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Impacts of the Covid-19 Pandemic: Consumer Behaviour in the Coffee Market

Afonso Venes

Master in Marketing

Supervisor:
Prof. Doctor José Pedro da Cunha Catalão Dionísio, ISCTE Business School, Department of Marketing, Operations and General Management

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Resumo

No ano de 2020 a população mundial enfrentou a pandemia do covid-19 e, com a insegurança e desconhecimento que se desencadeou, os governos de todo o mundo viram-se obrigados a tomar determinadas decisões que limitavam o contacto social de modo a preservar a segurança e saúde das populações dos seus países. Estas medidas causaram alterações comportamentais face à compra e consumo de cafés, produto típico da cultura portuguesa, utilizado não só pelos seus benefícios, mas também consumido em momentos de socialização. O objetivo deste estudo foi de avaliar os impactos que a pandemia teve nos hábitos de consumo de café das famílias portuguesas antes e durante a pandemia e compreender quais são as perspetivas de comportamento após o término desta crise mundial. Foi possível concluir que não só a população trocou o consumo de café em estabelecimentos pelo consumo de café em casa, como ainda existe bastante incerteza para o futuro. Foi possível verificar, também, que esta situação é uma oportunidade para as empresas apostarem cada vez mais no comércio online visto que a impossibilidade de contacto social enfatizou a necessidade por outras soluções e os consumidores viram o comércio online como uma das opções. A sustentabilidade por outro lado, apesar de aos poucos ganhar cada vez maior papel como um fator de decisão de compra dos consumidores, precisa ainda de ser trabalhada de modo a abranger uma massa maior de aderentes ao movimento sustentável adaptado a todo o tipo de famílias independentemente das características de cada uma.

Palavras-Chave: Pandemia; Covid-19; Comportamento do Consumidor; Comércio Online; Sustentabilidade; Café; FMCG; Retalho

Classificação JEL: Marketing (M31)

Abstract

In 2020 the world faced the covid-19 pandemic, which feelings such as insecurity and the lack of knowledge about the disease, forced governments from around the world to take measures that limited the social contact in order to preserve the safety and health of the populations of their countries. These measures caused changes in the consumption behaviours of consumers regarding the coffee, which is a culturally consumed product for the Portuguese population, not only for its benefits, but also because of the moments of socialization when coffee usually is consumed. The objective of this study was to evaluate the impacts that the pandemic had in the coffee consumption habits of the Portuguese families before and during the pandemic and understand what the behavioural perspectives are in the post-pandemic situation after this world crisis is over. It was possible to conclude that not only the Portuguese population changed their coffee consumption in the specific establishments for its consumption at home, but also that a lot of uncertainty regarding the future remains. It was also possible to identify that this is an opportunity for companies to invest more in online commerce since the impossibility of social contact emphasized the necessity for other solutions and consumers saw the online commerce as one of the options. Sustainability, on the other hand, even though it is developing a more important role in consumers' shopping decisions, it still needs to improve in a way that it gets more consumers to adhere to the sustainable cause regardless of each families' characteristics.

Keywords: Pandemic; Covid-19; Consumer Behaviour; Online Shopping; Sustainability; Coffee, FMCG; Retail

JEL Classification: Marketing (M31)

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1 Introduction

1.1 Relevance of the topic

Early in the year of 2020, the world faced the news of the covid-19 pandemic that emerged and has been present in everyone's life since then. The impacts of this pandemic have been reflected on the social and economic situation over the world with governments being forced to apply different measures, one of the most relevant being the social distancing which had impacts over the whole socio-economic context given that most of economy's touchpoints rely on the human contact (Ashraf, B. N. & Goodell, J. W., (2022). The recovery from the pandemic impact has been a hard task since industries depend on each other at some point and, although some industries require more human contact, every industry end up suffering given the interdependence of the global economy.

Tisdell, C. A. (2020) mentioned that the world has entered in a period of socio-economic hibernation in which industries that will have a slower recovery will end up retarding the others that depend on them. These effects can also be seen in the emotional predisposition of people, raising the levels of anxiety, depression and stress as a result from de pandemic consequences following a decrease in happiness and quality of life levels (Ballou, S. et al., 2020).

Since coffee is such a traditional product consumed by the Portuguese population, especially when visiting coffee shops or restaurants, it is an interesting product category to study since people were forced to stop consuming it on the local coffee shop and had to change that habit, whether it was to stop consuming coffee at all, or start consuming it at home. It is important to analyse how the typical Portuguese family adapted to this change in a everyday product that is part of the daily consumption.

The main objective of this dissertation is to understand the length of the impacts that the pandemic caused on the habits of the purchase, consumption, and post-consumption experience of coffee by the Portuguese families since the country was affected by the pandemic, hence all the measures that came with it such as the lockdowns. It is relevant to know what exactly changed in terms of these habits before we faced the Covid-19 pandemic and what we should expect to happen after we get through this global problem.

The importance of this study relies mostly on the profound changes that have occurred in the Portuguese population habits, something that can only be matched with the Spanish flu, by the year of 1919, so it is crucial to understand how families have approached this new way of living and how the lockdown has changed their purchase and consumption habits regarding coffee.

1.2 Research outline

This dissertation is divided in six main topics. The first topic is an introduction and explanation of the content of this study, along with an identification of this dissertation's structure. The second topic is a contextualization of the coffee market to demonstrate its characteristics and enable a better understanding of the following study. The third topic consists in the literature review which concepts such as the purchase habits, consumption habits and the post-purchase habits are explained that will later be used to correlate with the results from our study. On the fourth topic, the methodology can be found where the conceptual model will be proposed and explained as well as the research questions will be introduced. It will contain all the research methodology which helped develop this study, which includes the methods used to obtain the data needed, the sample description, the script design and how the data will be processed later. This will take us to the fifth topic where the results will be presented, and the research questions will be answered as well as a discussion of the results. Lastly, we will develop the final conclusions and thoughts and cover the limitations and the recommendations for future research that can deepen the knowledge obtained with this study.

2 Coffee Market Contextualization

Coffee consumption is part of the daily routine for the common Portuguese person. It is a habit from younger people to older people, not depending on the economic or social status and can be consumed throughout the day in different moments depending on each one's personal taste whether it is in the morning, after lunch, during the afternoon or after dinner. It can also vary on the objective of consumption such as needing a boost in energy or as a social meet with friends.

There is a wide variety of types of coffee (e.g.: espresso, latte, cappuccino, …) which came with the evolution and innovation in the market. The coffee can also be prepared from three different forms: coffee beans, ground coffee and coffee capsules.

According to Statista (2020), Portugal occupied the 13th place in coffee consumption per capita with around 4 kilograms of coffee consumed per year. These numbers are not surprising since coffee is considered a tradition for the Portuguese population. In fact, according to Marktest (2021), 3 in each 4 Portuguese drink coffee at home. As previously seen, this number may potentialize a change in the habits of consumers that may opt for drinking the coffee at home instead of doing it outside. The market is worth 2.09 billion euros in 2022 and is expected to grow 6.55 per year until 2025, according to Statista (2022). The same source states that the amount of coffee consumed in 2022 was around 47.8 thousand of tones and expects a growth around 11.2% in 2023.

In general, the Portuguese population are heavily consumers of espresso coffee, especially consumed out of their place such as in coffee shops or restaurants either during the day or after a meal.

Throughout this dissertation, we will focus on what exactly are the habits of the Portuguese people regarding coffee and how the covid-19 pandemic and the lockdown has influenced the market and these habits.

There is a wide variety of types of coffee (e.g.: espresso, latte, cappuccino, …) which came with the evolution and innovation in the market. The coffee can also be prepared from three different forms: coffee beans, ground coffee and coffee capsules. Each type and each preparation depend on each person’s personal taste, usually whether people prefer it stronger or not.

There are also many brands known for the quality of their coffee in the Portuguese market such as Delta, Nespresso, Dolce Gusto, Sical, Buondi, Nicola, Chave D’Ouro along with supermarket brands such as Continente and Pingo Doce.

Nespresso was the first brand that came through with the idea to bring the espresso home my creating an espresso machine enabling people to make their own coffees at home. The initial idea was to create a premium product but given the entrance of competitors such as Delta which ended up leading the market, Dolce Gusto and other brands that have recently been added to the market have enabled, through the evolution and innovation of processes, the common family to have access to a coffee machine at home. Some of these innovations include the creation of compatible capsules that can be used in different coffee machines, independent of the machine’s brand.

These brands of coffee can be found in specialized coffee stores, at the shelves in supermarkets and hypermarkets, coffee shops, and even online stores. People can choose to do by themselves at home with their own coffee machine or they may prefer to go to a coffee shop to take the usual coffee which they got used to.

The Covid-19 pandemic and the consequences of this global problem have naturally come to disturb the habits of the Portuguese population regarding the coffee industry since lots of limitations were imposed in the access of coffee shops or restaurants hence the importance and relevance of this dissertation about analysing how exactly this phenomenon has impacted the Portuguese families.

3 Literature Review

For a better understanding of the Literature Review content, the following logical structure was followed. Firstly, it is divided in three main moments of consumption: Purchase Habits (purchasing phase), the Consumption Habits (consumption phase) and the Post-Purchase Habits (post-purchase phase). Regarding the Purchase Habits, it is important to talk about the Consumer Behaviour Models, and about different factors that influence the consumers' choices such as how the consumer behaves when facing the shelf and how promotions affect their decision making. And as the world is in constant change and evolving, it is important to define how online shopping shapes the consumers' behaviours, especially with the pandemic appearance. Furthermore, as consumption habits, it is relevant to understand how the definition of brand love and loyalty and what are the factors behind the consumption of product category present on this study, the coffee. To conclude, as post-purchase habits, the word-of-mouth is an interesting topic to evaluate how it can influence others' intentions, as well as the growing concerns and interest regarding the environment. Finally, we must give an overview how the covid-19 pandemic can change the behaviours we have previously known, and which opportunities might arise from the crisis.

3.1 Purchase habits

3.1.1 Consumer behaviour models

There are many factors that can affect the decision of the consumer in buying or not buying a certain product or service. Although it may seem like an easy decision at first sight, every decision can be influenced by these factors. The different parts of the shopping experience that be affected are the following: antecedent states, purchase environment and post-purchase activities (Solomon et al., 2016).

Regarding antecedent states factors such as the moods and the emotions, the situational, temporal and the shopping orientation can have a powerful impact in the consumers' selections. The mood is something can change very easily throughout the day and the goal here is to make consumers feel happiness for them to make a purchase. Consumers have more willingness to engage with a brand and complete a purchase if they are happy and satisfied (Solomon et al., 2016).

Retailers nowadays need to offer something that can distinguish them from the competition whether it is excitement and fun or only simpler bargains. Currently, the experience is what shopping is about and the purchase environment is crucial for customers' engagement. It has been made a comparison between shopping and the theater where the salespersons are the actors, the store is the set and the store displays are the props. The environment and the atmosphere of the store focus on the music, the design, the smell, the temperature and other features that can impact the consumers' decision (Solomon et al., 2016).

The disposal of the items is another factor to have into consideration nowadays. Today's society is more worried about the environment, so people are much more conscious and concerned in the they dispose their products. The recycling and lateral recycling (occurs when we buy, sell or barter second-hand products) trend is growing at the same rate as consumers' awareness regarding the environment also grows (Solomon et al., 2016).

3.1.2 Consumer behavior facing the shelf FMCG

There are different in-store factors that have influence over the consumers approach to the shelf such as: organization of the shelf, number of facings and rack layout.

Some of these factors are what is called as in-store factors which are the number of facings and their organization in the shelf, whether it is a vertical positioned in the shelf or horizontal positioned and the rack layout. These in-store factors factors can have influence over the attention of consumers (Janiszewski, 1998; Lohse, 1997), impact the brand sales (Drèze et al., 1994) and on evaluation (Chandon et al., 2009).

Regarding the organization of the shelf, a study conducted by Chandon et al. (2009) concluded that the positive impact of attention was stronger if the product was placed on top of the shelf and weaker if the product was on lower places on the shelf. An explanation to this can be the perception that consumers have regarding the placement of products and their quality. Consumers expect premium products to be placed on top of the shelf and tend to move their head upwards (Otterbring et al., 2019).

Regarding another number of facings, its influence over consumers' visual attention when shopping has been measured by different studies such as Campo & Gijsbrechts (2005), Chandon et al. (2009) and Gidlof et al. (2017) that concluded the same results: the larger it is the number of facings, the stronger is the impact on consumers' visual attention. This will therefore lead to a higher probability of consumers buying a certain product.

The other factor is the orientation of the racks, and it also influences the attention and decisions of the consumers. Shopping relies on the visuals, so retailers have the need to offer something that distinguish them and create environments that stimulate customers. In order to do so, it is crucial to understand how to maximize the visibility of products according to the customers' needs and ease the search process for consumers since the products that can't be seen by consumers, are less likely to be bought (Mowrey et al., 2019).

3.1.3 Influence of promotions in the purchase of FMCG

To understand this topic, it is important to separate it in three different parts: Sales promotion and its techniques; the effects of price promotion framing; Post promotion and out-of-stock situations effect on sales promotion.

Starting with Sales Promotion, it consists of a brand making a special offer to consumers and it is represented by the value that it adds to a specific product or service. Its main goal is to stimulate interest in consumers and ultimately convert this interest into purchases resulting in sales growth. Sales Promotion can decrease brand loyalty, decrease quality perception, increase price sensitivity and increase brand switching (Keller & Swaminathan, 1998) but also can increase brand preference (Davis et al., 1992; Rothschild & Gaidis, 1981).

There are studies in the Indian market that have identified different types of sales promotions and their importance. The price discount is considered the most influential to customers and the preferred one by brands because it is the type of sales promotion that attracts more consumers to change a brand (Nathwani, 2017). There are other types such as free gifts, saver packs offer and sweepstakes that are also impactful (Karthikeyan & Panchanatham, 2013).

Other recent study made it difficult to generalize these techniques and their impact since they consider that sales promotions depend on consumers preferences and behaviour which are constantly changing according to product categories and prices. Therefore, price discounts make consumers accelerate their purchase; samples, coupons or cash back offers resulted in consumers being keen about moving to another brand; free gifts make consumers adopt a behavior of buying more and buying more than their budget (Goyal, 2019).

Regarding the effects of price promotion framing, it was concluded that framings of general coupons (percentage-off or price-off) have a positive effect on customer’s spending and basket size (Montazeri et al., 2020. Price promotions can undermine future possible choices by lowering consumer’s perceptions of brand quality (Dodson et al., 1978).

In the high-depth condition, a cents-off frame led to lower price expectations than a percentage-off frame. If price expectations were increased by consumers, percentage-off was weighted less heavily than cents-off promotion (DelVecchio et al., 2007).

Sales Promotions also have a post-promotion effect extending beyond the time they are offered (DelVecchio et al., 2006). It can result in loyalty by customers which have intentions of purchasing a specific product, in this case in high involvement products, whether it has a promotion or not (Diels et al., 2013).

Moreover, DelVecchio et al. (2006) state that there are two factors that can affect post-promotion brand preference which are promotion and product characteristics. Regarding promotion characteristics, if the discount is a discount and premium offer, the post-promotion offer is higher. Regarding product characteristics, promotions will have a more positive effect if competing against a larger set of products (DelVecchio et al., 2006).

3.1.4 Motivations and ways of shopping online from consumers perspective

One shopping trend that has been gradually growing in the previous years is the online shopping. Online shopping is basically the process that involves consumers purchasing products or services from an online seller (Mastercard Worldwide Insight, 2008). When considering buying online, it is important to have into account the willingness to complete an online purchase by customers (Iqbal et al., 2012).

The intention to purchase online “refers to the strength of the consumer’s plan to carry out a particular purchasing behaviour over the Internet” (Salisbury et al., 2001). It is considered as a convenient and time saving way to buy something although it can also cause insecurities on customers that are afraid of sharing personal information and cards on the internet (Horrigan, 2008). Attracting and convincing consumers to buy online instead of offline is part of the biggest challenges that online sellers face.

The Covid-19 pandemic and the measures taken to face this occurrence resulted in a growth in online shopping for food products which demanded supermarkets to adapt according to this change of behaviour (PwC, 2020).

Making the change from physical shopping to online shopping can have problems associated with consumers adopting this innovation (Hoffman et al., 1999). Some of these problems are the uncertainty (Grabner-Kräuter & Kaluscha, 2003), the increase in the perceived risk of shopping (Miyazaki & Fernandez, 2001), scepticism, and distrust (Grabner-Kräuter & Kaluscha, 2003). Nevertheless, these problems can be diminished with creating trust in the consumers (Luhmann, 2001) and, therefore, facilitating consumer's willingness to use technological innovations (Gefen, 2000; Gefen et al., 2003).

The beliefs of online consumers about the importance of the characteristics of buying groceries online can be separated in 3 different segments of customers (Frank, D.A. & Peschel, A.O., 2020):

Segment 1: "Price-oriented", Reveal the highest values in price, product assortment, correct and fast delivery of the ordered goods.

Segment 2: "Time optimizers". Reveal the highest values in time saving and independence of opening hours, scores second highest in price and lowest in choice of best before date.

Segment 3: "Cautious". Reveal the highest values in personal service, the trust mark score of the retailer and the retail chain brand.

The advantages of online purchasing are saving time, being a convenient purchasing technique and easy to buy and it can be bought anywhere and anytime with diversity of products, and it is easy to access a lot of information. Whether the disadvantages are that it is not possible to feel, try or touch the products before the purchase (Nasution, M. D. T. P. et al., 2019)

Price can be considered the main reason for consumers to buy (Kotler & Keller, 2006), although other factors affect the online purchase decision such as the ease of use that influences the final decision of consumers buying the products (Yang & Mao, 2014) and the usefulness meaning "the degree to which an individual believes in using a particular system would enhance his or her performance" (Davis, 1989). The experience of online shopping can also affect the consumers' behaviour (Hansen, 2008; Mortimer et al., 2016).

The recent covid-19 pandemic is set to be considered a factor in the online shopping. Wang, Y. et al. (2020) conducted a study in order to analyse the behaviour during the pre and post pandemic and understood there was a potential long-term transition to the online grocery shopping. The study also concluded that consumers make their purchases in different platforms instead of using only one.

3.2 Consumption habits

3.2.1 Brand love

When talking about brand love, it is important to understand that it is different than interpersonal love. In the case of loving a brand, consumers expect the brand to do something for them in exchange for the love towards the brand. In the end, it is the set of things that a brand can do for consumers that can develop the brand love (Batra et al., 2012).

From a business perspective, brand love should be one of the main focuses that managers should pay a careful attention to when trying to get to consumers. By perfecting this concept, a brand can create a relationship with consumers where consumers will be more susceptible to share positive experiences with others, be willing to be more flexible in price raises and be more forgivable about mistakes from the brand while ultimately showing loyalty for the brand (Rahman et al., 2021).

Albert, N. et al. (2008) expected to create a better understanding of the brand love dimensions in order to get a more congruent definition of brand love by comparing a study with

French population with American population. The study reached common ground about dimensions such as: passion; pleasure; dream as in the positive emotions felt towards a brand; declaration of affect although in different intensities depending on the culture and duration of the relationship.

3.2.2 Coffee consumption factors

Different authors have already investigated the factors that influence the purchase and consumption of coffee and have discovered through their studies and results that there are a variety of reasons for consumers to make coffee become as part of their daily routine.

One of these factors is, of course, the quality and taste of coffee. This obviously plays a big part when choosing either the type of coffee or the brand to be consumed as it's considered a key driving factor for choice (Nehlig, A., 2010; Sousa, A. G. et al. 2016).

Moreover, in the modern society, health has gained a big relevance in the life of the common person. Following this continuing growing trend, consumers look more for healthier consumption options and healthier styles of living and coffee is no exception to this. The health benefits of coffee are taken into consideration in the consumer's decision to consume coffee, such as the energy that coffee can provide, the concentration and state of alert (Sousa, A. G. et al. 2016; Samoggia, A. & Riedel, B., 2019).

Samoggia, A. & Riedel, B. (2019) and Czarniecka-Skubina, E., et al. (2021) also state the price is also a factor that influences the consumption of coffee since the financial condition of an individual and how coffee's price can weight in the monthly balance of a consumer's economies is different from one another There are different segments in the coffee market and being coffee such a traditional product for the common person, not every coffee and brand fits in everyone's pocket.

Studies related with the habits of coffee purchase and decision making stated that socialization plays a big role in the consumer's reasons for drinking coffee. Drinking coffee with other people such as friends or co-workers, is used as a form of social integration and a part of their identity (Richelieu, A. & Korai, B., 2014; Czarniecka-Skubina, E. et al., 2021).

Although evidence might suggest that the consumption of coffee during the pandemic might have increased (Castellana, F. et al. 2021) there is still uncertainty about how it affected different cultures and countries. Also, the variety of factors that lead to the consumer's decision making towards coffee and how are people influenced together with the recent events of the pandemic that disturbed the normal habits of the whole world.

3.3 Post-purchase habits

3.3.1 Word-of-mouth

Word-of-Mouth (WOM) has been an important tool for brands to glue customers to their products and services. It is an important component for businesses to thrive and expand their brands through the sharing of experiences based on the trust of people on the consumers' word and nowadays the exponential growth of internet and social media have been important tools for managers worldwide by helping to increase the reach of WOM (Huete-Alcocer, N., 2017; Mikalef, P. et al., 2013).

Sun, X. et al. (2021) suggest that brands can educate their customers through different strategies that can lead to a positive reinforcement on the Word-of-Mouth since consumers enjoy sharing experiences with others.

In the online environment, brands can use Word-of-Mouth in two different ways: paid and not paid. Companies can either expect consumers to spread experiences, and consequently their brand, to other consumers or they can hire paid reviewers to review their brands. Anastasiei, B. et al. (2021) research suggested that there are two conditions for Word-of-Mouth to be effective which are the source being trustworthy and the content must be clear and without flaws. Although either the paid or non-paid recommendations need to have those two conditions met, the paid recommendations are only sustainable if companies don't do it often, because there is a high risk that customers stop trusting those sources.

3.3.2 Sustainability

The world has gone through diverse changes over the years and the ways of shopping, the concerns and motivations of the typical consumer are changing as well. One of these changes relies on the growing awareness towards sustainability. Different authors have studied this phenomenon over the years, and, at this point, we are able to divide sustainability into five touch points: Dimensions of Sustainability, Theory of Planned Behaviour, Consumption Behaviour, Consumers Environmental Ethics and Greening a Product.

3.3.2.1 Dimensions of Sustainability

Sheth et al. (2011) classified the dimensions of sustainability as: economic, social and environmental. It is of extreme importance for companies to incorporate these three dimensions if the objective is to perform better and be more effective (Chabowski et al., 2011; Gleim, M. R. et al., 2013).

Hanss & Böhm (2012) believe that there are two more dimensions such as the temporal and developmental and state that the majority of consumers are well aware of all these five dimensions of sustainability.

The economic dimension is basically the promotion of a healthy economic society (Sheth et al., 2011) while the social dimension is the representation of the different cultural systems (Hediger, 2000) and the environmental dimension is obviously the awareness and concern with the environment objectives (Nath, 2008). The other two dimensions are characterized as the temporal dimension being the concern with the future generations and the developmental dimension being the evaluation of environmentally friendly technological advances (Hanss & Böhm, 2012).

3.3.2.2 Theory of Planned Behaviour

The Theory of Planned Behaviour states that people adapt their reactions and their behaviours to certain attitudes, depending on those attitudes being positive or negative (Ajzen & Fishbein, 2011). Akhtar et al. (2021) also mentions that and attitude is based on the validation of a person about something and based on their beliefs.

Consumers values regarding nature are believed to be the most influential on how the consumers will support sustainable businesses (Peterson et al., 2021) because these consumers will be more susceptible to understand how a business can impact the environment, either positively or negatively (Arli et al., 2020).

3.3.2.3 Consumption Behaviour and Green Attitudes

When talking about sustainability, it is often heard that sustainable products are expensive thus increasing the difficulty for people to adhere to it. This statement is important because consumer behaviour is indeed affected by different factors such as the social socio-demographic characteristics - income, gender, age, etc. - (Drozdenko et al., 2011) thus existing a relationship between those who have more financial capabilities and the adoption of sustainable consumption (Junaedi, 2012; Muhammad et al., 2015). Also, there is a gap between what consumers are environmentally concerned about and what they actually choose on their everyday product consumption (Barr, 2007; Gregory & Di Leo, 2003; Padel & Foster, 2005; Vermeir & Verbeke, 2006).

When consumers are more involved in their choices over products, they tend to be more consistent on having "green" attitudes (Tarkiainen & Sundqvist, 2009). If consumers are more aware about environmental concerns, there are stronger motivations for their intention to purchase "green" products thus having a green consumption (Khaola et al., 2014 & Thøgersen et al. (2012).

3.3.2.4 Consumers' Environmental Ethics

Holden (2005) described two values that are associated with the value that a person has for the environment: extrinsic values which are decisive by their approvals and the intrinsic values which include organisms related to decision making as the human and non-human.

The intrinsic motivations are basically the willingness or people to produce good for other so that they can have more utility, because people are concern about caring for other people's wellbeing (Andreoni, 1990; Bénabou & Tirole, 2006; Fehr & Schmidt, 1999).

The ethics and the moral obligations which consumers are subjected to, have high importance on the sustainable consumption because of the feeling of guilt for not buying green products that consumers feel while acknowledging the moral obligations that they have towards the environment (Akhtar et al., 2021).

3.3.2.5 Greening a Product

As previously mentioned, consumers are more aware of environmental causes, and companies can also manifest their concerns towards the environment and follow these concerns by consumers by greening a product. This means covering the product life cycle with a sustainable mindset such as the product design, the procuring of raw materials, production, storage, transit, usage and the waste disposal (Kumar & Ghodeswar, 2015). Not only this, but companies must communicate their sustainability concerns so that consumers are able to trust more in the claim of the label's sustainability and help guiding consumers' choices (Thøgersen, 2000; Teisl et al., 2008; Roth et al., 2009).

There are companies that have gone through the process of communicating their green positioning either by claiming that, because of their green labelled products, they are better than the competition – rational green positioning – (Hartmann et al., 2005), or by giving a boost to consumers to have a green attitude – emotional green positioning - (Yaeeun & Reeck, 2016). Matthes et al. (2014) demonstrated that the emotional green claims are more favourable for consumers to respond to than the rational green claims when it comes to advertising.

Consumers have more tendency to choose products that claim to be green over the products that fail to do so (Hartmann & Apaolaza-Ibáñez, 2009; Hartmann et al., 2005; Matthes et al., 2014).

3.3.3 Impact of Covid-19 in consumption behaviour

In 2020 the world faced a global pandemic: the Covid-19 pandemic. The lack of knowledge about this disease and its effects lead to periods of uncertainty and harsh measures to combat the spread of the pandemic. Among those measures, people were confined to their houses, had social restrictions, and were limited on the access to mostly anything physical. Businesses were affected by the same measures so that most of them had to shut doors for the time being.

Consumers are more aware about their own health and the impact that covid-19 had in the Economy. Consumers saw themselves either forced or adapt new habits and purchase behaviours during the pandemic, and many will remain in a post-pandemic situation (Accenture, 2020). Since the levels of fear during the pandemic increased abruptly, this obviously leads to a stronger impact on the changes in the consumption behaviour, for example, consumers were much more concerned about their basic needs (Eger, L., et al., 2021 & Vázquez-Martínez, U. J., et al., 2021).

As previously mentioned, the constraints to mobility and the regulations which resulted from the pandemic, also have shown to be an exceptional opportunity for online retailers to take advantage of and grow their businesses since consumers were more committed to online shopping (Gu, S., et al., 2021)

As Kirk, C. P. & Rifkin, L. S. (2020) mention, different crisis make society go through major transformations and changes in people's behaviour patterns and along with the development of the pandemic, people will see their changed behaviours as part of who they are now and will become their new habits. The present might be what people are expected to be after the pandemic and companies must innovate and adapt to the people's needs if they expect to follow their consumers new habits and not become obsolete in this new era of consumption.

4 Methodology

4.1 Conceptual framework

In terms of theoretical approach, we believe it makes sense to start from a global model that includes the various phases of the purchasing process and then draw from the literature review different lessons concerning sub-topics such as promotions or sustainable products.

Thus, we choose the model of Solomon et al. (2016), due to the comprehensiveness of the process and simultaneously to the simplicity that facilitates the insertion of other topics from other authors.

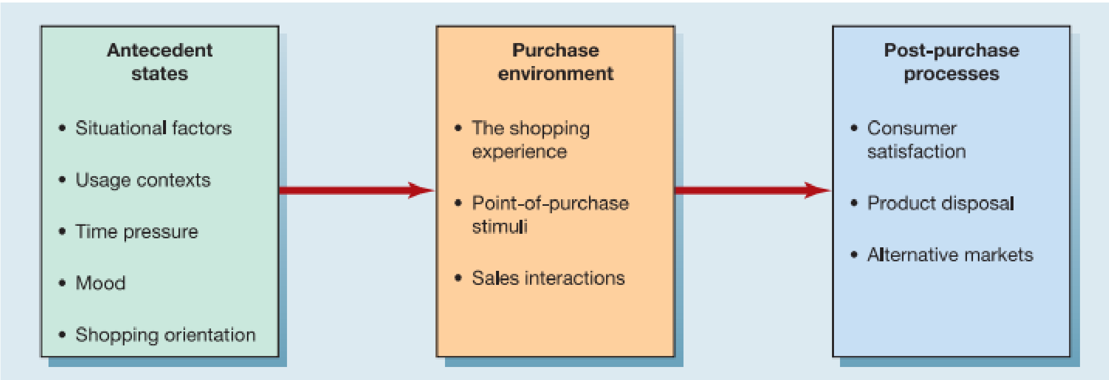

Figure 1: Issues Related to the purchase and the post-purchase activities
Source: Solomon et al. (2016)

From this model, we were able to design the conceptual framework of this study, divided in four topics: Background and Purchase Habits; Purchase Experience; Consumption Behaviour and Post Purchase Behaviour.

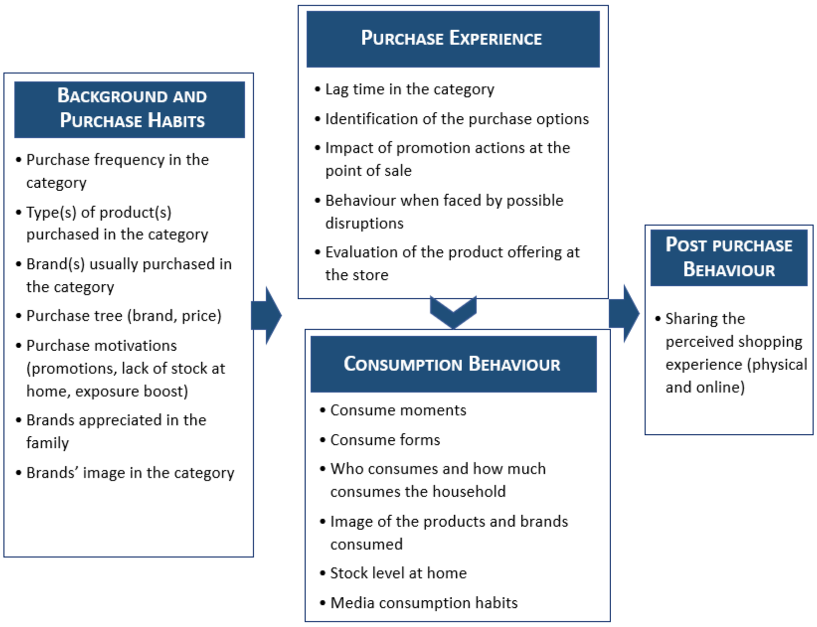

Figure 2: Issues related to the purchase and post-purchase of FMCG
Source: Adapted from Solomon et al. (2016)

As it happens in the model of Solomon et al. (2016) which we based our conceptual framework, each phase of the process will have its own factors associated which influence the consumers' experience.

Regarding the product category that is in the scope of this study, which is coffee, only the Background Purchase Habits; Consumption Behaviour and the Post-Purchase Behaviour will be considered. The Purchase Experience was not studied regarding this topic since the consumers weren't neither observed nor interviewed while buying this specific category of products like it happened with other categories.

4.2 Research questions

During this dissertation, the following research questions are meant to be answered:

- RQ1: What is the impact of the Covid-19 pandemic in the general context of the Fast-Moving Consumer Goods (FMCG) purchase?
- RQ2: What is the impact of the Covid-19 pandemic in the coffee purchase?
- RQ3: What is the purchase experience of coffee during and after the lockdowns caused by the Covid-19 pandemic?

- RQ4: What are the consumption behaviors related to coffee during and after the lockdowns caused by the Covid-19 pandemic?
- RQ5: What are the post-purchase behaviors related to coffee during and after the lockdowns caused by the Covid-19 pandemic?

4.3 InSitu methodology

A qualitative approach was conducted utilizing the InSitu method to better investigate those behaviours. "In Situ therefore refers to information from customers/users that originate from a real-life, value co-creation situation; the information is thus created and documented in the use situation as or just after it occurs" (Edvardsson, B. et al., 2012).

An InSitu approach is a method that basically enables researchers to experience, momentarily, the life of the customers' real-life environment. We, as human beings, are able to understand that we feel more comfortable, safer and relaxed if we are in our own space. For example, teams usually have better performance and feel better when playing in their own stadium, feeling the support of their fans and consumers have the same feeling regarding their home. The InSitu approach therefore allows consumers to give more accurate and honest opinions when they are questioned because they will feel much calmer, resulting in a better interview and better results. This represents clear advantages over other different methods like doing focus groups or in-depth interviews where participants feel more tension and are less comfortable and relaxed.

In order to make the best of this approach and gather all the information necessary, six Marketing Msc students joined together to participate in a collaborative study together with Marketing Futurecast Lab. Our main objective with this project was to identify the changes in habits of purchase/consume which resulted from the Covid-19 pandemic measures (lockdowns) in a variety of categories of products, being one of them coffees. The different brands that have showed interest in this project and its final conclusions defined the categories of products that were used as study objects in this study since those brands represented different product categories.

4.4 Sampling

The InSitu process had a specific target based on four main concerns when it comes to the characterization of the families: location, type of family, shopping insignia and the social class. The objective in the sampling was to get a diversified pool of participants, as much as possible, which was provided due to the collaborative process between the 6 students.

Regarding the location, data was collected in Porto, Interior North, Central Coast, Interior North, Lisbon, Alentejo and Algarve.

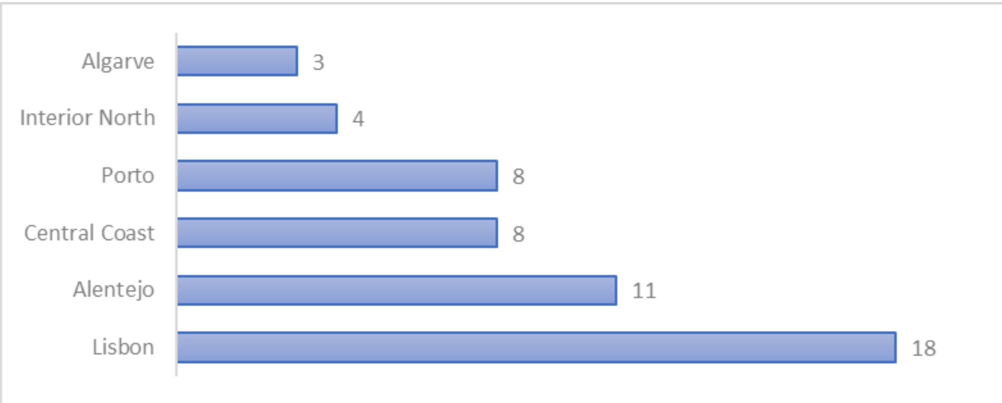

Figure 3: Sample distribution by location

When it comes to the type of family, there were couples without children, couples with children, other people and single parents.

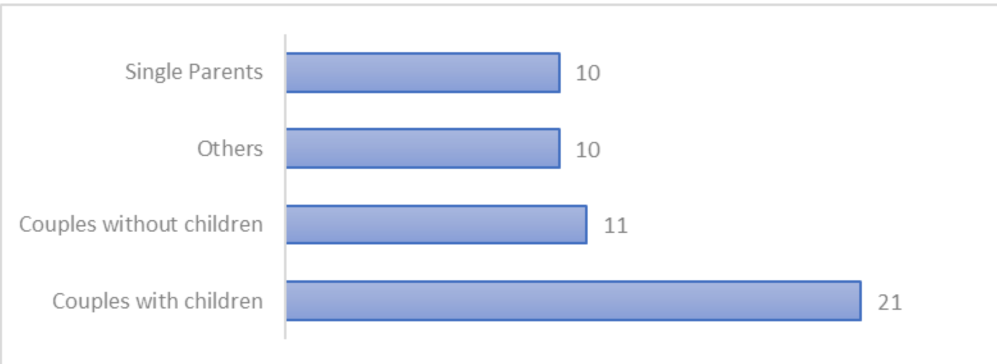

Figure 4: Sample distribution by household

The shopping insignia was divided between Continente, Intermarché, Auchan, Pingo Doce, Lidl, Minipreço, Other and Proximity Commerce.

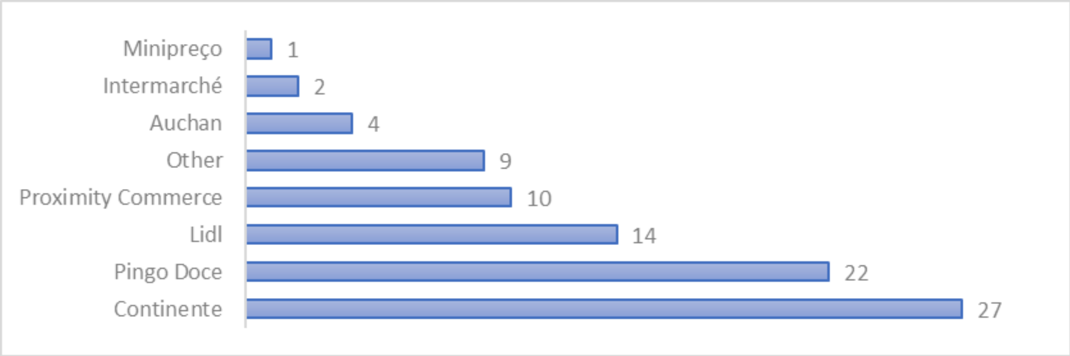

Figure 5: Sample distribution by retail shopping insignia

Finally, the social class was divided in Upper-Middle, Middle and Lower-Middle.

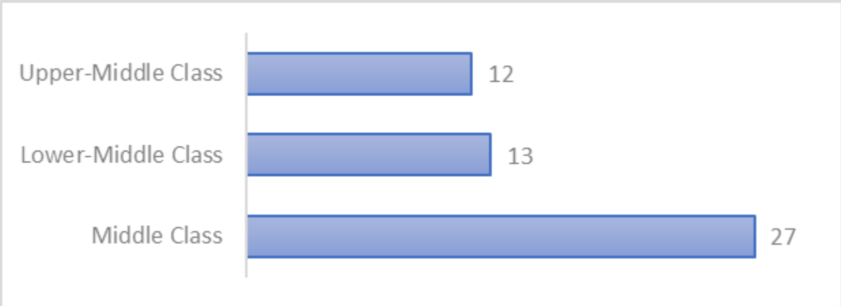

Figure 6: Sample distribution by social class

4.5 Data collection

To gather the primary data needed, 6 master students joined in a collaborative process. These students would have dinner at Portuguese family's house, specifically chosen for the study. Since each student was working on their master's dissertation, each of them had a different and specific topic. Although, in order to help each other and since it was a collaborative process, all the students' collected data for the whole group.

The data collection process was divided in two parts: a first dinner and a second dinner. Each dinner was recorded with a recorder if the families gave permission to do so. There were 52 families that participated in this process and a 75€ voucher was offered to each of them in return for their collaboration to help with grocery shopping at their favourite supermarkets.

The objective of the first dinner was for the student, acting as the interviewer, to conduct a non-directed interview which would be based on the script previously and carefully written. Students would have to let a natural conversation flow to keep the answers the most honest possible and avoid any type of discomfort, while keeping into account the script. After the dinner, the student would have to transcript the interview and identify which topics needed to be covered in the second dinner which weren't covered in the first. Consequently, in the second dinner, the student would try to reach the topics that were needed and/or clarify any possible doubt about a previous topic. In the end, the students would complete the transcript with the answers from the second dinner, complementing the data collection process.

4.6 Script design

The script was designed in three different parts: antecedents and shopping behaviours, consumption behaviours and post-purchase behaviours.

Beginning with the antecedents, there were questions asked regarding the frequency of shopping about the products, what were the motivations to buy those products, which brands were usually bought by the families and others in order to understand the shopping behaviours.

Following, having into account the consumption behaviours, the questions that were asked were: "What are the moments of consumption?"; "Does everyone in the family consumes the product?" and, finally, "What are the levels of stock of the product".

Then, the families were asked about the experiences that these consumers or if other relatives/friends have had regarding the purchase and consumption of these products.

Although these were the three main parts of the script, other important topics regarding the specifics of the characteristics about the families were questioned. For example, their professions, what was the impact of the pandemic in their lives, what were their opinions about the environment, recycling and sustainability and other questions that could be found relevant.

4.7 Data analysis

The following study will gather two different types of analysis: quantitative analysis and qualitative analysis. The quantitative analysis' purpose will be to demonstrate the data related with consumers' behaviours and preferences towards coffee and how exactly they prefer to consume this product. The qualitative analysis will be based in the comments gathered during the interviews which will help us understand how consumers perceive certain brands and what motivates them to consume coffee the way they do.

In order to gather and analyse all this information, a Microsoft Word document was created and all the information about our interviews regarding the coffee topic were organized in this file since it would ease the analysis. The next step was to create a Microsoft Excel document was created with the objective of analysing the quantitative information that was extracted from the interviews, resulting in different result and graphics that will be used for our analysis and conclusions.

This Excel document will also contain, in a different sheet, the comments that will be analysed through our qualitative analysis where they will be separated accordingly with the topics of the conversations. This will help us to identify the feelings of consumers towards the topics of the interviews.

5 Results and Discussion

5.1 Coffee preferences

In what regards to coffee preferences, first we need to understand how many families in our sample consumed coffee which results showed that only 1 family from our 52-family sample didn't consume coffee. Another family consumed coffee from their own business no matter the prices or preferences. From the remaining 50 families, 92% answered that they consume coffee in capsules. 26% of the families consumed ground coffee while 1 family stated that they consumed coffee beans.

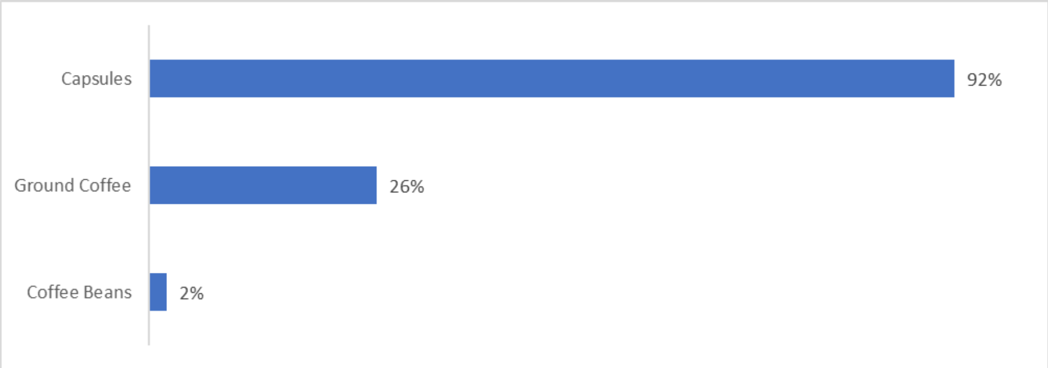

Figure 7: Sample's coffee type consumed

When talking about the brands that each family consumed for capsules, results are as follows: the most beloved brand was Nespresso with more than half of the families stating that it was their favourite brand of coffee mostly because of the quality and experience that it is associated with. The brand that goes second is Delta with 24% of the families either because of being a Portuguese company or because of its quality as well. We also got 3 answers which stated that Dolce Gusto was the most loved brand in the family while Buondi and Starbucks got both 1 vote. 3 families mentioned that for them there was not favourite brand, and they didn't care much about it since they weren't heavily coffee consumers themselves.

"I am loyal to Nespresso since it came out because of the experience and quality it provides." (Female, 46)

"We prefer Delta for being a multinational portuguese company." (Male, 55)

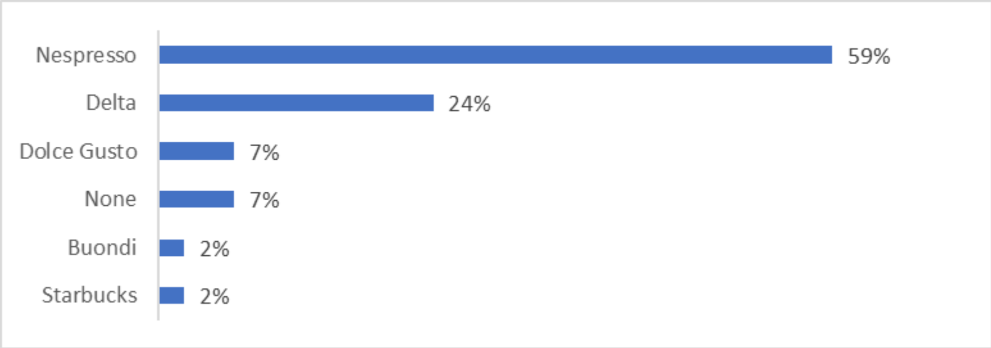

Figure 8: Favourite coffee capsules brands

Now, when comparing the results between the favourite brand *versus* brand consumed, we could understand that the values varied, mostly because of reasons such as the price or the compatibility with the machine which is a topic that will later be explored.

In terms of results, we could understand that a little more than half of the people actually consumed their favourite brands, which means 54% of the families.

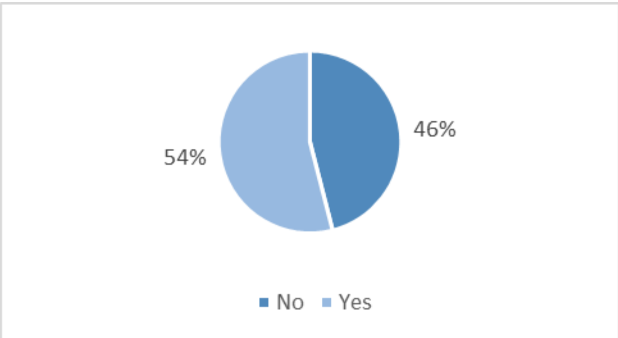

Figure 9: Proportion of favourite brands consumed

Then, we need to understand what brands people actually consume having into consideration that different families consume more than one type of brand

In terms of coffee capsules, Nespresso keeps leading the number families preferring it, followed by the cheaper brands (Continente, Lidl, Pingo Doce, Intermarché, Auchan) while Delta and Dolce Gusto are next with 20% and 18% of the answers, respectively. The rest of the answers were divided between different brands and a low volume of answers.

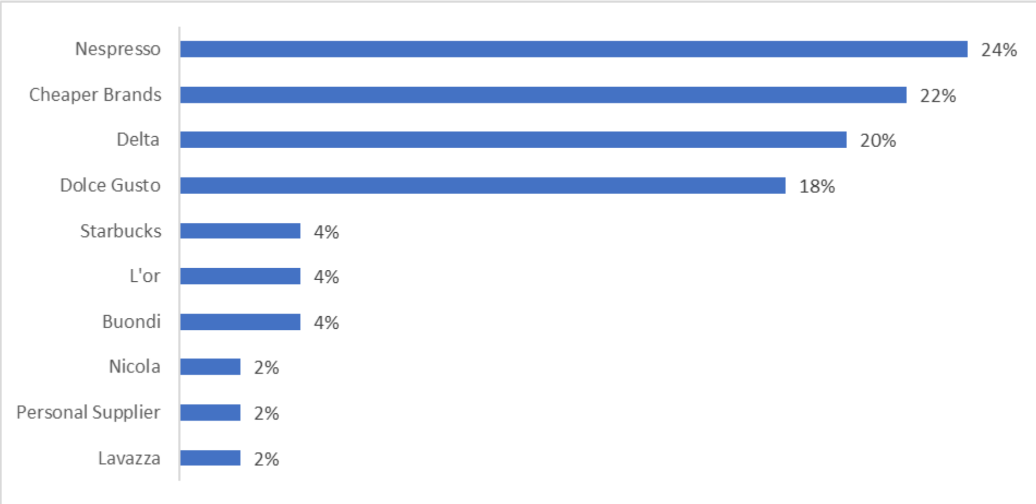

Figure 10: Coffee capsules brands consumed

About the ground coffee brands consumed, results showed that Delta, Nescafé and the cheaper brands were the brands most purchased by these families with one of the families only stating they buy the classics, although they couldn't mention it. The family that consumes coffee beans, consumed the same brand which they mentioned as being their favourite which is Boa Safra.

"If I have to buy, I just take the cheapest one." (Female, 36)

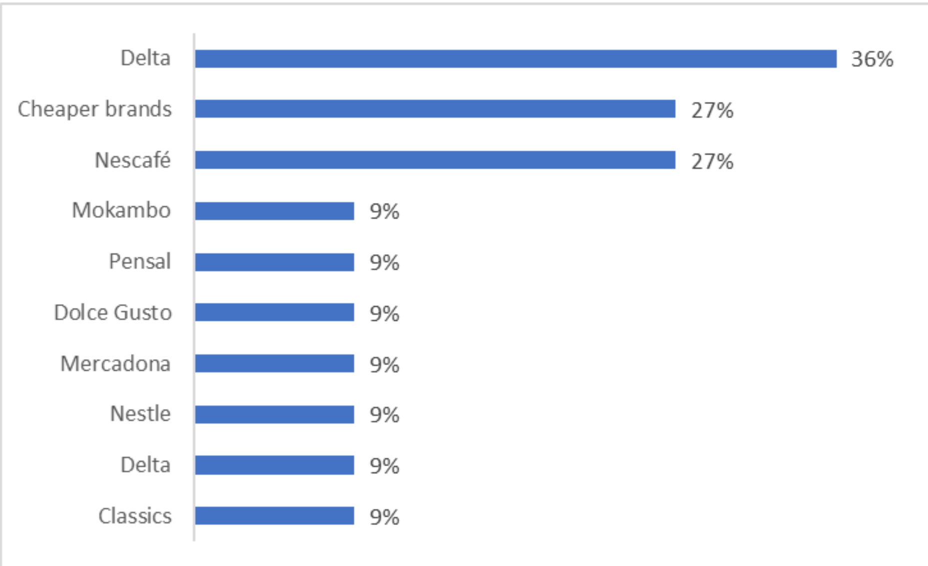

Figure 11: Ground coffee brands consumed

In conclusion, the most common type of coffee consumed is the coffee in capsules and both Nespresso and Delta are the most beloved and chosen brands in general

although, as we could see, the cheaper brands have some weight when it comes to the coffees consumed, indicating, for starters, that the final price of coffees might be relevant for our analysis.

5.2 FMCG purchase

5.2.1 General context

Firstly, it is important to start with a general analysis of the behaviour of families towards FMCG. Our 52-family sample was asked about how often they used to shopping for FMCG before the pandemic began. Although we got kind of a diversified pool of answers, we are able to identify that the most usual frequency of shopping was once a week with 40% of families following this frequency. Nevertheless, 9 families, each, answered that they used to shopping once every two weeks and two times a week and an interesting number of 6 families went shopping daily.

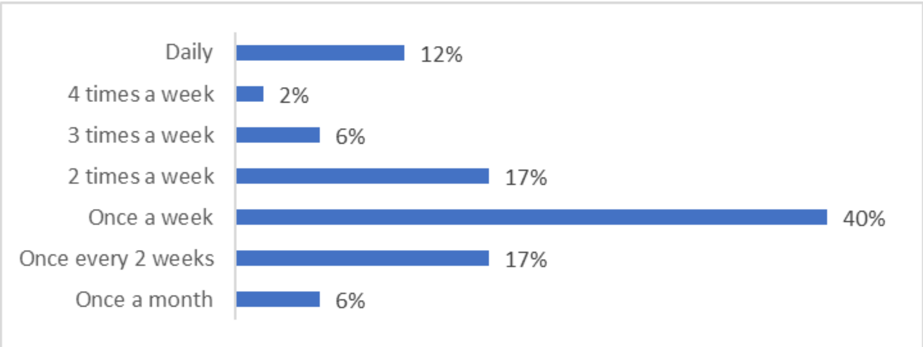

Figure 12: Frequency of FMCG product shopping

When asked about the impacts of the Covid-19 pandemic on their usual habits of shopping for FMCG, the results were expectable, with 81% of the families mentioning that they had to made changes to their usual habits.

The most notable result was the 40% of the families which mentioned they went shopping less often than they usually did. From the 52 families, 19% answered that they did not change any habits. One expectable result was the 12% that mentioned that only one member of the family started going to shopping because of the social restrictions that were created during the pandemic and that the Lockdown also made people start buying online which is represented by 15% of our sample. All these restrictions and the afraid of catching Covid-19, caused people to avoid going shopping on hours that usually are full of people shopping. One of the families even mentioned that they started looking more at product packs and buy more quantities so that they could avoid going shopping so often. The proximity commerce also got the attention of 15% of the families which saw them as a better opportunity to avoid the crowded stores.

Table 1:
Changes in shopping habits per family

Changes during Lockdown	Families (%)
Decreased shopping frequency	40%
None	19%
Started buying online	15%
Buy in Proximity Commerce	15%
Only one family member went shopping	12%
Increased shopping frequency	10%
Shopping in less crowded hours	8%
Increased online shopping	6%
Choose packs	2%

After questioning the families about what changed after de lockdown in order to understand if people kept their habits or went back to their same old habits, the answers were quite interesting: 63% of our sample answered that they actually kept/intended to keep the new habits that they acquired with the pandemic and the consequent lockdown/restrictions. The other 37% of the families went back to their old habits, although 2 of these families mentioned that even though they went back to their old habits, they weren't able to do it fully, meaning that the pandemic still had some sort of influence in these families' behaviour.

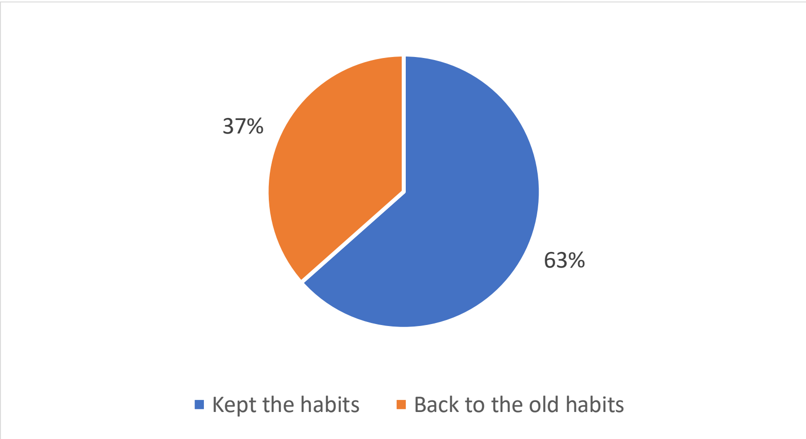

Figure 13: Intention of purchase behaviour after the pandemic

5.2.2 Online shopping

Deepening into the Online Shopping, we were able to understand that 2/3 of the families did not buy online while the other 1/3 did.

"I've never bought FMCG online because I've never felt the need to do it." (Female, 26)

When asked about advantages and disadvantages, some were more common than others. Regarding the Advantages, the most common was the Convenience (37%), followed by the Time that families were able to save (21%) and then the fact that could avoid going to the store and the results of it such as wasting time, money on transportation or simply the effort of having to go there (21%). Although with a minor weight, some advantages mentioned by the families were the fact that they felt safe buying online (10%), the Comfort by being able to do it anywhere, anytime (10%), they were able to compare products (8%) and could avoid impulse buying that often occurred in physical stores (6%), they could take advantage of exclusive online promotions (4%) and shopping online seemed to have a bigger variety of offer for 1 family (2%).

Table 2:
Advantages of online shopping

Advantages	Families (%)
Convenience	37%
Time saving	21%
Avoid going to the store	21%
Comfort	10%
Safety	10%
Easy to compare products	8%
Avoid impulse buying	6%
Exclusive Promotions	4%
Bigger offer	2%

Regarding the disadvantages, among all of them, we can emphasize the three main disadvantages about online shopping: Preference for Seeing the Products Physically (44%), being More Difficult to shop online (12%) and 10% pointed out the Delivery Time and the Delivery Taxes as a disadvantage as well.

Table 3:
Disadvantages of online shopping

Disadvantages	Families (%)
Like to see products physically	44%
More difficult	12%
Delivery time and taxes	10%
Different promotions	6%
Order mistakes	6%
Less offer	4%
Too many plastic bags	2%
Experience	2%
Hard to keep up with news	2%
None	2%
Skepticism	2%

To conclude this topic, we were able to understand that the most frequent purchase of coffee happens once a week for our sample and 40% actually saw their shopping frequency decreased as a result of the pandemic and consequent lockdown. The interesting aspect is that more than 60% of the families have kept the habits acquired during the pandemic. Regarding online shopping, only 1/3 of the families buy online which can be influenced by relevant disadvantages such as not being able to see and touch the products which was the main disadvantage pointed out by the families.

5.3 Impact of the pandemic in the purchase of coffee

Now going into the impacts that the Pandemic has had in the Purchase habits of the families we start using a sample of 50 families since 1 of them didn't consume coffee and the other one consumed coffee from their own business no matter the conditions. One thing we noticed in this topic was that the answers were pretty much divided with 24 families stating that nothing had changed in their habits while 26 answered that there was a change. From these 26 families which were influenced by the pandemic, 88% were used to consuming coffee on coffee shops and now had to start consuming it at home so, naturally, the purchase of coffee grew for these families.

"It was something that came with the pandemic: we stopped drinking coffee in the street and started drinking it at home." (Female, 22)

The other family that saw a change in their habits was due to not having visitors during the lockdown since their main reason to buy coffee was for visitors to consume it. Two of these families even referred that what changed for them was that they acquired a coffee machine during the pandemic.

"We don't usually drink coffee. We buy it for the visitors mostly" (Female, 36)

Furthermore, it is also relevant to understand what exactly the frequency of coffee purchase for these families during de pandemic was.

Starting with the frequency of coffee in capsules purchased, the most usual frequency of shopping seemed to be once a month followed by purchasing coffee once a week. Also, 20% of the families stated that they only bought coffee every two months and 13% said they would buy coffee every two weeks while only 7% of the families only purchased coffee once every three weeks. We were able to identify that 2 families didn't have exactly a frequency of purchase, but instead they would estimate the quantity of boxes that they buy per month while 1 of the families only purchased coffee when it was over since they usually don't consume coffee.

"We stopped going to the café and had to buy more. The purchase triplicated" (Female, 59)

Table 4:
Frequency of coffee capsules purchase

	Frequency
Once a week	22%
Once every 2 weeks	13%
Once every 3 weeks	7%
Once a month	33%
Once every 2 months	20%
5-6 boxes per month	2%
2 boxes per month	2%
When coffee is over	2%

Although the ground coffee consumers represented a smaller number of families, it is also interesting to analyse the frequency of purchase for this type of coffee to understand the differences. This being said, the most common frequency of shopping was again once a month with 28% of the families stating this number, followed as well by once a week and once every two weeks. These results have shown to be very similar as the capsules in terms of frequency which leads us to conclude that there is not a relevant difference of duration between each of the types of coffee which are subjects of these dissertation.

Table 5:
Frequency of ground coffee and coffee beans purchase

	Frequency
Once a week	23%
Once every 2 weeks	23%
Once every 3 weeks	8%
Once a month	38%
Once every 2 months	8%

Regarding the only family that consumed coffee beans, they would buy it every three months although this doesn't leave us with a possible conclusion since it was only one family which purchased the other two types of coffee and consumed them as well which can influence this result.

To conclude this topic, we wanted to understand if the families meant to get back to their old habits, before the pandemic appeared in our lives or if they got used to the new habits acquired during the lockdown. The results were quite fascinating since 74% of the families stated that even though they were able to go to the coffee shop and go back to the same habits, they actually kept the ones they acquired during the pandemic while only 26% of the families stated that they got back to the pre-pandemic habits. It is important to say that this was still a phase where there was a lot of uncertainty about the disease and the social distancing almost became a habit since this was the reality for around 1 and a half years which can have impacted a lot our responses from the families.

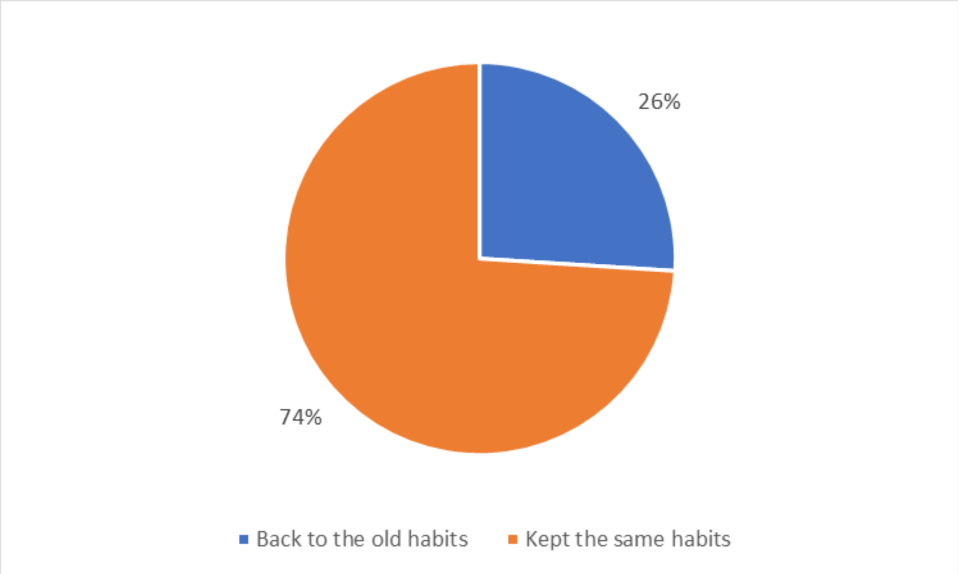

Figure 14: Intention of coffee purchase behaviour after the pandemic

As a final statement about the impact of the pandemic on the purchase of coffees, it is clear that the pandemic has influenced the purchase of coffees especially because it is a Portuguese tradition to drink the typical coffee in the typical coffee shop or do it in social events. People were forced to change this habit and, as a form of adaptation, people had to change either the frequency of shopping for coffee either by the number of times they went shopping or the quantities purchased. As previously seen in the FMCG context topic, people kept the same habits of purchase after the pandemic which leads us to start seeing a pattern.

5.4 Purchase experience

When we talk about the Purchase Experience, we want to understand what the motivations for our sample are to buy the products that they buy and why do they repeat their purchases, if it is the case. While analysing the different answers that we got throughout our interviews, the results that we got were somewhat expectable.

From the 50 families that were asked about their motivations, 82% of the families mentioned that one of the motivations that influences them to go buy coffee was if they were running out of coffee and 80% mentioned that promotions also affect their decision. Both these answers represent a big proportion of our sample and, in the case of families that don't consider running out of stock as a motivation, they also added that they when they usually go shopping and see promotions, they take the opportunity to buy coffee hence almost never running out of stock.

"I always look for the promotions" (Male, 62)

Also, 46% of the families stated that their brand preference influenced their decision, even if it is more expensive. Looking for the cheaper prices was a motivation for 34% of our sample as well while only 12% answered that they had to look for capsules that were compatible with their machines which might prove to be a disadvantage for some brands.

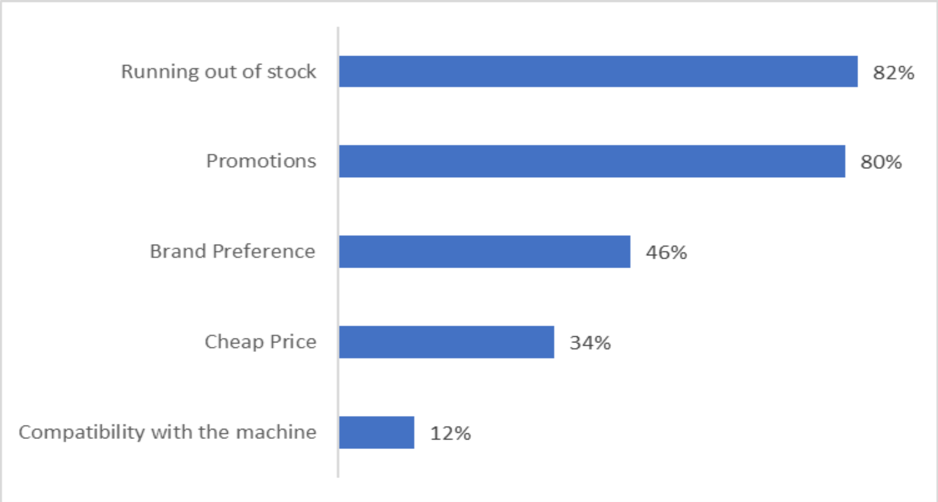

Figure 15: Motivations for coffee purchase

To conclude this topic, it is also relevant to understand if there was some sort of correlation between the economic class of the families with the influence of motivations such as promotions/cheap price and if families were comfortable enough to be led more by their brand preference. Results revealed that in lower economic class families, the effects of promotions/cheap price influence the decision of 92% of the families, meaning only one family didn't feel any influence of this kind. Still in the lower-middle economic class, we can observe that less than half get influenced by their brand preference.

Furthermore, we identified that the promotions and cheaper prices had more influence over the lower social classes compared to the higher social classes while the higher social classes were more influenced by their brand preference, regardless of the price.

To conclude, running out of stock and the promotions on coffee are the main factors of influence on the purchase experience of consumers. Not only that, but we were also able to identify that the Social Class of the families has influence over the consumers' motivations and affected their answers regarding this topic.

5.5 Consumption of coffee

As it is known, with the pandemic and the consequent lockdown, people were forced to spend much more time at home. For this reason, one of the topics that we intended to analyse was if the fact that people spent more time at home influenced in some way the consumption of coffee. For topic, answers from 49 families were considered because, besides the 2 families already mentioned, 1 other family didn't drink coffee and only purchased it for visits to consume it.

In order to do so, we asked the families about what changed in terms of consumption. Part of our answers were expectable, as previously seen in terms of the purchase of coffee, as it is with the fact that people simply had to stop drinking at the coffee shop and started doing it at home although not changing the daily quantity of coffee consumed, which was the reality for the majority of the families.

Now, when looking at the numbers, 37% families answered that they simply stopped drinking at the coffee shop and replaced it with drinking at home while not changing the frequency of coffee consumed, 31% mentioned they ended up consuming more coffee for reasons such as having more stress at home due to having more tasks either at home or at work because of all the confusion that was generated because of the adaptation to the homeworking environment.

"I needed more coffee to stay awake and do all my tasks at home. I needed the caffeine because I was overcharged with work" (Female, 44)

The opposite happened with only 8% of the families which considered that they consumed less coffee by being at home. Two of these families added that the reason behind consuming less coffee was for health reasons.

“I didn’t drink coffee for a while because I got ill with covid and since I got used to it, I will take the opportunity to reduce my caffeine and sugar intake, because I can only drink coffee with sugar.” (Female, 55)

For 22% of the families, nothing seemed to have changed in terms of consumption of coffee and o1 of the families actually changed their consumption from capsules to ground coffee because they felt it was more convenient for them.

"In the middle of the pandemic we started buying and consuming ground coffee because it was more convenient for us.” (Male, 46).

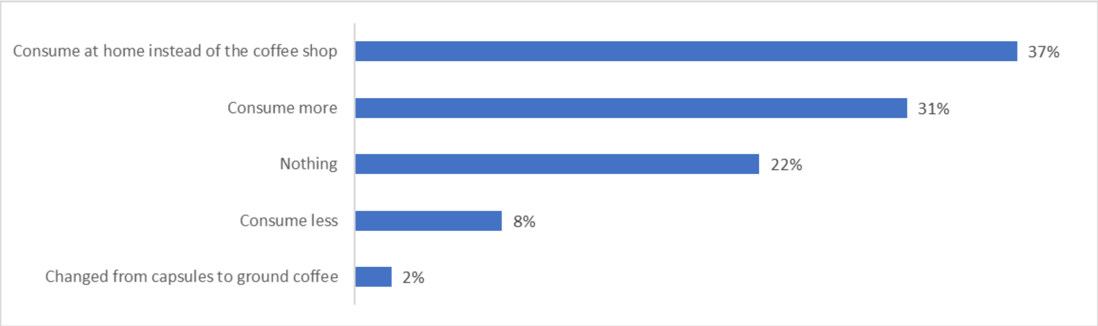

Figure 16: Coffee consumption habits

Now, going into the number of coffees consumed daily per family aggregate, we wanted to analyse what were the most usual does of coffee consumption for our sample and to complete our analysis, it was interesting to establish what seems to be the average of coffees consumed daily during the pandemic for the families and even make a comparison with how it was before the pandemic.

Since the answers that we obtained weren’t conclusive in most of the times and instead of getting specific numbers, we mostly obtained ranges, to make a more accurate and reliable analysis, it will be taken into consideration to our analysis the average between the ranges as the number of coffees drank (e.g. if a family indicates that they consumed 3-6 coffees daily, then we will consider that the family drank 4.5 coffees a day). This way we will be able to establish a comparison between the average coffees drank before and during the pandemic.

We obtained a variety of different results which we grouped in different ranges: 2 or less coffees; 3-5 coffees; 6-9 coffees and 10+ coffees. At first sight we only see small changes and we can identify that there at least 2 families started consuming more, given these ranges.

Table 6:
Coffee consumed before and during the pandemic by family aggregate

	Before	During
10+ coffees	8%	10%
6-9 coffees	20%	22%
3-5 coffees	47%	43%
2 or less coffees	24%	24%

But when calculating the average number of coffees that were consumed daily on average, we could understand that before families consumed around 4.75 coffees per day while during the pandemic that number became 5.2 coffees consumed per day. Although this number may not represent a big shift in terms of consumption, it shows us that, on average, one in each two families ended up almost consuming 1 more coffee during the pandemic which leads us to conclude that the pandemic had influence over the quantity of coffee consumed by these families.

"We started drinking at least one more during the pandemic." (Female, 55)

Moving into the expectations/reality over consumption after the lockdown, the question was simple: do families expect/have come back to the old habits or are they now used to the new habits that came with the pandemic?

The results were interesting, and in opposition to the results obtained related to the habits of purchase, more families intended to go back to the old habits of consumption than the ones that will keep the same habits that they acquired during the lockdown (41% vs 35%, respectively). One of the families couldn't answer our question and 22% of the families saw no change to their habits.

When people referred to going back to their old habits of consumption, they meant mostly to consuming in the coffee shop/working office which were most of the answers.

When it came to people keeping the new habits from the lockdown, 3 of the families intended to keep reducing on the quantity of coffee consumed and 1 wanted to keep consuming ground coffee since that was the change that they had during the lockdown.

"I don't see myself keeping the habit of drinking coffee at home. No coffee tastes as good as the coffee from the café" (Female, 53)

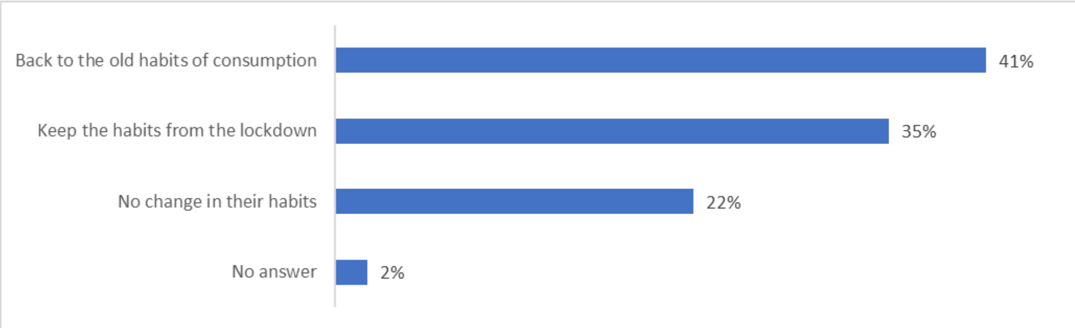

Figure 17: Intention of consumption habits after the pandemic

Throughout this topic, we were able to understand that not only the families saw themselves forced to consume the usual coffees at home, but also a 1/3 of our sample mentioned they started consuming more coffee than they previously did consequently for spending more time at home and all the confusion and work that came with the forceful change in the working conditions for the business world. Although the difference is not so significant, in this case people mentioned that they pretend to go back to their old habits of consumptions, the opposite as we have seen in the previous topics. Although it differs to what we have previously seen, this can be explained since the families mean that going back to their old habits is simply going back to consume coffee in the coffee shop.

5.6 Post-purchase of coffee

As explained previously during this dissertation, the post-Purchase phase is of high importance when it comes to sharing experiences and influence others' decisions. At this point, we can see that coffee is a predominant product consuming by the Portuguese families, so it is interesting to understand if a factor such as the Word-of-Mouth has any kind of effect over consumers' choices when it comes to coffee. At the same time, it is also interesting to explore if these families recycle and have knowledge about the possibility of recycling a product that contains plastic which, nowadays, is a generalized concern for the world to which brands are putting efforts on following this trend. Depending on the responses that we got, it was relevant to understand which factors motivate the families for their actions.

5.6.1 Sustainability

As previously mentioned, sustainability is an important concern on today's society and when asked about this subject, the families were divided. In this sample, only 45 of the families were eligible to answer since 1 didn't consume coffee, another family consumed coffee from their own business, 1 other family weren't able to be questioned about this topic and 4 families consumed ground coffee. From the families that consumed ground coffee, we obtained an interesting answer for the reason of not consuming coffee through capsules, mentioning that their concern about the environment was one of the decisive factors and since capsules polluted too much, they preferred to not buying them.

"We don't like capsules because they pollute too much" (Male, 48)

From the 45 families that were able to answer to our questions, the results were the following: 29 families said they didn't recycle and 16 said they did recycle. This demonstrates that, from our sample, almost 2/3 of the families did not recycle even if they admitted that they should try to learn more/be more concerned about this subject.

"I worry about recycling, but I don't have time to search for it. I know we need to improve that, but it requires some time to spend searching for it and we never go shopping with spare time" (Female, 37)

Among the reasons for not recycling, we can stand out "not knowing how/where to recycle", "not having a place near their location to drop the capsules" and 1 of the families mentioned that maybe with some sort of "financial incentive" they would consider doing it.

"We worry about recycling, but we don't have a post near to our place." (Male, 51)

"Maybe if they incentivise us with money, we might start doing it" (Female, 49)

When questioned about their knowledge over brands that cared about recycling, 47% of the families didn't know about any brand that had recycling policies. Furthermore, 42% of the families about the aluminium capsules that Nespresso produces to help recycling and the Nespresso' recycling program. This represents a large majority of the sample that knows about brands and their recycling policies, indicating that Nespresso is being successful in leaving its mark over this subject. Results also showed that 9% of the families knew about Delta, 4% of the families knew about Dolce Gusto and only 2% of the families mentioned that Lidl could also be recycled.

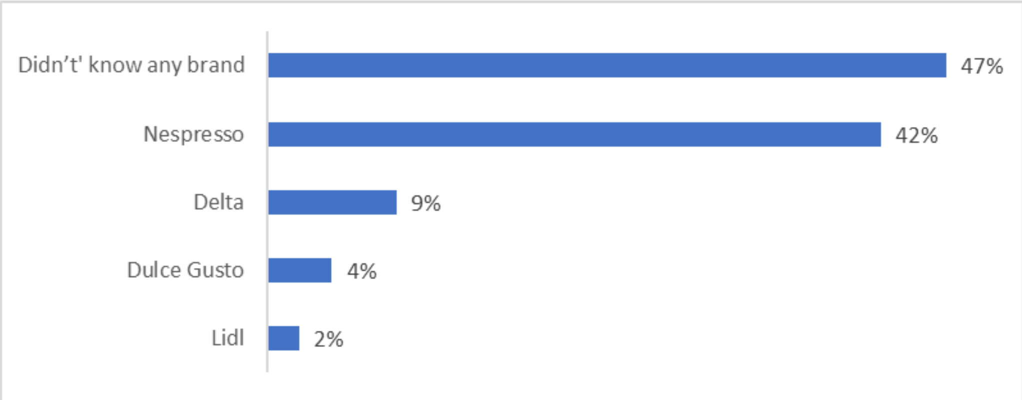

Figure 18: Knowledge about brands that have recycling policies

5.6.2 Knowledge of experiences

We also tried to understand if, in what matters to coffee, the shared experiences by third parties had any type of influence in people's choices. In this case, it didn't matter the type of coffee that people consumed, so our base sample of families considered in this topic was of 49 families. With this being said, we could understand that 73% of the families didn't remember/didn't have anyone sharing any sort of information with them about experiences with coffees and recalled that it wasn't a topic of conversation. 22% of the families have had people sharing their experiences with them and 2 families mentioned that the only time they have people sharing information with them is if it comes up in a conversation, but they considered it as a rare occurrence and only as "small talk" and not something that could influence their decision.

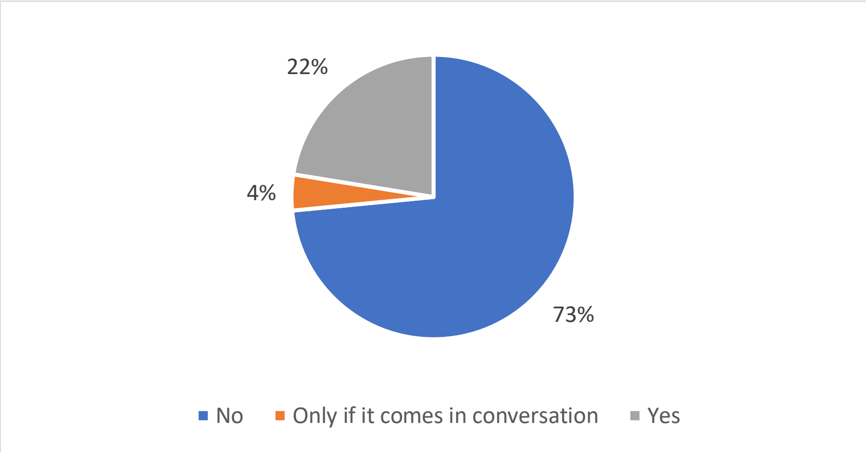

Figure 19: Weight of families that have had coffee experiences shared with them

The main source that shared experiences with the families from our sample were friends, but also colleagues and family were mentioned as being a source of shared experiences, as well.

From our sample, only one of the families mentioned that their niece had shared with them that they liked Buondi and the family wanted to try, which made them starting to consume coffees from that brand.

"My niece told us that they have been consuming Buondi and it is excellent. Then we tried and we liked it and started consuming it." (Male, 51)

Nevertheless, the results show that besides the majority of families didn't have other people sharing experiences with them, even from the families that had, only one of the families mentioned that the experience which was shared with them had influence over their choices and preferences. This leads us to conclude that the Word-of-Mouth doesn't have a large influence over the choice of this product.

5.6.3 Sharing experiences

If it was important to understand if experiences from third parties any influence over our sample's choices had, it is relevant as well to understand if the families that were interviewed shared any type of personal experience with coffee with other people and the answers were quite similar to the previous topic. In this case, 71% of the families mentioned that they don't remember about/didn't share experiences about coffees with other people. This is clearly a very similar result as the one we got in the previous topic. Again, 4% of the families mentioned that the only times coffee was a topic of conversation were rare and couldn't remember nor that conversation would have any impact over their choice. What we could observe in Figure 20 as well was that 24% of the families mentioned that they have shared experiences about coffee.

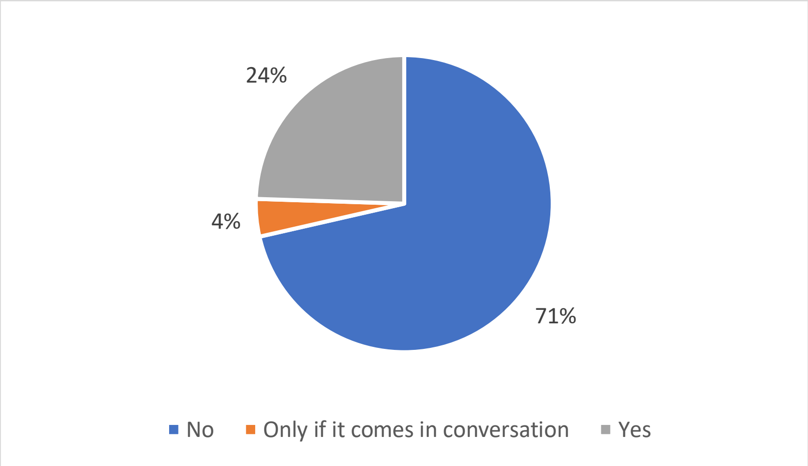

Figure 20: Weight of families that have shared experiences with coffee

Then again, the predominant group to which the families shared experiences with were friends, to which 6 families mentioned it and one of the families mentioned that their opinion over their coffee experience, ended up influencing one of their relatives over their coffee preference.

"My mother started buying Nespresso because I told her to do it for years" (Male, 31)

As we can see, the results were very similar, and our conclusions remain the same for both topics which is that the Word-of-Mouth doesn't not have a strong influence over one's preference when it comes to coffee.

After analysing all the subtopics regarding the purchase experience, we can first understand that although sustainability is such a big concern on the modern society, there is still a long way to go since almost 70% from our eligible sample admitted that they didn't recycle although some recognized that they should instruct themselves more about it. Not only that but we were able to understand that coffee isn't part of the usual topics of conversation for the common person, although we could see some cases in which the sharing of experiences and opinions ended up in influencing the choices of some families either by third parties sharing experiences with them of and vice-versa.

6 Conclusions and Recommendations

6.1 Theoretical contributions

The covid-19 pandemic affected the whole world and due to it, the society was forced to change in many degrees as seen previously on chapter 3, since that is the usual behaviour of the population when facing a crisis (Kirk, C. P. and Rifkin, L. S., 2020).

We have seen, in chapter 5, that when it comes to the first research question "RQ1: What is the impact of the Covid-19 pandemic in the general context of the Fast-Moving Consumer Goods (FMCG) purchase?", our results go in accordance to the literature and not only have people changed their habits of purchase regarding FMCG products, but the fact that we start to see some changes regarding online shopping such as families that looked at it as a solution for the consequences of the pandemic and companies can find solutions for the disadvantages that the consumers see in online shopping and take this opportunity to expand their business (Gefen, 2000; Gefen et al., 2003).

One of the additions of this study to the literature is covering three important steps in the consumer behaviour in what regards to the coffee market which, ultimately, provided interesting inputs on how people started to buy more coffee and the main factors that lead them to do so (Sousa, A. G. et al. 2016; Samoggia, A., & Riedel, B., 2019).

We could understand that some of these factors are in accordance with previous studies, such as the price/promotions like Samoggia, A., & Riedel, B., (2019) and Czarniecka-Skubina, E. et al. (2021) mentioned, but also the importance of the quality and preference for the brand (Nehlig, A., 2010; Sousa, A. G. et al. 2016) and how coffee is seen in the Portuguese culture as part of tradition and used as socialization which was one of the main things that changed during the pandemic since most of our sample had to stop going to the coffee shop (Richelieu, A., & Korai, B., 2014; Czarniecka-Skubina, E. et al., 2021).

With these inputs, we could answer to the second and third questions: "RQ2: What is the impact of the Covid-19 pandemic in the coffee purchase?" and "RQ3: What is the purchase experience of coffee during and after the lockdowns caused by the Covid-19 pandemic?" and understand that people planned to keep these behaviours after the pandemic.

Moreover, we answered to the fourth question: “RQ4: What are the consumption behaviors related to coffee during and after the lockdowns caused by the Covid-19 pandemic?” and confirm that, as Castellana, F. et al. (2021) previewed, coffee consumption at home increased significantly, as families were drinking, on average, more half a coffee due to all the stress and confusion that starting to work at home created. In this case, people were divided about what how they expected to continue consuming coffee after de pandemic, although more than half planned on going back to drinking coffee in the coffee shop and as a socialization activity.

Finally, in the end of the fifth chapter we were able to answer question five: “RQ5: What are the post-purchase behaviors related to coffee during and after the lockdowns caused by the Covid-19 pandemic?” and realize that coffee isn’t usually a topic of discussion for the majority of our sample and for the common Portuguese individual. Not only that, but we could also understand that we are still some steps behind to reach sustainability in this industry since not many brands are known to have sustainable policies and the families didn’t feel incentivized to recycle. In order to do so, both government and brands need to understand how they can help consumers to feel more involved and concern more about the environment in order to make more choices towards the “green” (Khaola et al., 2014; Thøgersen et al., 2012).

6.2 Limitations and future research

A sample of 49 families is good for an exploratory and qualitative approach however it may be considered a small sample for quantitative conclusions, so the results may lack some sustention and generalization, that we would have had in a study with a larger sample, since we would be able to obtain more precise results regarding the answers from the sample and crossing them with the sample’s characteristics like demographics factors, economical factors, geographical factors, etc. This way we might get better conclusions and identify which factors have more weight in the consumption of coffee and use these results to implement different measures and reach solutions regarding the positives and negatives that could come out with a bigger sample.

Also, it could be interesting to study how after the pandemic these behaviours have become since it has been more than a year that these answers were obtained and measures regarding covid-19 barely exist except for healthcare establishments. Future research could study if our results about the “post-pandemic” expectations turned out to be accomplished or if the Portuguese population found a way to go back to their old habits or if they keep the habits that got with the pandemic.

We have also seen how the pandemic raised up the opportunity to invest even more in online shopping and look at it as the future. Internet is growing exponentially and so is the functionalities that come with it and the retail/FMCG industry must look at it and figure how they can make consumers to trust more in online shopping and how they can improve the service of online shopping without harming the business itself.

Another subject that could be studied is how sustainability is penetrating in people’s mind and evaluate in more detailed studies how can the coffee industry improve, according to people’s beliefs and motivations, towards more environmentally friendly services and products and study how can people increase their concern about the environment and include it in their shopping choices.

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