Sex	6.778*	0.079	Accept H_{01}	Not Significant
	Age	25.070**	0.049	Accept H_{01}	Significant
	Educational Background	70.688**	0.000	Accept H_{01}	Significant
	Civil Status	43.237**	0.000	Accept H_{01}	Significant
	Monthly Income	16.299*	0.362	Accept H_{01}	Not Significant
Cultural vs	Sex	6.257*	0.100	Accept H_{01}	Not Significant
	Age	26.840**	0.030	Reject H_{01}	Significant
	Educational Background	48.582**	0.000	Reject H_{01}	Significant
	Civil Status	17.525**	0.041	Reject H_{01}	Significant
	Monthly Income	15.530*	0.414	Accept H_{01}	Not Significant

Note: ** - The Chi-Square ($\chi^2 - test$) is significant at 0.05 level. * - The Chi-Square ($\chi^2 - test$) is not significant at 0.05 level. For remarks, Not Significant indicates No Significant Relationship and Significant indicates With Significant. H_{01}: There is no significant relationship that exists between demographic profile and consumer behavior.

Table 20 presents the results of a chi-square analysis examining the relationship between demographic profiles (sex, age, educational background, civil status, and monthly income) and purchase intention factors (stimulus trigger, outcome expectation, aspirational value, and emotional association) among consumers in Cavite Province. While age and income influence specific purchasing decisions, they do not consistently impact all aspects of consumer behavior [32]. In contrast, sex often correlates with shopping behaviors due to social and cultural influences [33]. Educational background affects consumer knowledge, perceived product value, and purchasing decisions, making it a strong determinant of purchase behavior [34]. Additionally, civil status influences lifestyle and consumption patterns, as single individuals and married consumers often have different needs and priorities [35]. These findings suggest that brands should tailor their marketing and product strategies based on education, civil status, and gender to enhance purchase intention and consumer engagement.

Table 20
Significant relationship between demographic profile and purchase intention

Purchase Intention Factors	Profile	Chi-square value (χ^2)	p-value	Decision	Verbal Interpretation
Stimulus Trigger vs	Sex	10.862**	0.012	Reject H_{02}	Significant
	Age	13.034*	0.600	Accept H_{02}	Not Significant
	Educational Background	31.040**	0.028	Reject H_{02}	Significant
	Civil Status	14.692*	0.100	Accept H_{02}	Not Significant
	Monthly Income	21.409*	0.124	Accept H_{02}	Not Significant
Outcome Expectation vs	Sex	6.233*	0.101	Accept H_{02}	Not Significant
	Age	15.640*	0.406	Accept H_{02}	Not Significant
	Educational Background	66.908**	0.000	Reject H_{02}	Significant
	Civil Status	21.233**	0.012	Reject H_{02}	Significant
	Monthly Income	28.083**	0.021	Reject H_{02}	Significant
Aspirational Value vs	Sex	1.802*	0.615	Accept H_{02}	Not Significant
	Age	29.187**	0.015	Reject H_{02}	Significant
	Educational Background	85.479**	0.000	Reject H_{02}	Significant
	Civil Status	38.085**	0.000	Reject H_{02}	Significant
	Monthly Income	13.029*	0.600	Accept H_{02}	Not Significant
Emotional Association vs	Sex	4.128*	0.248	Accept H_{02}	Not Significant
	Age	11.184*	0.739	Accept H_{02}	Not Significant
	Educational Background	37.852**	0.004	Reject H_{02}	Significant
	Civil Status	21.261**	0.012	Reject H_{02}	Significant
	Monthly Income	11.026*	0.751	Accept H_{02}	Not Significant

Note: ** - The Chi-Square (χ^2 – test) is significant at 0.05 level. * - The Chi-Square (χ^2 – test) is not significant at 0.05 level. For remarks, Not Significant indicates No Significant Relationship and Significant indicates With Significant. H_{02}: There is no significant relationship that exists between demographic profile and purchase intention.

Table 21 presents the results of a chi-square analysis examining the relationship between demographic profiles (sex, age, educational background, civil status, and monthly income) and brand image factors (brand identity, brand personality, brand association, brand behavior, and brand competence) among consumers in Cavite Province.

Table 21
Significant relationship between demographic profile and brand image

Brand Image Factors	Profile	Chi-square value (χ2)	p-value	Decision	Verbal Interpretation
Brand Identity vs	Sex	4.600*	0.204	Accept H03	Not Significant
	Age	17.117*	0.312	Accept H03	Not Significant
	Educational Background	32.449**	0.019	Reject H03	Significant
	Civil Status	11.359*	0.252	Accept H03	Not Significant
	Monthly Income	14.125*	0.516	Accept H03	Not Significant
Brand Personality vs	Sex	4.617*	0.202	Accept H03	Not Significant
	Age	22.056*	0.106	Accept H03	Not Significant
	Educational Background	50.380**	0.000	Reject H03	Significant
	Civil Status	22.516**	0.007	Reject H03	Significant
	Monthly Income	45.938**	0.000	Reject H03	Significant
Brand Association vs	Sex	0.697*	0.874	Accept H03	Not Significant
	Age	30.095**	0.012	Reject H03	Significant
	Educational Background	71.336**	0.000	Reject H03	Significant
	Civil Status	20.645**	0.014	Reject H03	Significant
	Monthly Income	31.610**	0.007	Reject H03	Significant
Brand Behavior vs	Sex	6.970*	0.073	Accept H03	Not Significant
	Age	11.757*	0.697	Accept H03	Not Significant
	Educational Background	54.959**	0.000	Reject H03	Significant
	Civil Status	18.983**	0.025	Reject H03	Significant
	Monthly Income	21.577*	0.119	Accept H03	Not Significant
Brand Competence vs	Sex	4.384*	0.223	Accept H03	Not Significant
	Age	12.937*	0.607	Accept H03	Not Significant
	Educational Background	38.405**	0.003	Reject H03	Significant
	Civil Status	25.232**	0.003	Reject H03	Significant
	Monthly Income	18.128*	0.256	Accept H03	Not Significant

Note: ** - The Chi-Square (χ^2 – test) is significant at 0.05 level. * - The Chi-Square (χ^2 – test) is not significant at 0.05 level. For remarks, Not Significant indicates No Significant Relationship and Significant indicates With Significant Relationship. H_{03}: There is no significant relationship that exists between demographic profile and brand image.

Overall, educational background and civil status consistently influence brand image factors, while sex, age, and income have limited impact across the different dimensions of brand perception. The educational background shapes cognitive processing and value perceptions, leading to more informed brand evaluations [36].

Civil status affects lifestyle and consumption patterns, influencing how brands resonate with different household structures [37]. On the other hand, sex, age, and income, while influential in certain contexts, do not consistently shape brand image perception due to the diversity of individual experiences and preferences [38]. These findings suggest that companies should prioritize education and civil status in their branding efforts to optimize consumer engagement and strengthen brand positioning.

3.4 Significant Relationship between Consumer Behavior, Purchase Intention, and Brand Image for Specialty Coffee

The study analysed the significant relationship between consumer behaviour, purchase intention, and brand image for specialty coffee. This is based on the perception of the consumers residing in the province of Cavite.

Table 22 presents the results of a chi-square analysis exploring the relationship between consumer behavior factors (personal, psychological, social, and cultural) and purchase intention factors (stimulus trigger, outcome expectation, aspirational value, and emotional association) among consumers. This indicates that cultural background, traditions, and values play a crucial role in shaping consumer preferences and purchase intentions. Companies should consider cultural nuances and tailor their marketing strategies to ensure alignment with the cultural expectations of their target audience. Personal factors, such as age, lifestyle, and economic status, shape individual needs and buying behavior [39]. Psychological factors including motivation, perception, and attitudes, influence consumers' responses to marketing stimuli and brand messages [40]. Social factors, such as family, reference groups, and social roles, impact purchasing decisions through peer influence and social norms [41]. Finally, cultural factors, including values, beliefs, and traditions, guide consumer preferences and consumption patterns [42]. These findings underscore the need for businesses to develop marketing strategies that address personal, psychological, social, and cultural factors to effectively drive purchase intentions and consumer engagement.

Table 22
Significant relationship between consumer behaviour and purchase intention

Consumer Behavior Factors	Purchase Intention Factors	Chi-square value (χ^2)	p-value	Decision	Verbal Interpretation
Personal vs	Stimulus Trigger	611.700**	0.000	Reject H_{04}	Significant
	Outcome Expectation	158.900**	0.000	Reject H_{04}	Significant
	Aspirational Value	168.500**	0.000	Reject H_{04}	Significant
	Emotional Association	97.799**	0.000	Reject H_{04}	Significant
Psychological vs	Stimulus Trigger	128.900**	0.000	Reject H_{04}	Significant
	Outcome Expectation	769.800**	0.000	Reject H_{04}	Significant
	Aspirational Value	496.200**	0.000	Reject H_{04}	Significant
	Emotional Association	168.000**	0.000	Reject H_{04}	Significant
Social vs	Stimulus Trigger	93.526**	0.000	Reject H_{04}	Significant
	Outcome Expectation	308.300**	0.000	Reject H_{04}	Significant
	Aspirational Value	620.100**	0.000	Reject H_{04}	Significant
	Emotional Association	387.400**	0.000	Reject H_{04}	Significant
Cultural Aspects vs	Stimulus Trigger	67.514**	0.000	Reject H_{04}	Significant
	Outcome Expectation	142.200**	0.000	Reject H_{04}	Significant
	Aspirational Value	316.300**	0.000	Reject H_{04}	Significant
	Emotional Association	525.700**	0.000	Reject H_{04}	Significant

Note: ** - The Chi-Square (χ^2 – test) is significant at 0.05 level. * - The Chi-Square (χ^2 – test) is not significant at 0.05 level. For remarks, Not Significant indicates No Significant Relationship and Significant indicates With Significant Relationship. H_{04}: There is no significant relationship that exists between consumer behavior and purchase intention.

Table 23 presents the results of a chi-square analysis examining the relationship between consumer behavior factors (personal, psychological, social, and cultural) and brand image factors (brand identity, brand personality, brand association, brand behavior, and brand competence) among consumers.

Table 23
Significant relationship between consumer behaviour and brand image

Consumer Behaviour Factors	Brand Image Factors	Chi-square value (χ^2)	p-value	Decision	Verbal Interpretation
Personal vs	Brand Identity	363.200**	0.000	Reject H05	Significant
	Brand Personality	173.900**	0.000	Reject H05	Significant
	Brand Association	118.300**	0.000	Reject H05	Significant
	Brand Behavior	98.316**	0.000	Reject H05	Significant
	Brand Competence	119.300**	0.000	Reject H05	Significant
Psychological vs	Brand Identity	198.900**	0.000	Reject H05	Significant
	Brand Personality	644.400**	0.000	Reject H05	Significant
	Brand Association	505.600**	0.000	Reject H05	Significant
	Brand Behavior	269.600**	0.000	Reject H05	Significant
	Brand Competence	136.500**	0.000	Reject H05	Significant
Social vs	Brand Identity	155.300**	0.000	Reject H05	Significant
	Brand Personality	337.400**	0.000	Reject H05	Significant
	Brand Association	399.600**	0.000	Reject H05	Significant
	Brand Behavior	467.300**	0.000	Reject H05	Significant
	Brand Competence	368.200**	0.000	Reject H05	Significant
Cultural Aspects vs	Brand Identity	108.800**	0.000	Reject H05	Significant
	Brand Personality	162.600**	0.000	Reject H05	Significant
	Brand Association	178.600**	0.000	Reject H05	Significant
	Brand Behavior	390.700**	0.000	Reject H05	Significant
	Brand Competence	388.900**	0.000	Reject H05	Significant

Note: ** - The Chi-Square (χ^2 – test) is significant at 0.05 level. * - The Chi-Square (χ^2 – test) is not significant at 0.05 level. For remarks, Not Significant indicates No Significant Relationship and Significant indicates With Significant Relationship. H_{05}: There is no significant relationship that exists between consumer behaviour and brand image.

Personal factors, such as age, lifestyle, and economic status, influence how consumers relate to and perceive brands [43]. Psychological factors, including attitudes, perceptions, and motivations, shape the mental associations and emotional responses consumers develop toward brands [44]. Social influences, such as family, peer groups, and social validation, contribute to brand perception through shared experiences and societal norms [45]. Additionally, cultural factors, encompassing values, traditions, and beliefs, guide consumer acceptance and brand relevance within different cultural contexts [46].

These findings suggest that brands should integrate personal, psychological, social, and cultural factors into their marketing and branding efforts to strengthen consumer trust, loyalty, and long-term engagement.

Table 24 presents the results of a chi-square analysis examining the relationship between purchase intention factors (stimulus trigger, outcome expectation, aspirational value, and emotional association) and brand image factors (brand identity, brand personality, brand association, brand behavior, and brand competence). Companies should focus on building strong emotional ties with consumers by reinforcing authenticity, trust, and positive brand experiences.

Overall, consumer perceptions of brand image significantly influence their purchase intentions and long-term loyalty [47]. By aligning marketing strategies with consumer expectations—through brand reputation, product quality, and perceived value—companies can enhance brand credibility, improve customer retention, and strengthen their market position [48].

Table 24
Significant relationship between purchase intention and brand image

Purchase Intention Factors	Brand Image Factors	Chi-square value ($\chi2$)	p-value	Decision	Verbal Interpretation
Stimulus Trigger vs	Brand Identity	602.500**	0.000	Reject H_{06}	Significant
	Brand Personality	178.400**	0.000	Reject H_{06}	Significant
	Brand Association	133.900**	0.000	Reject H_{06}	Significant
	Brand Behavior	90.879**	0.000	Reject H_{06}	Significant
	Brand Competence	73.627**	0.000	Reject H_{06}	Significant
Outcome Expectation vs	Brand Identity	191.300**	0.000	Reject H_{06}	Significant
	Brand Personality	646.900**	0.000	Reject H_{06}	Significant
	Brand Association	467.200**	0.000	Reject H_{06}	Significant
	Brand Behavior	257.300**	0.000	Reject H_{06}	Significant
	Brand Competence	137.400**	0.000	Reject H_{06}	Significant
Aspirational Value vs	Brand Identity	205.200**	0.000	Reject H_{06}	Significant
	Brand Personality	512.900**	0.000	Reject H_{06}	Significant
	Brand Association	594.200**	0.000	Reject H_{06}	Significant
	Brand Behavior	423.000**	0.000	Reject H_{06}	Significant
	Brand Competence	266.100**	0.000	Reject H_{06}	Significant
Emotional Association vs	Brand Identity	115.100**	0.000	Reject H_{06}	Significant
	Brand Personality	175.000**	0.000	Reject H_{06}	Significant
	Brand Association	176.200**	0.000	Reject H_{06}	Significant
	Brand Behavior	413.600**	0.000	Reject H_{06}	Significant
	Brand Competence	482.500**	0.000	Reject H_{06}	Significant

Note: ** - The Chi-Square (χ^2 – test) is significant at 0.05 level. * - The Chi-Square (χ^2 – test) is not significant at 0.05 level. For remarks, Not Significant indicates No Significant Relationship and Significant indicates With Significant Relationship. H06: There is no significant relationship that exists between purchase intention and brand image.

4. Conclusions

4.1 Cultural Brew: A Strategic Plan for Elevating Specialty Coffee in Cavite

Objectives (A clear, realistic, and measurable business objective)	Segments (Research the existing customers and profile of the selected target segments)	Positioning (Uniqueness and differentiation. Considering the customer value proposition)	Programs (List of marketing programs by considering the 7 Ps of marketing)
Objective 1: Increase brand awareness and market penetration among young professionals (aged 25-34) who prioritize quality coffee experiences. **Measurable Goal**: Achieve a 15% increase in market share within 12 months.	**Segments**: Young professionals seeking premium coffee experiences are influenced by quality, convenience, and brand reputation.	**Positioning**: Position as the go- to brand for young professionals, offering artisanal coffee blends that combine global expertise with local flavor profiles. **Costumer Value Proposition**: Premium quality, convenience, and a blend of global coffee craftsmanship with local cultural authenticity.	**Programs**: Launch targeted digital marketing campaigns on social media platforms frequented by young professionals. Collaborate with local influencers and coffee enthusiasts to endorse and promote specialty coffee culture. Introduce loyalty programs and special promotions tailored to frequent coffee drinkers.

Objective 2: Establish brand loyalty among affluent consumers (earning above- average income) by emphasizing sustainability and ethical sourcing.	**Segments**: Affluent individuals interested in sustainable and ethically sourced products, value authenticity and environmental responsibility.	**Positioning**: Position as the premium choice for affluent consumers, offering sustainably sourced specialty coffee that supports local communities.	**Programs**: Source coffee beans from certified sustainable farms and communicate ethical sourcing practices through packaging and marketing materials.
Measurable Goal: Achieve a 20% increase in repeat purchase rate among affluent consumers within 18 months.		**Costumer Value Proposition**: Ethical sourcing, premium quality, and a commitment to sustainability.	Partner with upscale restaurants and hotels to feature specialty coffee on their menus. Organize tasting events and workshops to educate affluent consumers about the nuances of specialty coffee and ethical sourcing practices.
Objective 3: Expand market reach among culturally inclined consumers who value authenticity and unique coffee experiences.	**Segments**: Culturally inclined consumers appreciate authenticity, uniqueness, and cultural significance in their coffee choices.	**Positioning**: Position as the cultural ambassador of specialty coffee, offering blends that celebrate local heritage.	**Programs**: Develop partnerships with local artisans and cultural organizations to co- brand specialty coffee products that reflect local traditions and craftsmanship.

1. The pronounced female majority signals a need to address gender-specific needs and understand underlying causes to foster inclusive development. A predominantly young population presents opportunities for economic vitality but necessitates strategic planning for future aging challenges. High educational attainment among residents supports economic growth but requires diversified educational opportunities.

2. The diverse civil statuses reflect societal trends needing nuanced policy responses for inclusive community development. Income distribution highlights the urgency for targeted interventions to support lower-income groups and sustainable economic growth across all brackets.

3. Specialty coffee consumption is influenced by diverse personal, psychological, social, and cultural factors. Understanding these influences—such as age, life stages, sensory experiences, community impact, and cultural alignment—can guide coffee brands in tailoring their offerings and marketing strategies. By addressing these factors effectively, brands can enhance consumer satisfaction, foster loyalty, and drive sustainable growth in this niche market, ensuring their products resonate deeply with local preferences and values. Specialty coffee brands can enhance consumer attraction and loyalty by integrating effective packaging, strategic media placement, engaging advertising, seamless online experiences, and appealing in-store displays. Emphasizing emotional satisfaction, perceived value, sensory enjoyment, and social recognition in marketing strategies can further align with consumer preferences and foster sustained growth. Highlighting aspirational qualities and positive emotional experiences can strengthen brand appeal and competitive positioning in Cavite's specialty coffee market.

4. Emphasizing sensory and visual elements can enhance specialty coffee brands' differentiation and consumer appeal, fostering increased loyalty and market success.

Highlighting authenticity, excitement, sophistication, eco-friendliness, and comfort strengthens brand personality, resonating with consumer preferences for distinct and environmentally conscious products. Emphasizing strong ties to local culture, farmers, and community values, along with emotional benefits like relaxation and family bonding, enhances brand identity and connects deeply with Cavite's market. Aligning with values of environmental responsibility, fair treatment, innovation, and excellent customer service reinforces brand image, appealing to conscientious consumers and supporting sustainable growth in Cavite's competitive specialty coffee market.

5. While factors like gender and monthly income may not uniformly affect consumer behavior across all categories, age, educational background, and civil status consistently demonstrate significant relationships with psychological, social, and cultural dimensions of consumer behavior. These insights underscore the importance of integrating demographic profiles into strategies aimed at understanding and predicting consumer behavior effectively in this context.

6. While factors like gender and monthly income may not uniformly affect consumer behavior across all categories, age, educational background, and civil status consistently demonstrate significant relationships with psychological, social, and cultural dimensions of consumer behavior. These insights underscore the importance of integrating demographic profiles into strategies aimed at understanding and predicting consumer behavior effectively in this context.

7. The findings highlight that consumer behavior factors—whether personal, psychological, social, or cultural—strongly influence purchase intentions and brand image perceptions. This underscores the need for marketers to adopt a holistic approach, integrating these dimensions into their strategies to effectively influence consumer decisions and enhance brand perception. By understanding and addressing these factors, companies can create more targeted and resonant marketing campaigns that foster consumer engagement, loyalty, and sustained business success in competitive markets.

5. Recommendations

Based on the findings and conclusions of the study, the following recommendations are proposed:

1. Develop marketing campaigns that specifically target male consumers to balance the current gender disparity in survey responses. Consider highlighting aspects of coffee consumption that appeal to male preferences and lifestyles, such as energy-boosting properties or unique flavor profiles tailored to diverse tastes.

2. Implement initiatives to engage older age groups more effectively. This demographic is underrepresented and may require tailored marketing efforts that emphasize the health benefits, nostalgic appeal, or social aspects of specialty coffee consumption. Partnering with senior communities or wellness programs could be beneficial.

3. Expand educational outreach beyond college-educated individuals. Consider programs or content that caters to vocational course holders and postgraduate degree recipients, emphasizing coffee education, sustainability practices, or cultural appreciation. This approach can diversify consumer bases and attract broader demographic segments.

4. Include promotional pricing, bundle offers, or loyalty programs targeting middle to

lower-income brackets. Highlighting value for money and ethical sourcing practices can resonate well with price-sensitive consumers.

5. Improve packaging aesthetics for better shelf appeal and invest in strategic media placements that enhance brand visibility. Enhance in-store experiences with attractive displays that communicate quality and cultural authenticity.

6. Collaborate with local artisans or cultural influencers to develop coffee blends that celebrate Cavite's heritage. Participate actively in community events and sponsorships to reinforce brand identity as a socially responsible entity.

These highlight how specialty coffee choices contribute to personal well-being, community support, and environmental sustainability. Use storytelling to evoke emotional connections and differentiate the brand in a competitive market.

Acknowledgement

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