Evolving Authenticity: The Impact of Consumer's Behavior on Saudi Coffee Preparation Methods

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Abstract

Identifying and strengthening authenticity has been a fundamental aspect of marketing, particularly in relation to heritage. This exploratory and explanatory research used quantitative methods to analyze the influence of consumer behavior on the authenticity of Saudi coffee, focusing specifically on four dimensions: perception, attitudes, learning, and trends. The dimensions were assessed using a collection of 21 items. The results of the descriptive analysis demonstrated that the mean values for all four dimensions exceeded the hypothetical mean, suggesting a significant level of availability for these dimensions. The low standard deviations indicate a strong consensus among the participants in their evaluation of these criteria. The T test results indicated a statistically significant perception among the respondents, indicating an optimistic perspective regarding the authenticity of Saudi coffee. Through the use of stepwise multiple regression analysis, it was determined that consumer perception is the primary factor that significantly influences the variation in the authenticity of coffee ingredients. The research findings have important policy implications, including in the areas of marketing strategy, protecting the authenticity of Saudi coffee, and recommending future studies in this field.

1. Introduction

There is a significant body of research that demonstrates an increasing appreciation in local and traditional food (Eden and Bear, 2010; Kneafsey, 2010; Winter, 2003), studies observed that traditional cuisine and drinks have a crucial function in showcasing and preserving cultural heritage. It maintains the continuity of identity throughout generations. A vital component to consider is the analysis of the factors and characteristics that distinguish intangible heritage, with a specific emphasis on its authenticity. According to Jones et al. (2003), it has transformed numerous traditional specialties into heritage food, and converted food products into icons of historical rural life.

The process of globalization, alongside the widespread adoption of coffee culture throughout the world, has had a substantial impact on the blending of coffee traditions from

other civilizations. This fusion is evident in the shift in consumer preferences and their demand for a wide range of flavors, additives, and roasting methods. This innovation provided new elements and ingredients to enhance the authenticity of coffee and encouraged consumers to decide on coffee beans, preparation methods, and additional flavors appropriate to their own preferences.

This quantitative study examines the impact of customer behavior on the authenticity of Saudi coffee, with particular emphasis on its dimensions: motivation, perception, attitudes, and learning. The essay is organized into two main sections: the background and the research model. Additionally, it covers hypothesis testing and policy implications.

2. Background and research model

2.1. Theoretical framework

Ever since McCannell's influential 1973 study on "staged authenticity," the concept of authenticity has been extensively debated, especially within the fields of heritage, sociology, marketing, and tourism.

In general, authenticity is a complex and multifaceted concept that originated from philosophical schools debating whether it is subjective or objective. Reisinger and Steiner (2006: 65) have confirmed that authenticity was not initially regarded as a core concept in heritage.

Wood (2020:12) summed up key forms of authenticity as shown in Table 1.

Table 1. Forms of authenticity

Authenticity form	Key reference	Summary
Staged authenticity	MacCannell (1973)	A place or experience created and presented for the purpose of tourist enjoyment intended to give the appearance and sense of an expected authenticity.
Objective authenticity	Wang (1999)	Refers to the "thing," the material asset, a building, object, or place. Measurable.
Constructivist authenticity	Wang (1999)	Not inherent but results from social construction. Not always measurable.
Existential authenticity	Wang (1999)	Self-made and personal, relates to activity. Interpersonal authenticity will be self-made and related to self-identity, creating a state of being through a holistic experience—for example, "an authentically good time". Intrapersonal authenticity relates to bodily feelings, the sensual and symbolic, creating the authenticity of being whatever the materials and experience, Difficult to measure.
Emergent authenticity	Cohen (1998)	Authenticity is negotiable. Material or cultural traits or products can become authentic over time. Different people have different perspectives and needs. Differences in perceptions of or presentations of authenticity can be dependent on socioeconomic variables
Theoplacity	Dueholm and Sned (2014)	Recognizes that experience is part of constructing authenticity but integrates subjective belief with facts related to place or object and activity

When the notion transitioned to the field of marketing, it was defined in terms of consumer behavior theory, namely as perceived authenticity. Clearly, consumers have the

ability to create their own meanings by engaging with objects. Perceived authenticity can be described as a mixture of objective, constructive, and existential authenticity.   Dai et al. (2021:3) argue that the perceived authenticity is an immediate consequence of his experience.

The concept of perceived authenticity aligns with Consumer Culture Theory (CCT), which emphasizes consumers as integral participants in the market. Consumers actively incorporate and embody various cultural resources in their process of constructing their identity. Thus, it enables them to express a sense of self while developing meaningful narratives about their identity. (Rokka, 2021).

In their study, Beverland and Farrelly (2010) proposed that consumers use the concept of perceived authenticity in the context of food. They suggested that customers strive to authenticate their purchases by seeking three specific goals: control or practicality of their choice, a sense of connection, and the virtue or morality of their choice. Consumers opt for consuming local foods due to the feeling of connection they experience with the nostalgia, natural surroundings, and social environment that foster sustainable livelihoods and traditions in their regions and provinces. According to Shahrin and Hussin (2023), value co-creation is the term used to describe this concept.

From marketing viewpoint, authenticity defined as a holistic consumer assessment determined by six factors of judgement criteria: accuracy, connectedness, integrity, legitimacy, originality and proficiency (Nunes et al, 2021)

Undoubtedly, the remarkable growth of global tourism, from thirty million in 1950's to over a billion in 2019 and beyond, provides valuable insights into tourist/ consumer behavior and perception (Christou, 2022). This is a multifaceted issue. Additionally, countries intensified their focus on cultural heritage, encompassing activities such as conservation, preservation, and reuse, which enhance national identity, including traditional cuisine and beverages.

From a heritage perspective Nara document on authenticity is considered an enormous milestone in the establishment and administration of heritage authenticity. The statement declares that the process for identifying authenticity requires comprehending values, and there is no universally established standard for evaluating the authenticity of heritage. Therefore, the assessment of values should take into account their cultural context.

The concept of authenticity in food and beverage has been thoroughly researched. Food is not only a simply consumable product; it carries a significant place in cultural and social customs, and can even function as a symbol of social status. and indicator of personal or collective identification (Henderson, 2009). The process of cultivating, preparing, and consuming food serves as an example of building and maintaining identity over generations that follow. Bessière (2013) asserts that this knowledge is transmitted over generations and serves as a succinct representation of the local population's way of life and cultural essence. Furthermore, it is utilized as a strategic instrument to promote the economic and social development of a destination.

According to Timothy (2013), the authenticity of food encompasses various aspects such as recipes, ingredients, techniques for food preparation, aromas, cultural practices of consumption, social associations with organizations and festivals, alongside hunting and farming traditions.

Soare, I. et al. (2023) conducted a study on the Romanian experience with traditional cuisine and confirmed that evaluating consumer perception and choice of traditional food products is a complicated task.

Nevertheless, it is crucial to note that, as per a study conducted by Zepeda and Li (2006), customer preferences for local food are purely influenced by their attitudes and habits, with no impact whatsoever from incomes and demographic characteristics.

Alhiagi focuses on the socio-cultural aspect of coffee and the methods used for its processing, as described by Western travelers. Travelers who visited the Arabian Peninsula from the 16th to the 20th centuries saw distinct differences between Arabic coffee and Western coffee, particularly in terms of the rituals and norms that the local population adhered to (Alhiagi, 2024).

2.2. Methodology

2.2.1. Sample and data collection:

The researchers developed a questionnaire to assess the respondents' views on how consumer behavior affects the authenticity of Saudi coffee preparation. The questionnaire was divided into two sections, with one identifying demographic characteristics for respondents, such as gender, age, marital status, and educational level. The second part of the study is focused on addressing research questions and assessing the dimensions of the study variables.

The consumer behavior variables were measured using four dimensions: motivation, perception, attitudes, and learning. The authenticity of coffee variables is measured using three dimensions: ingredients, methods of preparation, and customs and traditions. After confirming their validity, there are a total of thirty-nine paragraphs in this section.

Upon completing the formulation and design of the questionnaire, its validity and reliability were verified. To examine its validity, a trial copy was sent to four experienced academics and specialists for consultation and review. This step emphasized the significance of experimentation in discovering and fixing any possible errors in the questionnaire prior to its circulation. In response to their feedback, certain phrases were reformulated for further clarification.

2.2.2. Characteristics of the study's sample:

The study sample comprised 225 Saudi coffee consumers who were selected randomly. The sample description revealed a diverse range of characteristics, including gender, age group, marital status, and educational level. The majority of the sample (80%) consisted of males, while females accounted for 20%. The majority of the sample, accounting for 71.2%, is less than 40 years old. The second-biggest group, comprising 15.1%, falls within the age range of 40 to less than 50 years. The remaining 13.8% of the sample are aged 50 years and older. In terms of marital status, there is a balance between the two groups of single and married. The married category accounts for approximately 50.2% of the sample, while the single category comprises 49.8%. The findings indicate that the majority of the participants had a bachelor's degree (64%), while 24% held postgraduate qualifications (including postgraduate studies and above). Further, 12% of the respondents have a high school diploma or lower, as shown in Table 2.

Table 2. Socio-demographic characteristics

| Characteristics		Frequency	Percentage
Sex	Male	180	80%
	Female	45	20%
Age	Less than 30 years	80	6.35%
	30- 40 years	80	6.35%
	40- 50 years	34	1.15%
	More than 50 years	31	8.13%
Marital statues	Single	112	49.8%
	Married	113	50.2%
Education	Higher school diploma	27	12%
	Graduate	144	64%
	Post graduate	54	24%

2.2.3. Methods and hypothesis

The researchers have developed a conceptual model to study consumer behavior. This model, shown in Figure 1, identifies consumer behavior as the independent variable, which is composed of four dimensions: motivation, perception, attitudes, and learning. The dependent variable, on the other hand, consists of three dimensions connected to the characteristics of authenticity: components, methods of preparation, and customs and traditions. The study considers consumer characteristics, such as gender, age group, marital status, and educational level, as variables that can be adjusted.

Based on the study's objectives, two primary hypotheses have been formulated:

1. *The first primary hypothesis (H1): The consumer behavior components, including motivation, perception, attitudes, and learning, positively affect the authenticity characteristics of Saudi coffee, such as its ingredients, methods of preparation, customs, and traditions. To ensure a thorough understanding of the main hypothesis, it is divided into three sub-hypotheses:*

    1.1. *The first sub-hypothesis (H1a): The dimensions of consumer behavior (motivation, perception, attitudes, and learning) positively affect the authenticity of the ingredients of Saudi coffee.*

    1.2. *The second sub-hypothesis (H1b): The dimensions of consumer behavior (motivation, perception, attitudes, and learning) have a positive impact on the authenticity of the methods of preparing Saudi coffee.*

    1.3. *The third sub-hypothesis (H1c): The dimensions of consumer behavior (motivation, perception, attitudes, and learning) positively affect the authenticity of customs and traditions associated with Saudi coffee.*

2. *The second primary hypothesis (H2): There is no statistically significant variation amongst the participants depending on demographic factors (gender, age, marital status, educational level) in terms of the study variables.*

Figure 1. Research model
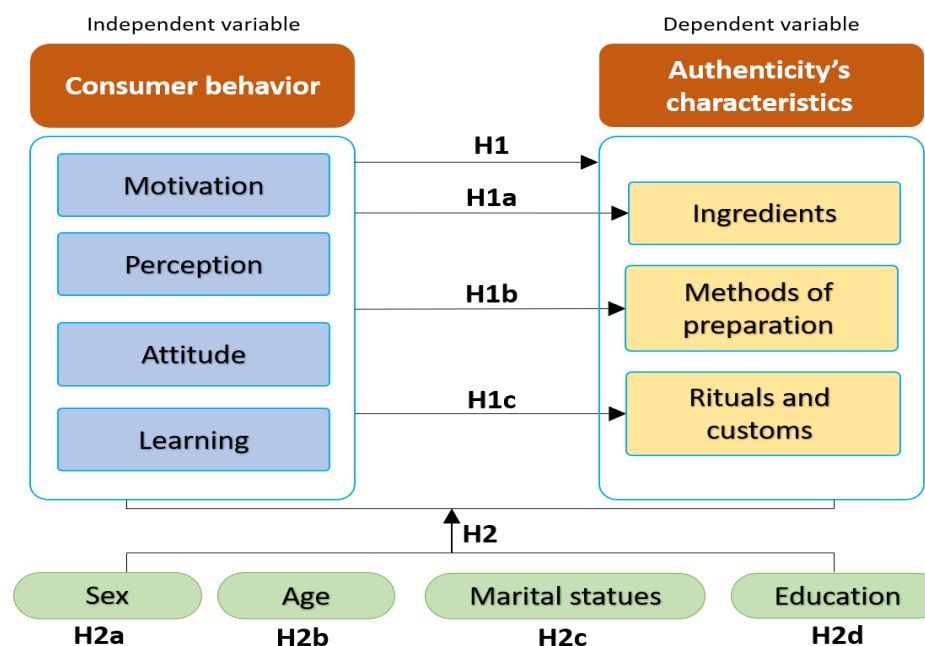
3. Results and Discussion

The reliability of the tool and study variables were examined using Cronbach's alpha test. The data from Table 3 shows that all the reliability coefficients of the scales used to measure the study variables are high and fall within acceptable ranges. It is significant to point out that a reliability coefficient ratio greater than 0.7 is considered acceptable (Hair et al., 2019). The reliability coefficients for the study variables ranged from 0.772 to 0.948, indicating a high level of reliability.

Obviously, it is evident from the data in Table 3 that there is a clear convergence between the means of all study variables based on the total values of the sample, which were greater than the hypothetical mean of (3), and in general, the mean averages of the study variables ranged from (3.614) to (4.112), which indicates a clear perception of the sample for study variables. Additionally, the low standard deviation values indicate that there is a great deal of agreement among the respondents about their perception of those variables.

Pearson's bilateral correlation test was conducted to assess the significance of the correlation between the study variables. The results in Table 3 prove a positive and statistically significant bilateral correlation between all study variables, with a correlation coefficient greater than 0.7. It indicates a strong degree of correlation between the variables (Ratner, 2009).

Table 3. The means, standard deviations, reliability coefficients, validity, and binary linear correlation coefficients within the variables being investigated

variables	mean	Standard deviation	Reliability coefficient	validity	1	2	3	4	5	6	7	8	9
consume behavior	3.971	0.727	0.948	0.974	1								
motivation	4.071	0.772	0.858	0.926	0.862**	1							
perception	4.112	0.749	0.844	0.919	0.913**	0.839**	1						
attitudes	3.865	0.828	0.836	0.914	0.909**	0.675**	0.758**	1					
learning	3.837	0.919	0.881	0.939	0.876**	0.595**	0.685**	0.789**	1				
Characters of authenticity	3.800	0.743	0.919	0.959	0.749**	0.696**	0.705**	0.648**	0.626**	1			
ingredients	3.783	0.833	0.772	0.879	0.643**	0.608**	0.627**	0.571**	0.499**	0.866**	1		
Methods of preparing	3.614	0.804	0.820	0.906	0.677**	0.550**	0.597**	0.637**	0.618**	0.910**	0.718**	1	
Customs and traditions		0.891	0.879	0.938	0.662**	0.677**	0.640**	0.513**	0.543**	0.871**	0.582**	0.703**	1

3.1.Hypothesis test:

This section presents the results of the study regarding the validation test of the primary hypotheses of the study, and the sub-hypotheses that emerge from them as follows:

3.1.1.   The results of the first primary hypothesis test and its sub-hypotheses:

H1: *The consumer behavior components, including motivation, perception, attitudes, and learning, positively affect the authenticity characteristics of Saudi coffee, such as its ingredients, methods of preparation, customs, and traditions.*

This hypothesis tests the extent to which there is a significant impact of consumer behavior by its dimensions represented in (consumer motivation, consumer perception, consumer attitudes, and consumer learning) as an independent variable on the characteristics of the authenticity of Saudi coffee represented in (coffee ingredients, coffee preparation methods, customs, and traditions) as a dependent variable. For the possibility of testing the first primary hypothesis, it was divided into three sub-hypotheses as follows:

3.1.1.1.The results of the first sub-hypothesis test:

H1a: *The dimensions of consumer behavior (motivation, perception, attitudes, and learning) positively affect the authenticity of the ingredients of Saudi coffee.*

This hypothesis tests the extent to which there is a significant impact of consumer behavior in its dimensions represented by (consumer motivation, consumer perception, consumer attitudes, and consumer learning) as an independent variable and (coffee ingredients) as one of the characteristics of the authenticity of Saudi coffee as a dependent variable. To test the validity of this hypothesis, a stepwise multiple regression analysis was used.

Table 4. Hypotheses validity test

Dependent variables	R	R^2	Adj R^2	Δ Adj R^2	F value	Sig.F
Consumer perception	0.627	0.393	0.390	-	144.312	0.000**
Consumer motivation	0.645	0.416	0.410	0.02	78.973	0.000**
Consumer attitude	0.658	0.433	0.425	0.015	56.234	0.000**

The results of Table 4 show the following:

The values of the correlation coefficients (R) indicate a significant correlation between three dimensions of consumer behavior (perception, motivation, and attitudes) and the authenticity of coffee ingredients as a characteristic of the authenticity of Saudi coffee, where the total correlation coefficient between these independent variables combined with the authenticity of coffee ingredients is estimated at 0.658, while a single dimension of consumer behavior was excluded, which is consumer learning from the multiple regression equation.

The values of the ADJ R2 determination coefficient indicate that the three independent variables combined (perception, motivation, and trends) explained 42.5 percent of the variation and change that occurred in the dependent variable of the authenticity of coffee ingredients, and consumer perception is the most important variable explaining the variation in the authenticity of coffee ingredients, as it contributed alone to the interpretation of 39 percent of the variation in the dependent variable of the authenticity of coffee ingredients,

while consumer trends are the least independent variables to explain the variation in the authenticity of coffee ingredients by 1.5%.

Table (5) shows the final form of the multiple (gradient) regression equation for the dimensions of consumer behavior on the authenticity of coffee ingredients, as follows:

Table 5. multiple regression equation for the dimensions of consumer behavior on the authenticity of coffee ingredients

Independent values	Beta	β	T Value	Sig t	Constant coefficient α	F value	Sig. F.
Consumer perception	0.264	0.294	2.497	0.013*	0.692	56.234	0.000**
Consumer motivation	0.250	0.270	2.671	0.008**	0.692	56.234	0.000**
Consumer attitudes	0.202	0.203	2.589	0.010*	0.692	56.234	0.000**

The findings of the prior table No. 5 are as follows: The impact coefficients (B, Beta) indicate that there are statistically significant positive effects of three dimensions of consumer behavior (consumer perception, consumer motivation, and consumer trends) on the authenticity of coffee ingredients as a characteristic of Saudi coffee. Fortunately, the dimension of consumer learning was excluded from the multiple regression equation.

The T-test results prove the significance of the model coefficients, whereas the Sig.f value indicates the significance of these results at a significance level of 0.01. Thus, the final model is believed to be valid for predicting the dependent variable, which is the authenticity of the ingredients of Saudi coffee.

Based on the aforementioned information, it can be decided that the three dimensions of consumer behavior have a positive impact on the authenticity of the ingredients of Saudi coffee. Therefore, the first sub-hypothesis of the first primary hypothesis can be partially accepted.

3.1.1.2.The results of the second sub-hypothesis test:

H1b: The dimensions of consumer behavior (motivation, perception, attitudes, and learning) have a positive significance for the authenticity of the methods of preparing Saudi coffee.

This hypothesis examines the impact of consumer behavior, specifically consumer motivation, perception, attitudes, and learning, on coffee preparation methods, which are considered to be crucial components of the authenticity of Saudi coffee. The hypothesis was evaluated for validity by applying the technique of multiple progressive regression analysis. Table 6 illustrates the results of a multiple regression analysis assessing the relationship between consumer behavior factors and the authenticity of Saudi coffee preparation procedures.

Table 6. Results of the effect of consumer behavior on coffee preparation methods using Stepwise Multiple Regression Analysis

Independent variables	R	R^2	Adj R^2	ΔAdj R^2	F value	Sig. F
Consumer attitudes	0.637	0.405	0.403	-	151,900	0.000**
Consumer learning	0.664	0.440	0.435	0.032	87.339	0.000**
Consumer motivation	0.678	0.460	0.452	0.017	62.671	0.000**

The results of table number 6 are as follows:

The correlation coefficients (R) indicate a robust linkage between all three components of consumer behavior (consumer motivation, consumer perception, and consumer learning) and the authenticity of customs and traditions linked to coffee as a distinctive attribute of Saudi coffee. The estimated correlation coefficient between these independent factors and the authenticity of customs and traditions associated with coffee is 0.715. Even so, the multiple regression equation neglected to include the component of customer attitudes.

The adjusted R2 coefficient values indicate that the combined impact of the three independent variables (customer motivation, consumer perception, and consumer learning) accounted for 50.3% of the observed variation and changes in the dependent variable. The primary cause of the variance in the authenticity of coffee-related rituals and traditions is consumer motivation, which alone accounts for 45.5% of the variation in the dependent variable. The authenticity of customs and traditions associated with coffee is the most influential factor in explaining the variation, whereas consumer education has the least effect. The credibility of coffee rituals and traditions was reduced by 1.9%.

3.1.1.3.The results of the third sub-hypothesis test:

H1c: The consumer behavior elements of motivation, perception, attitudes, and learning have a favorable impact on the authenticity of rituals and traditions related to Saudi coffee.

This study aims to assess the degree to which consumer behavior, specifically consumer motivation, consumer perception, consumer attitudes, and consumer learning, has a significant influence on the authenticity of Saudi coffee, specifically in terms of its customs and traditions. Stepwise multiple regression analysis was employed to assess the validity of this hypothesis.

Table 7. Stepwise multiple regression analysis

Independent variables	Beta	β	T Value	Sig. t	Coefficient α	F value	Sig. F
Consumer attitudes	0.292	0.283	3.294	0.001**	0.794	62.671	0.000**
Consumer learning	0.274	0.240	3.373	0.001**	0.794	62.671	0.000**
Consumer motivation	0.190	0.198	2.809	0.005**	0.794	62.671	0.000**

The results of Table (7) show the following:

The effect coefficients (B, Beta) provide evidence of statistically significant positive effects of three dimensions of consumer behavior (consumer perception, consumer motivation, and consumer attitudes) on the authenticity of coffee ingredients as a characteristic of Saudi coffee. Nevertheless, one dimension of consumer behavior, specifically consumer learning, was excluded from the multiple regression equation.

The results of the T-test demonstrate the significance of the model coefficients. The coefficient of the model's authenticity (Sig.f) indicates the significance of these results at a significance level of 0.01, confirming the validity of the final model in predicting the dependent variable, which is the authenticity of the ingredients of Saudi coffee.

The three components of consumer behavior show significant influence on the authenticity of the components in Saudi coffee, leading to the conclusion. Consequently, the third sub-hypothesis of the primary hypothesis can be partially accepted.

Table (8) shows the final form of the multiple stepwise regression equation for the dimensions of consumer behavior on the authenticity of customs and traditions associated with coffee, as follows:

Table 8. The multiple stepwise regression equation for the dimensions of consumer behavior

Independent values	Beta	β	T Value	Sig. T	α	F value	Sig. F
Consumer motivation	0.547	0.632	9.629	0.000**	0.621	105.945	0.000**
Consumer perception	0.389	0.401	6.249	0.000**	0.621	105.945	0.000**
Consumer learning	0.217	0.221	3.634	0.000**	0.621	105.945	0.000**

The results of Table (8) show the following:

The impact coefficients (B, Beta) indicate that there are statistically significant positive effects of three dimensions of consumer behavior (consumer motivation, consumer perception, and consumer learning) on the authenticity of customs and traditions associated with coffee as a characteristic of Saudi coffee. However, the dimension of consumer attitudes was not included in the multiple regression equation.

The results of the T-test reveal the significance of the model coefficients, while the coefficient of the model (Sig.f) indicates the significance of these results at a significance level of 0.01. This confirms the validity of the final model in predicting the dependent variable based on the authenticity of the customs and traditions associated with it. The analysis shows how the three variables of consumer behavior have a significant effect on the authenticity of customs and traditions associated with Saudi coffee. Consequently, the third sub-hypothesis of the first primary hypothesis can be partially accepted. With regard to the information that was provided, the three sub-hypotheses that derive from the primary major hypothesis have been partially accepted. The first primary hypothesis can be regarded as valid.

3.1.2. The results of the second primary hypothesis test:

This hypothesis tests the extent to which there are significant differences between the perceptions of Saudi coffee consumers towards the variables of the study: consumer behavior (consumer motivation, consumer perception, consumer attitudes, consumer learning), and characteristics of coffee authenticity (ingredients, methods of preparation, customs, and

traditions) according to different demographic characteristics (gender, age group, marital status, level of education). Four sub-hypotheses emerge from this hypothesis according to demographic characteristics, as follows:

3.1.2.1.First sub-hypothesis test results:

H2a: "There are no statistically significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer attitudes, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs, and traditions) according to gender difference (male, female)."

To test the validity of this hypothesis, the Mann-Whitney test was used to compare two independent samples (Table 9).

Table 9. Mann-Whitney test

Variables	Male			Female			Mann-Whitney Z value	P value
	Mean	Standard deviation	Rank average	Mean	Standard deviation	Rank average		
Consumer motivation	4.043	0.813	111.44	4.182	0.578	119.22	0.723-	469NS
Consumer perception	4.099	0.784	111.94	4.164	0.595	117.26	0.497-	.620[NSco]
Consumer attitudes	3.837	0.878	111.82	3.978	0.583	117.73	0.549-	.583[NS]
Consumer learning	3.375	0.937	107.48	4.148	0.773	135.07	2,554-	0.011[*]
Authenticity of coffee ingredients	3.759	0.826	111.84	3.782	0.869	117.64	0.539-	0.590[NS]
Authenticity of preparing methods	3,759	0.802	115.04	3.511	0.811	104.82	0.947-	0.344[NS]
Consumer of rituals and customs	3,783	0.912	118.83	3.804	0.783	89.68	2.709-	0.007[**]

The results of Table 9 indicate that there are no significant differences in the perceptions of the respondents for five variables: consumer motivation, consumer perception, consumer trends, authenticity of coffee ingredients, and authenticity of coffee preparation methods, due to gender (male or female).

The P-value shows that the difference in perceptions based on gender was not statistically significant at a significance level of 0.05. The findings additionally highlighted statistically significant disparities, at a significance level of 0.05, in the perceptions of the respondents regarding the variable of consumer learning based on gender. More precisely, females showed a higher level of awareness in comparison to males, as evidenced by their average rank of 135.07.

Furthermore, the results indicated that there were statistically significant disparities, at a significance level of 0.01, in the perceptions of the study participants regarding the authenticity of customs and traditions. These differences were observed between genders,

with males displaying a higher level of awareness towards this variable, as evidenced by their average rank of 118.83.

Considering the data that was provided, it can be noticed that there are no significant variations between males and females in terms of their perception levels for certain study variables. Nevertheless, significant differences have been noticed between the two genders in terms of their perception levels for other variables. Therefore, the first sub-hypothesis of the second main hypothesis is partially accepted.

3.1.2.2.Second sub-hypothesis test results:

H2b. "There are no statistically significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer attitudes, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs, and traditions) according to the difference in age group."

To test the validity of this hypothesis, the Kruskal-Wallis test was used to compare several independent samples (Table 10).

Table 10. Kruskal-Wallis test

Variables	Age group	Mean	Standard deviation	Ranks average	Chi-Square	df	P- Value
Consumer motivation	Less than 30	4.020	0.940	113.14	1.107	3	0.775^{NS}
	30- 40	4.113	0.694	115.63	1.107		
	40- 50	4.053	0.531	102.79	1.107		
	More than 50	4.116	0.729	117.06	1.107		
Consumer perception	Less than 30	4.030	0.940	113.11	11.046	3	0.011*
	30- 40	4.303	0.587	128.87	11.046		
	40-50	4.012	0.594	95,51	11.046		
	More than 50	3.942	0.643	90.94	11.046		
Consumer trends	Less than 30	3.910	0.981	121.05	14.298	3	0.003**
	30-40	3.973	0.957	122.23	14.298		
	40-50	3.871	0.628	107.82	14.298		
	More than 50	3.465	0.658	74.08	14.298		
Consumer learning	Less than 30	3.725	1.087	109.97	14.814	3	0.002**
	30-40	4.092	0.776	130.71	14.814		
	40-50	3.833	0.774	109.51	14.814		
	More than 50	3.473	0.773	78.94	14.814		
Authenticity of coffee ingredients	Less than 30	3.733	1.027	112.58	3.353	3	0.950NS
	30-40	3.788	0.771	115.31	3.353		
	40-50	3.859	0.688	113.78	3.353		
	More than 50	3.819	0.552	107.27	3.353		
Authenticity of coffee preparing methods	Less than 30	3.573	0.977	115.54	1.612	3	0.657NS
	30-40	3.666	0.762	116.13	1.612		
	40-50	3.660	0.606	111.68	1.612		
	More than 50	3.535	0.600	99.81	1.612		
Authenticity of customs and traditions	Less than 30	3.871	1.030	106.48	4.147	3	0.246NS
	30-40	4.044	0.802	113.56	4.147		
	40-50	3.980	0.790	108.29	4.147		
	More than 50	4.258	0.803	133.56	4.147		

The results developed from Table 10 suggest that there were no statistically significant variations in the perceptions of the participants regarding the study variables (consumer

motivation, authenticity of coffee ingredients, originality of coffee preparation methods, customs, and traditions) among different age groups. At a significance level of 0.05, the P-value indicates that the differences in perceptions between different age groups were not statistically significant.

Significant differences were found in the view of the study sample regarding consumer perception, depending on age differences, at a significance level of 0.05. The age group ranging from 30 to 40 years demonstrated the highest level of awareness, with an average rank of 128.87. Subsequently, the age group below 30 years had an average rank of 113.11, while the age group between 40 and 50 years had an average rank of 95.51.

Significant variations were found at a significance level of 0.01 in the perception of the study sample towards consumer attitudes based on age disparities. The age group ranging from 30 to 40 years showed the highest level of awareness regarding this characteristic, with an average score of 122.23. Subsequently, the age group below 30 years had an average rank of 121.05. The age segment ranging from 40 to 50 years had the least amount of awareness, with an average score of 107.82.

The study sample showed statistically significant differences in the impression of consumer learning based on age differences, with a significance level of 0.01. The age group ranging from 30 to 40 years had the highest level of awareness, with an average rank of 130.71. Subsequently, the age group below 30 years had an average rank of 109.97. The age group ranging from 40 to 50 years showed the lowest mean rank, which was 109.51. Based on the evidence presented, it can be argued that there are no significant differences in the perceptions of the sample group regarding the selected research variables, considering disparities in age. Notably, there were significant differences identified for other covariates. Therefore, the second sub-hypothesis of the second primary hypothesis is accepted as partially valid.

3.1.2.3. Third sub-hypothesis test results:

H2c: "There are no statistically significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer trends, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs and traditions) according to different social status."

To test the validity of this hypothesis, the Mann-Whitney test was used to compare two independent samples (Table 11).

Table 11. Mann-Whitney test

Variables	Single			Married			Mann-Whitney Z value	P value
	Mean	Standard deviation	Ranks average	Mean	Standard deviation	Ranks average		
consumer motivation	4.032	0.865	112.00	4.110	0.669	113.99	-0.230	0.818 NS
consumer perception	4.088	0.839	113.75	4.136	0.651	112.26	-0.173	0.862 NS
consumer trends	3.927	0.914	121.42	3.804	0.732	104.65	-1.943	0.057 NS
consumer learning	3.844	1.003	116.42	3.830	0.831	109.61	-0.789	0.430 NS
authenticity of coffee ingredients	3.741	0.966	112.05	3.825	0.678	113.94	-0.219	0.827 NS
authenticity of coffee preparation methods	3.633	0.915	117.04	3.595	0.678	108.99	-0.933	0.351 NS
authenticity of rituals and customs	3.949	0.941	109.86	4.055	0.841	116.11	-0.726	0.468 NS

The findings from Table 11 suggest that there are no statistically significant variations in the perceptions of the study participants across all the variables examined in the study. These variables include consumer motivation, consumer perception, consumer trends, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs, and traditions. The lack of significant differences is seen among various marital statuses (single, married), as indicated by the statistically insignificant P-value of 0.05. Based on the facts given, it can be argued that the attitudes of the sample group do not vary much across different marital statuses. Thus, the third sub-hypothesis of the second primary hypothesis is accepted as valid.

3.1.2.4. Fourth sub-hypothesis test results:

H2d: *"There are no statistically significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer attitudes, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs, and traditions) according to the difference in educational level."*

To test the validity of this hypothesis, the Kruskal-Wallis test was used to compare several independent samples (Table 12).).

Table 12. Kruskal-Wallis test

Variables	Education	Mean	Standard deviation	Ranks average	Chi-Square	fd	P- value
Consumer motivation	Secondary school and below	3.963	0.924	108.02	0.332	2	0.847NS
	Graduate	4.072	0.783	112.59	0.332		
	Post graduate	4.122	0.660	116.57	0.332		
Consumer perception	Secondary school and below	3.956	0.893	102.07	1.443	2	0.486NS
	Graduate	4.113	0.754	112.40	1.443		
	Post graduate	4.189	0.655	120.06	1.443		
Consumer trends	Secondary school and below	3.696	1.039	106.65	0.375	2	0.829NS
	Graduate	3.883	0.817	114.66	0.375		
	Post graduate	3.900	0.742	111.75	0.375		
Consumer learning	Secondary school and below	3.716	1.047	109.89	0.071	2	0.965NS
	Graduate	3.839	0.940	113.36	0.071		
	Post graduate	3.892	0.795	113.59	0.071		
Authenticity of coffee ingredients	Secondary school and below	3.474	0.968	89.50	4.056	2	0.097NS
	Graduate	3.779	0.868	114.00	4.056		
	Post graduate	3.948	0.604	122.08	4.056		
Authenticity of coffee preparing methods	Secondary school and	3.302	0.980	89.72	4.056	2	0.132NS
	Graduate	3.634	0.829	115.34	4.056		
	Post graduate	3.717	0.587	118.44	4.056		
Authenticity of customs and traditions	Secondary school and	3.790	1.179	106.63	1.099	2	0.577NS
	Graduate	3.984	0.889	111.35	1.099		
	Post graduate	4.157	0.702	120.57	1.099		

The findings from Table (12) suggest that there are no statistically significant variations in the perceptions of the study participants across all the variables analyzed in the study. These variables encompass consumer motivation, consumer perception, consumer trends, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs, and traditions. The lack of significant differences was observed among various educational levels, as evidenced by the statistically insignificant P-value at a significance level of 0.05. Based on the given information, it can be stated that there are no significant variations in the way the respondents perceive the research variables, regardless of their educational level. Thus, this confirms the correctness of the fourth sub-hypothesis of the second basic hypothesis.

Table 13. Summary of hypothesis testing

Hypothesis	Test	Results
H1a: The dimensions of consumer behavior (motivation, perception, attitudes, learning) positively affect the authenticity of the ingredients of Saudi coffee	Stepwise Multiple Regression Analysis	Partially accepted
H1b: The dimensions of consumer behavior (motivation, perception, attitudes, learning) have a positively affect the authenticity of the methods of preparing Saudi coffee	Stepwise Multiple Regression Analysis	Partially accepted
H1c: The dimensions of consumer behavior (motivation, perception, attitudes, learning) positively affect the authenticity of customs and traditions associated with Saudi coffee	Stepwise Multiple Regression Analysis	Partially accepted
H2a: There are no significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer attitudes, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs and traditions) according to gender difference (male, female	Mann-Whitney test	Partially accepted
H2b: There are no significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer attitudes, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs and traditions) according to the difference in age group."	Kruskal-Wallis test	Partially accepted
H2c: There are no significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer trends, consumer learning, authenticity of coffee ingredients, authenticity	Mann-Whitney test	Partially accepted

Hypothesis	Test	Results
of coffee preparation methods, customs and traditions) according to different social status		
H2d: There are no significant differences between the perceptions of Saudi coffee consumers towards the study variables (consumer motivation, consumer perception, consumer attitudes, consumer learning, authenticity of coffee ingredients, authenticity of coffee preparation methods, customs and traditions) according to the difference in educational level."	Kruskal-Wallis test	Partially accepted

4. Conclusion and Policy implications:

According to the data and findings reported in the study, it seems that the sample reflects diversity in terms of gender (both males and females), age groups, marital status, and educational level. Men represent an overwhelming majority of the sample, accounting for 80%, while women make up 20%. The majority of the respondents fall within the age range of under 30 to under 50. Considering marital status, there exists a balance between individuals who are single and those who are married. The majority of respondents, accounting for 64%, possess a university degree. Additionally, 24% have attained higher educational credentials, while 12% have obtained lower educational qualifications.

The assessment of consumer behavior towards the authenticity of Saudi coffee involves analyzing four aspects: consumer motivation, consumer perception, consumer trends, and consumer learning. These dimensions were evaluated using a set of 21 items. The findings of the descriptive analysis proved that the mean averages of all four dimensions were higher than the hypothetical mean, indicating a high level of availability for these dimensions. The small standard deviations show a high level of consensus among the participants in their assessment of these factors. The T test results confirmed the presence of a statistically significant perception among the respondents, revealing an optimistic perspective towards the authenticity of Saudi coffee.

The study assessed the "characteristics of authenticity of coffee" as the dependent variable using 18 statements that covered three dimensions: coffee ingredients, methods of preparation, and customs and traditions. The results showed that the average scores for all three dimensions were higher than the hypothetical mean. This suggests that the sample participants perceived a high degree of authenticity in coffee based on their opinions. The small standard deviations also indicate a high level of consensus among the participants in their assessment of these attributes. The T-test results indicated a statistically significant perception among the sample, which validates the findings and verifies the strong awareness of customers about all aspects of Saudi coffee authenticity.

The correlation coefficients (R) demonstrate a strong correlation between three dimensions of consumer behavior (perception, motivation, and attitudes) and the authenticity of coffee ingredients as a characteristic of Saudi coffee. The total correlation coefficient between these independent variables and the authenticity of coffee ingredients is estimated to be 0.658. However, one dimension of consumer behavior, specifically consumer learning, was excluded from the multiple regression equation.

The ADJ R2 determination coefficient values indicate that the combination of the three independent variables (perception, motivation, and trends) accounted for 42.5% of the

variation and change observed in the dependent variable of coffee ingredient authenticity. Consumer perception was identified as the leading influencing variable, explaining 39% of the variation in coffee ingredient authenticity. On the contrary, consumer trends had the least impact, explaining only 1.5% of the variation in coffee ingredient authenticity.

In order to assess the degree to which the primary main hypothesis was achieved, a multiple regression equation was applied to evaluate the influence of a group of independent variables (aspects of consumer behavior) on the dependent variable (coffee authenticity), measuring their significance and the magnitude of their effect on authenticity. Initially, the sub-hypothesis test findings for the primary hypothesis confirmed a statistically significant positive effect of three consumer behavior aspects (consumer perception, consumer motivation, and consumer attitudes) on the authenticity of Saudi coffee ingredients. By performing stepwise multiple regression analysis, it was discovered that consumer perception is the most significant element, as it contributes a substantial proportion to the understanding of the variation in the authenticity of coffee ingredients. This finding highlights the need for increased focus on consumer perception. Subsequently, the favorable impacts of consumer motivation and trends proceed. Consumer behavior has a significant impact on how authenticity is shaped and perceived in the components used in Saudi coffee.

The authenticity of coffee has been significantly influenced by consumer behavior, triggering changes that reflect adjustments in customers' preferences and lifestyles. These influences are apparent in multiple aspects, such as production, distribution, consumption, diversity in products and services, preparation techniques, as well as cultural, social, and economic changes. These factors have contributed to the rise of the Saudi coffee experience and its impact on its distinctiveness in satisfying the needs of contemporary customers.

The growing need for convenience in today's fast-paced society has resulted in a rise in the popularity of ready-made coffee. This trend has given rise to items like Saudi instant coffee envelopes, which have had an impact on the traditional coffee experience by compromising its authenticity and causing the abandonment of some traditional brewing methods.

The emergence of Saudi coffee-serving cafés has had a significant impact on the coffee culture and its traditional gathering space, known as the majlis, hence reshaping its genuine nature as an inclusive social encounter. Technological advancements have facilitated the creation of new coffee preparation tools and equipment, enabling users to effortlessly make high-quality coffee at home without relying on traditional methods.

5. Recommendations

The research findings suggest numerous recommendations, including:

– Create educational initiatives targeting customers to educate them on the techniques of producing Saudi coffee, with the aim of increasing knowledge about traditional traditions and safeguarding the inherent authenticity of the beverage.

– Create novel coffee products that preserve the inherent qualities of authenticity, promoting cultural identity, bolstering the local economy, and catering to the varied preferences and requirements of consumers.

– Develop a marketing strategy for coffee products that highlights their authenticity and integrates Saudi cultural traditions, hence strengthening the items' attractiveness to customers. Continuing with government initiatives that support the expansion of the Saudi coffee sector and promote creativity and innovation in this industry.

–   Provide continuous support for research and development projects focused on fostering the development of coffee products, improvement of their quality, and preservation of their cultural characteristics and authenticity.

–   Advocate education and knowledge concerning the cultural and historical significance of Saudi coffee in society, alongside the objective of enhancing people's understanding.

6. Declaration

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تطور الأصالة: تأثير سلوك المستهلك على طرق تحضير القهوة السعودية

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معلومات المقالة	الملخص
الكلمات المفتاحية الأصالة؛ التراث الثقافي؛ سلوك المستهلك؛ القهوة السعودية. **(JAAUTH)** **المجلد ٢٨، العدد ١، (٢٠٢٥)،** **ص ١-٢٠.**	يعد تحديد الأصالة وتعزيزها جانبًا أساسيًا من جوانب التسويق، لا سيما فيما يتعلق بالتراث. وقد استخدم هذا البحث الاستكشافي والتفسيري الأساليب الكمية لتحليل تأثير سلوك المستهلك على أصالة القهوة السعودية، مع التركيز بشكل خاص على أربعة أبعاد: الإدراك، والمواقف، والتعلم، والاتجاهات. تم تقييم هذه الأبعاد باستخدام ٢١ عنصرًا. أظهرت نتائج التحليل الوصفي أن القيم المتوسطة لجميع الأبعاد الأربعة تجاوزت المتوسط الافتراضي، مما يشير إلى مستوى كبير من التوافر لهذه الأبعاد. كما تشير الانحرافات المعيارية المنخفضة إلى وجود إجماع قوي بين المشاركين في تقييمهم لهذه المعايير. وأظهرت نتائج اختبار T إدراكًا إحصائيًا بين المستجيبين، مما يشير إلى اتجاه ايجابي تجاه أصالة القهوة السعودية. ومن خلال استخدام تحليل الانحدار المتعدد التدريجي، تبين أن إدراك المستهلك ذو دلالة إحصائية موجبة، ويؤثر بشكل واضح على التباين في أصالة مكونات القهوة. ولا شك أن نتائج هذا البحث تدعم السياسيات وتعزز مجالات واستراتيجيات التسويق وحماية أصالة القهوة السعودية، والتوصية بإجراء دراسات مستقبلية في هذا المجال.