

Impact of Price, Packaging, and Quality on Repurchase Intention of Coffee-Shop products

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Abstract: The purpose of this study is to investigate the impact of customers' price fairness, product quality, and packaging fitness on repurchase intention for coffee-shop products, and how the gender and age of consumers moderate these relationships. Data were collected from a snowball sample of 302 coffee shop respondents in Saudi Arabia (e.g., barns, drip, half 1/2, Pick, address cafe, and OMORE). The researchers used an online survey to collect the data required for statistical analysis. Strict measures were used for the reliability and validity of the research scales, and partial least squares-structural equation modeling (PLS-SEM) was used to test the research hypotheses. The findings revealed the significance of price fairness, packaging fitness, and product quality in influencing the repurchase intention of coffee shop products. Specifically, packaging fitness and product quality had a greater impact on repurchase intention than did price fairness. Gender and age had insignificant moderating roles in the studied relationships. The results provide valuable insights for managers and marketers to enhance consumers' potential to repurchase coffee-shop products by focusing on distinguishing packaging materials, ensuring product quality, and setting fair prices. This study contributes to the understanding of consumer behavior in the context of coffee-shop products, particularly in Saudi Arabia, and adds to the existing knowledge on the factors influencing consumers repurchase intention.

Keywords: Price, Packaging, Quality, Coffee shops, Repurchase intention, Saudi Arabia

1. Introduction

In recent years, the coffee shop sector in the Kingdom of Saudi Arabia has witnessed great demand from entrepreneurs to invest in it; this demand can be observed by just walking on the street. The coffee Consumption of Kingdom of Saudi Arabia in Coffee Year 2022/2023 vs. Coffee Year 2021/2022 has increased by 11% (icocoffee, 2023). In the Kingdom of Saudi Arabia, through Vision 2030, attention has been paid to this sector to increase investment, especially since this sector has a wide appeal to young businessmen, thus reducing the burden on the government in terms of employment.

In the Kingdom of Saudi Arabia's Vision 2030, a quality-of-life program aims to increase the number of coffee shops for every million citizens. Cafés also play an essential role in food culture and the growth of global aesthetics, and their popularity is linked to cultural, social, and technological changes in cities (Felton, 2018). However, the café transformed into a lifestyle representation and success in urban society (Ahmad et al., 2022). World Coffee Portal data show that the Saudi Arabian branded coffee shop market exceeded 3,550 outlets in 2023, making it by far the largest in the Middle East (World Coffee Portal, 2023). This means that the coffee shop market in the Kingdom of Saudi Arabia is large.

However, Coffee shops in the Kingdom of Saudi Arabia are on the rise, and there is a threat of closure because of competition. The consumer today, with huge number of cafés, will have the decision to choose the appropriate one. Small businesses face a variety of obstacles, including internal and external elements (Megginson et al., 2000) and a lack of financial resources (Viswanadham, 2017). Moreover, small businesses face competitive pressure and difficulties in contracting (Morant, 2003). Thus, insufficient support and stiff competition are challenges for small businesses (Gamundoy, 2020).

This represents a major challenge in the café market, leading to the focus of this study on marketing and

sustainability. According to Nadim and Lussier (2010), small businesses can create a competitive advantage by developing sustainability strategies. As a result, the current study explores the effects of price fairness, product quality, and packaging fitness on repurchase intention, considering the role of gender and age as moderators.

The primary objective of this study is to investigate the impact of consumers' satisfaction of coffee shop product prices, packaging, and quality on repurchase intentions as well as the influence of gender and age on their inclination to repurchase intention as moderators. This study seeks to assess consumer perspectives regarding repurchasing intentions within the competitive coffee shop marketplace in Saudi Arabia.

To win market competition, coffee shop consumers should purchase the products at once and plan to repurchase them shortly (Sarker et al., 2012; Lascu et al., 2020; Clemes et al., 2020). For instance, packaging and price are crucial determinants of consumer's perceptions that motivate them to repurchase carbonated and beverage products (Aldousari et al., 2017; Sabri et al., 2020). Accordingly, this study aims to help entrepreneurs who are about to invest in this coffee market or who have already invested in this market to know the consumers of coffee products, thus preserving them and maintaining the sustainability and continuity of their commercial activities.

2. Literature review

2.1 Theoretical Basis to Repurchase Intentions

The Theory of Planned Behavior (TPB), established approximately 20 years ago, has elaborated its efficacy as a robust framework to explain human behavior (Sommer, 2011). Its application has shown success for diverse behaviors. The TPB treats with human psychology regarding the social trading as a driving force in social conduct (Mathew et al., 2020). The basic concept of the TPB is the rewards and cost system that detects human communication through psychological intentions (Lascu et al., 2020; Sridhar and Mishra, 2011). This means, in one way or another, the possibility of motivating humans to conduct actions, including repurchasing behavior.

Mathew et al. (2020) contend that cost-driven forces and human psychology encourage individuals to engage social trading because they motivate human perceptions to recreate their needs. Particular desire plays an essential role in consumer choice (Sharif et al., 2022). By alternating choices from one product to another, consumers expect positive rewards and long-haul advantages (Clemes et al., 2020). Thus, the current research utilizes TPB theory because it is a suitable theory that can explain individual intentions (Knowles et al., 2012), including repurchase intention.

Repurchase Intention (RI) is a process that is affected by many psychological and social factors. RI was and still is one of the important topics that businessmen are keen on to maintain the sustainability of their trade. RI and understanding the reasons that make the customer repurchase are included in marketing strategies to reduce the cost of obtaining new customers. Alqueza et al. (2022) stated that repurchase intentions and customer retention are critical in defensive marketing tactics and corporate success to increase the costs of obtaining new customers and counteracting market competition. Repurchase intention is part of consumer buying behavior, where the relevance of the performance of the goods or service offered by the company increases consumer interest in consuming it again in the future (Wijaya, 2015). Yasa (2018) explained that repurchase intention is a consumer commitment to buy again after purchasing a product or service.

The concept of repurchase intention is inspired by both social psychology and marketing. A study conducted by Uslu and Huseynli (2018) stated that a fair price influences consumer to make repeat purchases in the future. Another study found product quality to be a dominant factor influencing repurchase intention (Rizki et al., 2021).

2.2 Price Fairness and Repurchase Intention

Many studies have illustrated that consumer's satisfaction with the price has a considerable impact on repurchase intention (Milan, 2017; Mahardhika, 2023; Liu et al., 2010; Shaik et al., 2022). Price sensitivity plays a moderating role in the relationship between perceived switching costs and repurchase intentions (Shaik, 2022). Additionally, perceived value, which includes price sensitivity, influences repurchase intention (Innocentius, 2023). Mahardhika and Nurmahdi (2023) indicated that price plays a significant role in influencing customer satisfaction and repurchase intention.

Price measures cash consumer spending to obtain an item (Aldousari et al., 2017). Scholars have argued that consumer perception may positively or negatively impact repurchase intention, because price is a distinctive feature of product quality (Aldousari et al., 2017). Price can be categorized into two distinct formats: perceived and objective (Sharif et al., 2023). The perceived price is closely correlated with consumers' perception of the amount they are willing to devote to the product, whereas the objective price represents the actual cost of the product (Sharif et al., 2023). Salinero et al. (2014) revealed that a monetary decrease has an impact on purchasing intention, leading to a shift in focus toward the perceived value of products.

Relying on the aforementioned evidence, this paper suggests the following research hypothesis:

H1. Price fairness significantly and positively influences repurchase intention.

2.3 Packaging fitness and Repurchase Intention

Many studies have shown a relationship between packaging fitness and repurchase intentions. Packaging protects, maintains, transports, reaches, and sells (Soroka, 2002). Packaging materials are used to wrap a product on the exterior to prevent a product from being damaged (Ali et al., 2015).

Zekiri and Hasani (2015) found that packaging materials have a robust impact on buying behavior, which influences customer purchase intention. Accordingly, crucial compelling factors likely influence product repurchase intention when consumers are more likely to focus on product packaging (Kim et al., 2012). Additionally, consumers are more interested in a product that has packaging material of premium quality than a product that has low-quality packaging (Zekiri & Hasani, 2015).

Relying on the aforementioned evidence, this paper suggests the following research hypothesis:

H2. Packaging fitness significantly and positively influences repurchase intention.

2.4 Product Quality and Repurchase Intention

Various studies have shown a positive relationship between the perceived quality of a product and repurchase intention. Zhang et al. (2011) and Hsu et al. (2014) revealed the positive impact of perceived quality on repurchase intention. In the food industry, product perceived quality is a global judgment that mediates the effects of product dimensions on consumer preferences (Steenkamp, 1986). Perceived quality is a methodology that sheds light on the quality of a product from the perspective of consumers by conceptualizing product quality as a subjective metric contingent on factors such as perception, recognition, objectives, and individual needs (Sharif et al., 2023). The influence of perceived product quality is particularly evident in the purchasing decision process. Perceived quality influences market decisions such as repurchase intentions (Salinero et al. 2014). Additionally, product quality affects customer satisfaction, which leads to repurchase intention (Izzudin & Novandari, 2018). Ismoyo et al. (2017) find a direct impact of service quality on repurchase intention.

Consumers pay more attention to product quality than to cost, price, and style before repurchasing (Sharif et al., 2023). Accordingly, there is a significant positive relationship between product quality and repurchasing intention. For this reason, scholars suggest reviewing quality as a general appraisal at one point and quality as a wellspring in the fulfillment of needs at another point (Concerto et al., 2017). Haverkamp and Moos (2017) support the important influence of product quality perception on consumer repurchases. When consumers consider product quality to be good, they would agree to repurchase the product. This means that product quality may act as a picking behavior for a particular product among numerous products (Dietrich and Burlingame, 2015).

Relying on the aforementioned evidence, this paper suggests the following research hypothesis:

H3. Product Quality significantly and positively influences repurchase intention.

2.5 Moderation of Gender

Demographics help understand the relationship between variables, such as age and gender, and specific behaviors or needs (Rahmi & Joho, 2021). Ranawana and Henry (2010) clarified that females and males perform

idiosyncratic actions when repurchasing products. Gender affects consumers' buying decisions. Amin et al. (2015) demonstrated the effects of some factors including gender differences on repurchase intentions. Frank et al. (2014) found differences between men and women in the relationship between public brand image and repurchase intentions. Moreover, Teo et al. (2024) found that gender moderates the effects of perceived ease of use PEOU and service quality on continuance intention.

Relying on the aforementioned evidence, this paper suggests the following research hypothesis:

H4: Gender significantly moderates the relationship between consumers' price fairness (H4a), packaging fitness (H4b), and product quality (H4c); and repurchase intention.

2.6 Moderation of Age

Many studies have examined the impact of age on consumer behavior. Consumers can change their needs and desire to use a product and then stop repurchasing again, just because the age change. Concerto et al. (2017) found that consumer behavior and attitudes transform from age to age. Product experience plays a role in future purchasing decisions and in comparisons between different alternatives. More advanced and older consumers differentiate their selection based on the user experience of the products. However, young consumers have less experience toward the perceived components of a product, affecting their repurchase (Lanier et al., 2005). On the other hand, Pitchay et al. (2022) found an insignificant role of age in the relationship between attitude and intention to use food delivery applications through smartphones in Malaysia. However, many scholars have suggested that age is an important demographic construct that significantly affects behavioral intention and can be used as a moderator of intention (Venkatesh et al., 2003).

Relying on the aforementioned evidence, this paper suggests the following research hypothesis:

H5: Age significantly moderates the relationship between consumers' price fairness (H5a), packaging fitness (H5b), product quality (H5c); and repurchase intentions.

2.7 Conceptual Model

Figure 1. displays the study's constructs and their hypothesized relationships.

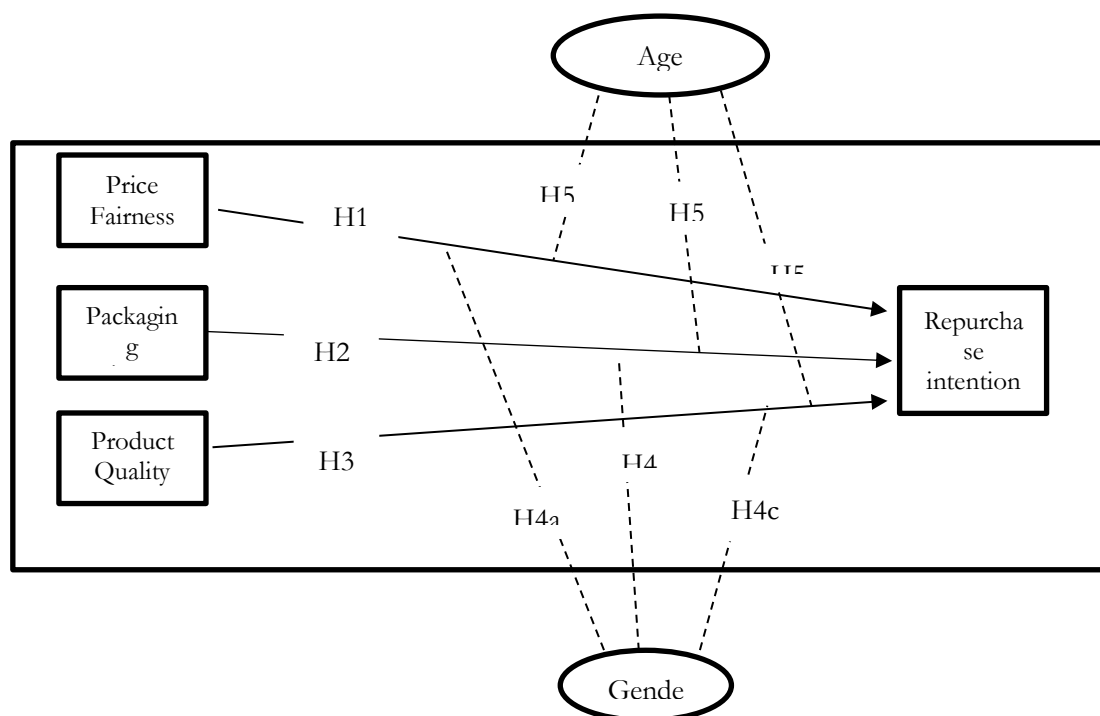


Figure 1. Theoretical model

3. Research methodology

3.1 Sampling and Data Collection Methods

The research employed a quantitative methodology, utilizing online surveys to gather data from a snowball sample. Kirchherr and Charles (2018) explained that snowball sampling is often employed when no sampling frame can be constructed. Snowball sampling enables researchers to access a diverse array of individuals. Initiated by identifying a few pivotal contacts and requesting them to recommend additional participants, this sampling technique facilitated the rapid expansion of the sample size. This involves starting with a small number of initial participants and then asking them to refer to other potential participants (Kirchherr & Charles, 2018). Data collection was carried out starting with customers at King Saud University and Imam Muhammed University, who exhibited a preference for consuming coffee shop products and ended up with a total of 302 responses.

3.2 Measurement Scales

All responses on variables related to this study were obtained on a 5-point scale from 5 (strongly agree) to 1 (strongly disagree). This investigation utilized the established measurement scales derived from previous literature reviews, such as price fairness from Herrmann et al. (2007). The quality of the product scale was obtained from Dodds et al. (1991). The repurchase intention was adapted from Khalifa and Liu (2007) and Zhou et al. (2009). Packaging fitness was adapted from Sehrawet & Kundu (2007).

This study asked for demographic information that could help scholars interpret the results as education level, the types of coffee shops, social status, and work. Demographic information helps to understand the relationship between variables such as age and gender and specific behaviors or needs (Rahmi & Joho, 2021). Demographic variables are essential to ensure the comprehensiveness and diversity of study samples, which affects the generalizability and replicability of the results (Jones et al., 2020).

3.3 Data Analysis

This study used the PLS-SEM to evaluate a model with multiple variables. PLS-SEM offer scholars the ability to analyze complex models and test the relationships between variables effectively (Leguina, 2015). Many strict measures of sample adequacy, reliability, convergent validity, discriminant validity of scales, and structural model fit are applicable in PLS-SEM (Fornell and Larcker, 1981; Richter et al., 2020).

4. Finding of the study

4.1 Sample Adequacy

Table (1) presents two different tests: first, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy with a KMO value of 0.943, which is not less than 0.5 (Field, 2000). This indicates that the degree of information among the variables overlaps with the presence of strong partial correlation. Second, Bartlett's test of sphericity was used to conduct factor analysis. Bartlett's test of sphericity ($P < 0.05$) indicated that the study sample was adequate for further analysis, such as factor analysis (Field, 2000; Pallant, 2020).

Table (1) KMO and Bartlett's Test

Kaiser-Meyer- Olkin Measure of Sampling Adequacy		0.943
Bartlett's Test of Sphericity	Approx. Chi-Square	8078.395
	Df	406
	Sig.	0.000

4.2 Sample Characteristics

Table (2) summarizes the demographic characteristics of the sample by Age, Gender, and Position Level. Most respondents were in 18-28 age group with (64.2%). The students represented 54.3% of the respondents. The percentage of male and female respondents' equals (44.7%), and the percentage of female's respondents with (55.3%).

Table (2) Samples characteristics

Characteristics	Total	Percent
Age	18-28	194
	29-39	64
	40-50	38
	Other	6
Gender	Female	167
	Male	135
Position Level	Student	164
	Employee	92
	Employee and Student	26
	Other	20
Total		302
		100

4.3 The Reliability and Validity of Scales

Reliability refers to the degree to which an instrument is free from random measurement errors (Malhorta, 2010; Kline, 2005). The Cronbach's alpha coefficient test was used to assess the reliability of constructs consisting of multiple items. A cut-off value for Cronbach's alpha is acceptable when it is at least 0.70 (Nunnally & Bernstein, 1994).

Table (3) shows that the Cronbach's alpha for all scales was adequate. Based on Cronbach's alpha coefficients, these items are free of random errors, and they generate similar results if repeated, which implies that these measurements are reliable. Table 3 shows also the composite reliability and AVE values. The criteria established by Fornell and Larcker (1981) and Hair et al. (2010) were applied to test the convergent validity, in which AVE should be ≥ 0.50 , and CR should be ≥ 0.70 . Hence, each construct met the criteria for composite reliability and AVE. The diagonal elements in Table 3 (shown in bold) represent the square root of AVE. Higher diagonal values indicate that the measures capture most of the intended construct's variance or discriminant validity (Fornell and Larcker, 1981).

Table (3) Reliability and Validity of scales

Variable	Cronbach's Alpha	Composite Reliability	(AVE)	Packaging Fitness	Price Fairness	Product Quality	Repurchase
Packaging Fitness	0.807	0.958	0.606	0.779			
Price fairness	0.915	0.912	0.777	0.572	0.881		
Product Quality	0.939	0.938	0.716	0.725	0.542	0.846	
Repurchase Intention	0.919	0.942	0.766	0.767	0.556	0.715	0.875
R ² =0.65							

4.4 The Structural Model Fit

Table (4) shows that almost all GoF measures meet the threshold level set by previous studies. The values for the SRMR range from zero to 1.0, with well-fitting models obtaining values of less than .05 (Byrne, 1998; Diamantopoulos and Siguaw, 2000), however values as high as 0.08 are deemed acceptable (Hu and Bentler, 1999). Accordingly, the 0.06 value in Table (4) is acceptable. D-G (i.e., the geodesic distance) and d-ULS (i.e., the squared Euclidean distance) have insignificant values ($p > 0.05$), indicating that the model fit has been established (for both PLS and PLS_c) (Hair Jr et al., 2017a; Hair Jr et al., 2017b; Dijkstra and Henseler, 2015a, Dijkstra and Henseler, 2015b).

Table (4) Measurement model fit indices

Measures	Saturated Model	Estimated Model
SRMR	0.065	0.065
d_ULS	1.848	1.848
d_G	1.152	1.152
Chi-Square	1808.504	1808.504
NFI	0.784	0.784

4.5 Testing the Direct Relationships

To study the direct relationships between the independent and dependent variables, a structural model was built using PLS-SEM 3 software, as shown in Figure 2. PLS-SEM was used to acknowledge the structural relevancy between packaging fitness, price fairness, and product quality as independent variables, and Repurchase Intention as a dependent variable. A reliability test shows the extent to which the indicator variance can be explained by the latent variable. The indicator should be disposed from the model if a reflective indicator has a loading value of less than 0.4 (Churchill, 1979). Figure 2 shows the final indicators that were retained in the model for further analysis. This signifies that several latent variables explain the typical indicators.

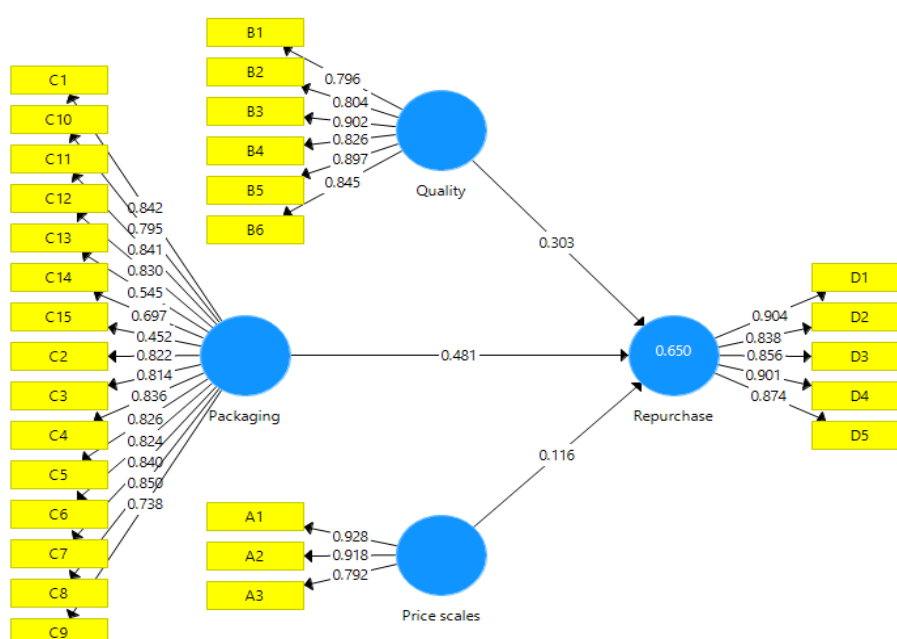


Figure 2. Model 1: Path Diagram with Loading Factors

Figure 2 also shows that R-squared value amounted to 0.65 for repurchase intention. This means that the variability of endogenous variables can be explained by the variability of exogenous variables by 65%. Table (5) displays the bootstrapping results. The table shows that the p-value < 0.05, indicating significant positive direct relationships between the study's independent variables (packaging fitness, price fairness, and product quality) and repurchase intention (dependent variable). Thus, H1, H2, and H3 were supported. The results show that packaging fitness is the most important factor in predicting repurchase intentions, followed by product quality and price fairness respectively.

Table (5) Model 1: Bootstrapping Analysis (direct Effect)

	The relationship	Original Sample (O)	T	P	Support
H1	Price fairness --> Repurchase Intention	0.116	2.010	0.045	Yes
H2	Packaging fitness --> Repurchase Intention	0.481	6.349	0.000	Yes
H3	Product Quality --> Repurchase Intention	0.303	4.194	0.000	Yes

4.6 Testing the Moderating Effect of Gender

The structural model shown in Figure 3 was designed to investigate the moderating effect of gender on the relationship between consumer perceptions (price fairness, product quality, and packaging fitness) and repurchase intention.

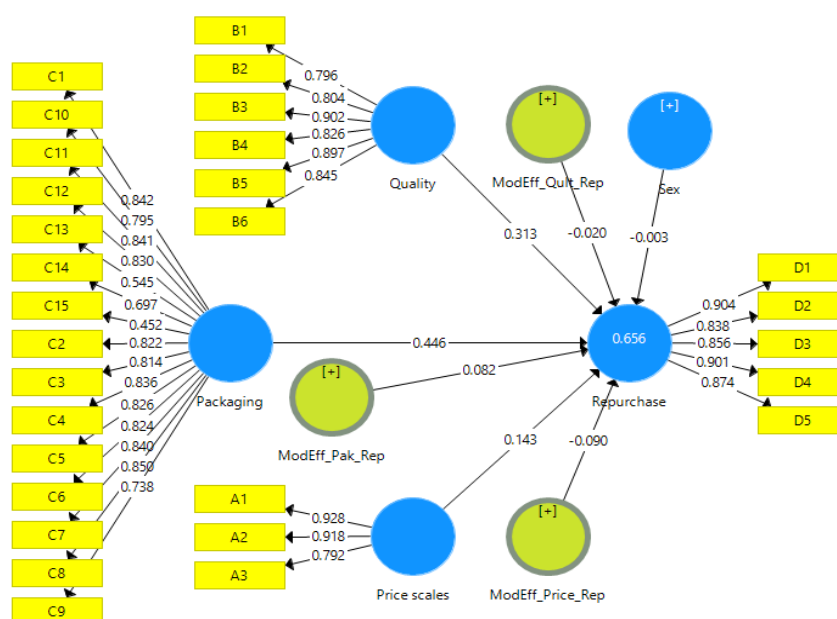


Figure 3. Model 2: Path Diagram with Loading Factors

The specific Indirect Effects in Table (6) test the Effects of gender on the relationships between the exogenous and endogenous variables. The table shows that the P-value is more than .05 for the three relationships. Thus, H4 is rejected.

Table (6) Model2: Effects Gender on endogenous variable (moderates Effect)

	Path	Original Sample	T Statistics	P	Support
	Packaging Fitness --> Repurchase Intention	0.446	5.554	0.000	
	Price Fairness --> Repurchase Intention	0.143	2.260	0.024	

	Product Quality --> Repurchase Intention	0.313	4.172	0.000	
H4	Gender * Packaging Fitness --> Repurchase Intention	0.082	1.020	0.308	No
	Gender * Price Fairness --> Repurchase Intention	-0.090	1.494	0.136	No
	Gender * Product Quality --> Repurchase Intention	-0.020	0.278	0.781	No

4.7 Testing the Moderating Effect of Age

The structural model shown in Figure 4 was designed to investigate the moderating effect of age on the relationship between consumer perceptions (price fairness, product quality, and packaging fitness) and repurchase intention.

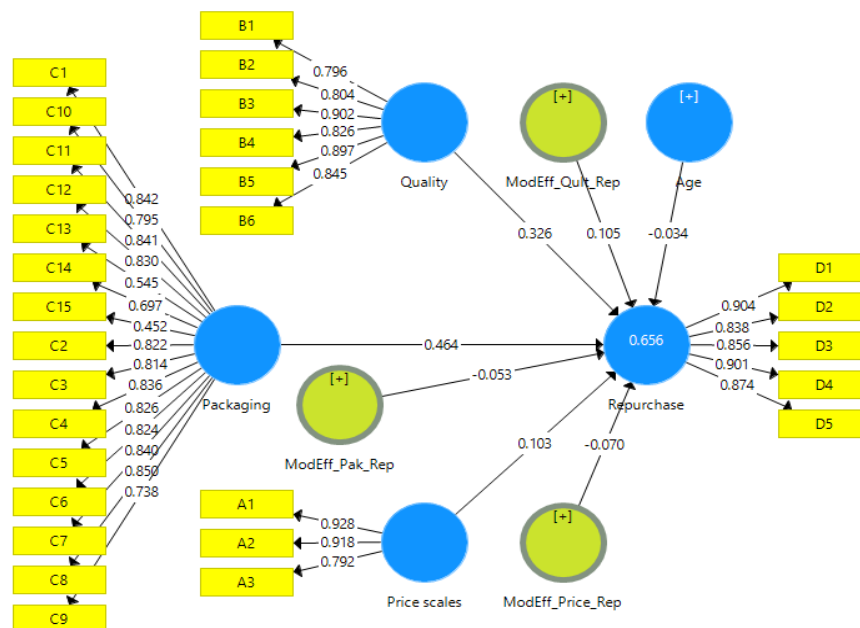


Figure 4. Model 3: Path Diagram with Loading Factors

The specific Indirect Effects in Table (7) test the effects of age on the relationships between exogenous and endogenous variables. The table shows that the P-value is greater than .05 for the three relationships. Thus, H5 is rejected.

Table (7) Model3: Effects Age on endogenous variable (moderates Effect)

	Path	Original Sample	T Statistics	P	Support
	Packaging Fitness --> Repurchase Intention	0.464	5.158	0.000	
	Price Fairness --> Repurchase Intention	0.103	1.619	0.106	
	Product Quality --> Repurchase Intention	0.326	4.043	0.000	
H5	Age * Packaging Fitness --> Repurchase Intention	-0.053	0.457	0.648	No
	Age * Price Fairness --> Repurchase Intention	-0.07	1.055	0.292	No
	Age * Product Quality --> Repurchase Intention	0.105	1.069	0.286	No

5. Discussion and Conclusion

This study investigates the effect of factors that motivate buyers to repurchase coffee shop brands in Saudi Arabia. It studies the relationships between three main factors: the direct impact of customers' price fairness, packaging fitness, and product quality on the consumer's decision to repurchase intention of the same brand. The study also investigates the impact of gender and age as moderators on the relationship between the three factors and

repurchase intention. However, the gender and age of individual cohorts have rarely been detected in terms of consumers' perceptions toward repurchasing products (Sharif et al., 2023).

The first hypothesis (H1), regarding the direct effect of price fairness on the repurchase intention of coffee shop products, was accepted. This means that the process of pricing coffee shop products is important for maintaining customers' continuity of repurchasing from the same shop. This result matches findings of Lee and Park (2022), who revealed that price has a notable impact on customer spending decisions in cafés.

The second hypothesis (H2), regarding the direct effect of packaging fitness on the repurchase of coffee shop products was accepted. This indicates that the way the products are packaged attracts the consumer and helps in their sustainability and continued purchase of products from the same shop. This result matches the study of Adriel and Titah (2022) who highlighted the importance of product packaging in influencing consumer perceptions.

The third hypothesis (H3) regarding the effect of the quality of coffee shop products on repurchase intention was accepted. This implies that product quality plays an important role in maintaining the continuity of purchases from the same shop. This result matches the study of Kim and Yun (2019) who showed that product quality, service quality, and experience quality play a significant role in shaping customer perceptions and intentions to revisit coffee shops.

Although the three factors have an impact on the repurchase proneness, the current research found that packaging fitness is the most important factor that affects consumers repurchase intention, followed by product quality, and price fairness respectively. This result may be attributed to the fact that consumers in Saudi Arabia are high-income consumers; they place less emphasis on price when making purchase decisions, especially with convenient low-priced products such as coffee. They emphasize packaging fitness and product quality. The importance of packaging fitness may be attributed to the hedonic value that is related to logo, colors, and package style, which matches the entertainment needs related to drinking coffee. This is an important aspect in that entrepreneurs of coffee shop businesses should consider maintaining the sustainability of consumers' brand equity.

For the fourth and fifth hypotheses (H4 and H5), the study concluded that consumer satisfactions of price, packaging, and product quality in coffee shops have the same effect with respect to gender and age on the studied relationships. Gender and age are demographic factors that do not play a moderating role in the relationship between price fairness, packaging fitness, and product quality as independent variables and repurchase intention as a dependent variable. In other words, there are no differences in repurchase intention between males and females or between different age groups with respect to packaging, quality, and price. This could be attributed to the sample respondents who are university students and live in the same environment and culture. Brand parity in this industry may be another reason for this result. Brand parity in quality, packaging, and prices in different coffee shops in Saudi Arabia may lead consumers with different gender and age levels to perceive insignificant differences of the impact of these variables on repurchase intention.

6. Managerial Implications

After reviewing the results of the study from an administrative perspective, entrepreneurs and investors in this sector are supposed to pay attention to this research results. Packaging and product quality in the coffee shop are particularly important for maintaining the continuity of consumers repurchase intentions and business profits. Focusing on the way products are packaged and what product quality satisfies consumers are important factors influencing repurchase intention. Regarding packaging fitness, ease of carriage, light weight, logo, color, and package style influence repurchase intention and decision. The simplicity of the packaging and package design are important in giving the impression that the ingredients are pure and simple, which encourages purchases (Ton et al., 2024).

Prices are also important, as consumers are still sensitive to the pricing of products and are interested in the value they obtain from consuming products. Managers and marketers should set a reasonable price, product quality, and packaging so that they can be well settled in consumers' perceptions (Milfelner et al., 2011). Results also showed that the perception of acquiring valuable products in terms of price, product quality, and packaging are essential.

The findings of this study provide valuable insights for managers and marketers to develop the understanding of product price, quality, and packaging perceptions, thereby enhancing consumers' likelihood of repurchasing products (Sharif et al., 2023).

Regarding the moderation of gender and age, this study found insignificant effects of these factors on the relationship between packaging fitness, product quality, and price fairness as independent variables, and consumers repurchase intention as a dependent variable. This may facilitate the development of marketing strategies and reduce marketing expenditure, as an indifferent marketing strategy makes the focus general and comprehensive; therefore, there is no need for differentiation regarding pricing, product quality, and packaging style between male and female, and between different age groups.

7. Limitation and Future Research

The researchers used a snowball sampling method, which could limit the ability to build causal relationships and the generalization of the results (Blum et al., 2024). Product price, quality, and packaging factors are also used as antecedents of repurchase intention. Other factors could also be studied, such as the influence of celebrities on consumer behavior and preferences in a particular coffee shop.

Age and gender were also studied as moderators on the relationships between price fairness, product quality, and packaging fitness and consumers repurchase intention. Other factors could be studied in future research, such as income, working under stress (the need to consume more coffee), or the university environment (students spend more time in coffee shops). Moreover, mediating variables, such as satisfaction and loyalty, can be introduced to test indirectly the studied direct relationships.

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