Consumer behavior in coffee drinking: 
Comparison between Chinese and Swedish university students

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ABSTRACT

Title: Consumer behavior in coffee drinking: Comparison between Chinese and Swedish university students

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Aim: The aim of this study is to analyze factors that affecting consumers to drink coffee, based on two case studies in University of Gävle in Sweden and Zhuhai College of Jilin University in China.

Method: The study was conducted with mixed research methods. A questionnaire survey was designed as a pre-study to get a general idea and the interviews were designed based on the result of survey in order to gain more detailed information and explanations from the respondents. All the data are shown by tables or diagrams or histograms. University students in two different culture participated in survey and interviews, a comparison perspective for cross culture was mentioned in this study.

Result & Conclusions: Both external factors (culture, price and people around) as well as internal factors (personality, psychological influence, learning and knowledge) impact the consumer’s behaviors that are shown in different consumption characteristics. Take all in account, these factors could have an effect on university students to drink (or not drink) coffee in Jilin University and University of Gävle.

Contribution & implication: The comparison of coffee drink between Chinese culture and Swedish culture is the most attractive contributions, supplementing the related study. Price issue was considered as the important factor that affecting the consumer to choose coffee, thus suggesting the managers to focus on the coffee price. In addition, the effective way to explore coffee market in China or Sweden is to know better of the consumers.

Suggestions for future research: Other consumer groups are missing given the study only focus on the university students. Also tested with more sample sizes of survey and
interviews are recommended in the future research so as to make it even valid and reliable.

**Key words**: Consumer behavior, coffee drinking, consumption characteristic, purchase process, China and Sweden.
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Kind regards

Min Yan & Qiuyun Li
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Chapter 1: Introduction

In this chapter, the consumer behavior in coffee industry in two different countries is the topic we discuss. Our study starts with the background and history introduction, next we discuss the research questions, significance and motivation based on previous studies. Given personal experience in these two different cultures and our attitude toward coffee have changed, so this is why the topic came into notice by us.

1.1 Customer-oriented Marketing

Cyrus H.McCormick put forward the marketing concept by launching International Harverster in USA since 1809. And then, in 1905, W.E. Kreusi was the first person to introduce the “The Marketing Products” in the University of Pennsylvania. From that time, the scholars started to pay attention to the marketing discipline and its development (Ma’arif, 2007, p.40). Marketing development is important in the world, especially which is beneficial for the company to understand markets and customers. Besides, in the process of implementing marketing strategies, it is not only the approach to chase the profitability and investment returns, but also the process to do brand extension, successful innovation and effective promotions. In addition, consumers play the most important roles in the process of marketing, even if it is not completely right for that “The customer is god”, it revealed the important status of customers. (Leventhal, 2005, p.3)

Nowadays, marketing is everywhere in our life and influencing us. Initially, a brief description of marketing was called “custom-tailoring” by craftsman (John and Sherry, 1986-1987, p.61). Kotler, Armstrong, and Parment (2012, p.8) defined “Marketing is managing profitable customer relationships” which means it is not only important to develop the relationship with new customers but also important to keep the relationship with existing customers. Today, the meaning of marketing is still changing; the latest one is learning how to satisfy the needs of customers (Kotler et al, 2012, p.10). From that, it is obviously that the customer-oriented view is more crucial and, it is a mainstream to do this research about consumer behavior.
1.1.1. Consumer behavior

Consumer behavior as an independent, systematic and practical discipline was founded after the industrial revolution. With the development of commodity economy and intense competitiveness, the researches of psychology about consumers were put forward and formed related theories from the end of the 19th century to the 1930 s. Veblen (1899), who is the first scholar as an American economist and sociologist to put forward relevant theories about consumer behavior. And his book *The Theory of The Leisure Class* was famous all over the world and attracted other psychologists and sociologists to pay attention to consumer psychology, gradually developed it as an important discipline (Veblen, 1899, p.5).

Even though the concept of consumer behavior had been found for a long time and it was essential to learn marketing discipline, there are only a few universities had set up related curriculums for students. What is more, until 1970s, the discipline “Consumer Behavior” was accepted by most business schools.

Consumer behavior is a customer-oriented research field for learning marketing, which stands in the perspective of consumers and discusses the purchase intention and purchase decision (Solomon, 2006, p.23-24). Peter, Olson and Grunert (1999, p.7) defined consumer behavior is dynamic, which means “individual consumers, consumer groups, and society at large are constantly changing and evolving over time”. So, consumer behaviors are probably changing with the social development.

1.1.2 Culture in Sweden and China

Each country has its history and particular culture. The culture in Sweden and China is different, for instance, Sweden has *Fika* culture while China has tea culture. On the one hand, Sweden has *Fika* culture for a long time which means “break time” for Swedish people, it started from the beginning of the 20th Century. In fact, coffee initially was banned in the reign of King Gustav III; he thought coffee is a dangerous product with medical effect while some people do not agree this statement. They considered the most important reason was that, the royal householders were afraid people would get together to drink coffee and gossip the royal things, then it arises anti-Royal sentiment. So in that period, coffee developed very slowly. Even so, there was still wealth people drinking
coffee secretly; ultimately the government gave up stopping people from drinking coffee in the 1820s. Since then, coffee became more and more important in Sweden (Daily and Newton, 2015).

On the other hand, tea culture has been playing an important role in China for a long time and actually it was found in 2737 BC by the legendary Emperor Shennong. Since then, tea has become a part of daily life for Chinese people. In different period, tea has different implication but the tea spirit is still “clearness, respect, joy and truthfulness”. Chinese people cultivate their noble sentiments and enjoy life by tasting tea (China Highlights, 2015). However, the coffee was first recognized by Chinese people who are living in Yunnan province in the late of nineteenth century when the French missionary brought it to China. The reasons to choose Yunnan province is because of the weather and landscape, where it is a good place to produce coffee, also it is near the Vietnam, Laos and Myanmar, locating the coffee belt (ICO, 2015). Comparing the history factors, tea has huge influence more than coffee on Chinese people.

Here is a figure showing how we narrow down our topic:

![Figure 1 The framework of narrowing our research scope.](image-url)
1.2. History of coffee and its development

Coffee is a kind of beverage brewed by roast coffee beans which were found in Yemen approximately in the 15th century, and the coffee beans actually are seeds of coffee plants. The coffee plants grow up in the semitropical area of the world such as Africa or some region of Asia. It is easy for people to associate caffeine with coffee, because indeed coffee contains caffeine. Actually drinking coffee can help to against Alzheimer’s and Parkinson’s disease in the long-term while there are also negative effects such as headache and flu-like symptoms. Therefore, coffee is a drink which specially links to the healthy lifestyle of human being. (Hewlett and Wadsworth, 2012, p.416)

The crucial role that coffee plays in the world today is evident. As one of the most popular beverage nowadays, according to International Coffee Organization (ICO, 2015), around 150 million cups of coffee are produced globally in 2014/15. And, one thing need to be mentioned here is that, the annual growth rate is 2.5% in average since 2011, showing the huge potential market in global coffee consumption.

Moreover, coffee is one of the most valuable trading commodities and it has a huge effect on the world economy (Vega, 2008). Involving around 25 millions farmers and workers, the coffee is producing in more than 50 countries within the globe (Global Exchange, 2011). Besides, more and more cafeteria and coffee shops are opened gradually, motivating the special coffee mainstream as well as helping retailers and coffee shop owners to make profits. In addition, the coffee producers were regarded as the most possible motivation for the industrialization (Clarence-Smith and Topik, 2003).

In particular, given the emerging market of China, that is estimated to have a fast growing for domestic consumption of coffee in beverage industry (ITC, 2010, p.8).In addition, there are more than 1.3 billion people in China, even though the old generations would like to drink tea because of the tea-culture, there is a trend that the young generations are gradually changing their drink from tea to coffee because drinking coffee is regarded as a kind of “fashion” and relaxed lifestyle for the young people in China. While according to the observation, coffee is a daily drink in European countries, especially for the Scandinavian countries, with that characteristic, the
confusion arise what factors or elements push people to choose coffee rather than other beverages.

1.3 Research Motivation

1.3.1 Problematization

For the perspective of previous research, most researches focus on the implementation marketing strategy to increase the sales of coffee or consumer behavior in specific regions. For example, Wickström (2012, p.38) did a research about coffee which is concentrated on how to improve the Chinese coffee consumption as well as the perception of Chinese local coffee. Besides, concentrating on Yunnan province of China (Wickström 2012, p.37), pointing out that the country-of-origin affects the Chinese coffee consumers to make a decision, which also mentioned the distinctions between different age groups but not the particular group. In addition, the limitations are mentioned in the end of paper, this research only focused on one region (Wickström, 2012, p.38). In our study, two different regions and specific groups are analyzed.

Moreover, Frank, Abulaiti and Enkawa (2012, p.684) did a comparative study between Japanese and Chinese, finding out the issues such as customer preference, satisfaction, attitudes, intentions and word-of-mouth, would have effects on consumers purchasing process. And the limitation of this study is the authors mainly aimed at Asian cultures (Frank et al, 2012, p.698). While in our study, we do the same research field but based on the comparison between Chinese culture and Swedish culture, it would be the essential objective of this research.

For others research, Deng (2013, p.1693) wrote about behavioral attitude, subjective norms, and perceived behavioral can control the process of purchase decision. He conducted and got the results only from questionnaire survey, in which the respondents might fill out the survey in a perfunctory way. The authors will develop their research methods by integrating the questionnaire survey with follow-up interviews, in which the follow-up interview could help to explain better for the data of questionnaire survey and avoiding the invalid data.

To sum up, most previous researches focus more on the marketing strategies in vague and general regions but didn’t focus on the certain group specifically. Besides, even
though some researchers had comparison of consumer behavior between different countries (Shah, Chen, and Chauhan, 2011; Frank. et al., 2012), they compare the same or similar cultures. And there are also no sufficient researches to do the comparison about consumer behavior in coffee industry.

Therefore, based on above problem statements, the authors put forward a new perspective to do the research about coffee and focus on comparing two regions in different countries which are Zhuhai city in China and Gävle city in Sweden. To be specific, students in Zhuhai College of Jilin University (Jilin University) and in University of Gävle are selected as the particular groups. Given the university students may be the major consumers in the future, and that is one of the reasons to focus on this specific group. Besides, consumer behavior is the core discussion in this study, which is customer-oriented rather than product-oriented. What is more, the result and the analysis of research was conducted based on the online-survey as well as follow-up interviews, showing more in-depth information compared to data only offered by the survey.

1.3.2 Aim and research questions

Coffee is spreading through China for over 100 years but less researches or articles talk about it in China, or in Asia. Considering the economic development of China and its huge market, our study will be significant for the companies who want to start or develop their coffee business in international markets particularly Chinese market. To make it clear that this study could help companies to know what factors affecting consumers to drink coffee in Sweden and China (Roast, 2012).

The aim of this study is to find out the consumption characteristics of consumers to purchase coffee and what factors affecting consumers to drink coffee. To fulfill the aim, the following two research questions are put forward:

RQ1: What are the consumption characteristics of consumers to purchase coffee?

RQ2: What are the factors that affect consumer behavior to choose coffee?

To fill up the research questions, the consuming characteristics according to questionnaire survey are described firstly. Then, the factors will be dug out as well as
analyzed to identify the university students’ behavior characters and psychology by questionnaire survey and interviews.
Chapter 2: Literature Review

The conceptualization of consumer behavior, external factors, internal factors and purchase decision models are shown in this section. In particular, external factors (culture difference and coffee price) and internal factors (purchase motivation and attitude) affect Chinese university students and Swedish university students, which would be concentrated on. Two models are used to explain the consumers’ purchase decision and process. In addition, a framework of the theory part is shown and explained in the end.

2.1 The conceptualization of consumer behavior

Consumer behavior is defined as the process showing the pre-purchase behaviors, purchase behaviors and post-purchase behaviors of consumers. To be detailed, consumer behavior is the process researching what the consumers select, why they buy it, how they use it and how they evaluate or dispose it after they purchased it (Solomon, 2002, p.5). Kotler et al. (2012, p. 136) clarified the conceptualization of consumer buyer behavior and the formation of consumer market and it was included in Kotler’s book. He proposed “Consumer buyer behavior refers to the buying behavior of final consumers – individuals and households that buy goods and services for personal consumption”. And then, the combination of the consumers is called consumers market.

In reality, people show the distinguishing behavior and psychological characters because they may be affected by different national culture. Hence, consumer behavior and psychology are regarded as the most two important direct elements to influence the purchase decision of consumers (Usunier, 1996, p.4). However, it is easy for marketers to recognize the behavior characteristics of consumers, for the psychological traits, Kotler et al. (2012) declared that it is not easy to figure out the consumers’ mind. Sometimes, even the consumers can not explain the reasons why they purchase some goods or services. Even though, he stated “Stimulus-response model of buyer behavior” to explain the factors that can affect consumer behavior. (Kotler et al, 2012, p.136-137)

On one hand, Swedish people do have different consumption characteristics comparing with people in China, so they show unlike consumer purchase behaviors. It is apparent
that these differentials are resulted by one of important factors —culture. On the other hand, comparing the Western countries with the Asian countries, the people living in Western countries are more independent while the Asian people are dependent. (Wickström, 2012, p.10)

From the above content, it shows a clear concept of consumer behavior for readers. However, the most important issue about the factors that will affect consumer behavior in this study has not been explained very clearly. Kotler et al (2012, p.137) listed a variety of factors influencing consumer behavior, which are culture, subculture, social class, reference groups, family, roles and status, age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept, motivation, perception, learning, beliefs and attitudes.

Given the boundary of the study, this paper focuses on some important factors rather than all of them. For instance, in this study, the differences of mainstream culture between Sweden and China are the essential theory, so the subculture is not adaptive to be discussed in this part. Besides, as for social class, roles and status, age and life-cycle stage, all these factors also are not suitable to be discussed in this study because there is no big difference since our objects are university students in both countries. From all above the external factors (Culture and cross culture, Cultural influence in Sweden and China, Economy and price, Marketing strategies) and internal factors (Purchase motivation, Personality and perception, Attitude and preference, Learning and experience) are the main factors we discuss in the following sections.

2.1.1 External factors affecting consumer behaviors

External factors mean consumers are motivated to buy products by elements outside of individual which including socio-cultural influences and effective marketing strategies (Moslehpour, Van Kien and Danyfisla, 2014). In this research, the main external factors include culture and cross-culture, social group influence, economy and price influence and Marketing Strategies.
**Culture and cross-culture**

A range of studies have been done focusing on the cross-culture and culture difference, which affects consumer behavior, both the process and the decision (e.g., Aaker, 2000; Smith, Royne, Hansen, Grünhagen and Witte, 2013).

According to Peter et al. (1999, p. 264), culture means the reactions and beliefs that the most of people in the same group or society have. It has been stated by Liu, Li, Lu, Liu, and Zhang (2010), culture is considered as variables issue which has an effect on the human’s behavior and health. And the definition involved culture is the construction of behaviors for a specific group that they learn and form in daily life (Usunier, 1996, p.4).

Cross culture, stated by Lee, Kim and Park (2015), means that the best thing (such as management) for one culture is possibly not working in another culture. Also, it has been researched and indicated that the cultures would influence the people to make a decision as well as motivate them to think in a certain way. Most importantly, the culture differences influence consumer behavior in terms of cultural self-construal (Zeng and Hao, 2016, p.2).

One of the results of culture difference and cross-culture embodies on the consumer cognitive process as well as the behaviors. Ekström (2010, p.311) also stated that the national culture would have an impact on a person who is born in the certain country, while it is necessary to get more information (value, lifestyle and custom) about the new place when people move to it, and this is the process known as acculturation. Furthermore, the special and extraordinary experience might be attractive and transformative to consumers, which leading to the change in consumer’s taste and lifestyles (Ulusoy 2016).

**Culture influence in China**

There are two opponent thoughts about culture and cross-culture. The first one is known as “cultural convergence”, arguing that the culture difference is not as important as it thought on consumers’ behavior (Elliott and Tam. 2014, p.315). Also, it is believed that the young Chinese are consuming in an “individualism” way instead of “collectivism”,
which is, accepted and driven by the old generation for a long time. While another thought, in the contrary, arguing that the difference of cross-culture and culture plays an essential part in consumer behavior. Besides, the country-of-origin effect exists among consumers when they are choosing products.

In addition, the tea culture plays a key role and impacts Chinese for a long time. According to Xiousong (1993, p.75), tea is considered as necessary and basic drink for Chinese people every day especially for the old generations. Based on this, it implies tea is not only a kind of drink, but also a type of Chinese traditional culture that influences Chinese people a lot in daily life. Moreover, a social norm of Confusion culture needs to be noticed since it is important and impacts Chinese consumer behavior.

**Culture influence in Sweden**

On the other hand, Sweden is one of the Scandinavian countries, which has different cultures and lifestyles compared to tea culture of China. The Swedish *Fika* which means coffee break is one of the most important things that must be contained in Swedish culture. According to the official website of Sweden (Stylist et al., 2014), *Fika* is not only a simple coffee break with cakes, but more like a kind of social phenomenon that provides a good opportunity for people to communicate. In brief, it is kind of national lifestyle with the development of the history, and it has become one of the important parts of life for Swedish people.

In addition, according to Power (2010, p.208), “Individualism” is a symbol in most western cultures, including U.S. and many European countries, so does Sweden. In Kyriacou’s article (2016, p.92), it is believed that people make decisions based on the ‘arm's length principle’. It is stated by Kyriacou (2016, p.92) that “‘arm’s length principle’ is such that public decisions are guided by universalistic and objective criteria rather than personal relationships and cronyism.” Therefore, the decision-making process is corresponding to individualistic societies, but not the relationships with other people in the society. What is more, Ekström (2010, p. 389-390) mentioned that Nordic families are famous as the egalitarian, in which both mother and father have the same power to make a decision. And the uptrend of females started to
work, which makes couples in that type of families more likely to be independent in buying and consuming.

**Social group influence**

Another concept could be mentioned in this section is social group influence. Group, as mentioned in the Forsyth (2014, p. 2), most groups are informed because of some relations, which connects different people together. The group can impact personal behaviors, stated by Kotler et al. (2012, p. 139-140), which could be powerful. They also mentioned the influences the group has are diverse, from products to brands.

Social group, to be more specific, is emerging and developing based on the primary group. That is, social group can be seen as a formal and large group which consists of more people and connections (Forsyth, 2014, p. 12). In the social group, the communication among members could offer information for them, thus, impact their choice. So social group influence is the influence made by the social group. Also, it is stated by Previte, M.-L., Drennan, and Hasan (2015, p.2147) that: “Social influence theory has been widely used to explain group and collective behavior in settings such as online social networks and virtual communities”.

They also mentioned that the social group may impact members’ behaviors, such as drinking behavior.

**Economy and price influence**

According to Peter et al. (1999, p.249), including macro environment and microenvironment, environment is the issue about physical characters and social behaviors which have an effect on consumers. Macro environment refers to common factors such as political issues, economic conditions, affects consumers’ behavior in a general condition. Mertens, Van Cauwenberg, Ghekiere, Van Holle, De Bourdeaudhuij, Deforche, Nasar, Van de Weghe and Van Dyck (2015, p.2) also stated that macro environmental factors are generally beyond the personal influence, and even governmental and non-governmental organizations, which is not easy to modify the existing structural characteristics. For example, the economic as well as environmental factors are the issues that would have the impact on consumers’ buying power and
spending patterns (Armstrong and Kotler, 2007, p.78). Micro environment is more likely to be visible and sociable. Issues like weather, the friends and family would have an effect on customer behavior and their deciding process. Also, the people around consumers, such as family members, would affect the consumer’s feelings and knowledge about the products strongly (Peter et al. 1999, p.250).

On one hand, China, one of the fastest growing countries in the world, has little research about coffee’s development before but is attracting more and more attention these days (Doran, 2002, p.823). With the increase of taste for coffee, it is believed that coffee market in China would have a huge impact around the world (ICO, 2015). The price issue in China is supposed to be an important one. The perception that ‘Expensiveness equals good quality’ appears in Chinese mind (Anderson and He, 1998). In addition, the coffee price of Starbuck in China is higher than the other urban cities around the world, “A cup of 354 milliliters of Latte coffee costs 27RMB (about 33.75KR) in China as compared to only 19.98RMB (about 24.975KR) in Chicago, 14.6RMB (about 18.25KR) in Mumbai and 24.25RMB (about 30.3125KR) in London” (Daily, 2013).

On the other hand, the economics of Sweden is also successful due to the fact that stable economic policy, competitiveness, and innovation are implemented and encouraged in this country (Swedish Institute, 2013). Also, “three factors, which are income, the price of substitute goods and the price of good modeled, impact the demand for the non-durable products”, stated by Durevall (2004). As mentioned in Swedish Chambers (2010, p.3), Sweden plays a “medium-to-big” role in the coffee-consumption market of Europe, which is, according to the data, taking up a market share of 3.2% in 2009 (Swedish Chambers, 2010, p.4), and it is expected to have a further increase in the future. As for the price, Durevall (2004) mentioned that, the roasted coffee price in Sweden is the highest in the whole Europe and, is higher than the average price in EU, which is about 7 percent.

**Marketing Strategies**

Marketing strategy is also the crucial external factor that will affect purchase behavior; consumers can switch from one type of behavior to another one. While in this process
only marketer knows exactly which levels the consumers are in, so that they can put forward and implement certain strategies to attract consumers (Peter et al., 1999, p.222-223). Mihart (Kailani) (2012, p. 977) indicated that studying consumer behavior is necessary to be successful in marketing, which means that the marketing activities and strategies would impact consumer behaviors and their choices.

Marketing mix, which is often known as “4Ps” (product, price, promotion and place), stated by Londhe (2014), is helping managers to make their marketing plans into business practice. Based on this framework, a corresponding model named “4Cs” (consumer, cost, communication and convenience), which is, from the consumer’s aspect, was carried out and developed by Bob Lauterborn (Londhe, 2014, p. 325-326). Meeting consumers’ need is the requirement for products, and less cost is what consumers want. In addition, communication is the way to build a connection between producer and customer, and a convenient access that is beneficial for consumers to get coffee.

In particular, the convenience would impact consumers’ buying behavior. According to Wan and Toppinen (2016, p. 56), the place of the store plays an essential role in consumers’ decision-making process since they would like to choose the store that is easy and convenient to go. Also, it is stated by Elizabeth Lloyd, Chan, Yip and Chan (2014, p.36) that the demand for convenience rises in the whole buying process, from pre-buying to post-buying, which makes the company to change their strategy into convenience-focused. Furthermore, the convenience also helps consumers to reduce the cost by increasing values (Elizabeth Lloyd et al., 2014, p. 37).

It is important to concentrate on satisfying consumers’ needs in order to benefit both producer and consumer. According to Haryani and Motwani (2015, p.50), it is necessary and essential to recognize what kind of consumer he/she is and what behaviors and attitudes do they have so as to leverage the marketing opportunities.
2.1.2 Internal factors

Internal factors, which include purchase motivation, personality, perception, attitude, preference, also learning and experience, would be mentioned in the following paragraphs.

*Purchase motivation*

Purchase motivation means there are something drives consumers to buy the products or services (Nedra, Sharma and Dakhli, 2015, p.72). Normally, people purchase goods because of three kinds of purchase motivations which are functional motivation, social motivation and experiential motivation respectively (Phillips, Roundtree and Kim, 2014, p.74). In market, catering these motivations of consumers is the key to attain the market share and be profitable. For products, it should accord with the functional, social and experiential needs for consumers basically. People can solve their problems by using the products with functional attributes, satisfy social needs by social attributes and reach to experiential needs by seeking novel, creative or diverse products (KimJai - Ok, Forsythe, Gu, and Jae Moon., 2002 p.486).

The International Trade Centre (2010) described people in China who purchase coffee in coffee shop are generally 20-40 years old. Besides, they are motivated to drink coffee because they think it is a fashionable and relaxed lifestyle (The International Trade Centre, 2010, p.9). However, drinking coffee for Swedish people is a very normal thing and they take *Fika* culture as pride. (Stylist et al., 2014)

*Personality*

Personality is a psychological system that is formed over a long time, it is created by natural instincts and affected by the external environment with individuals grownups. Meanwhile it is the intrinsic organization in people’s mental so it is not easy to be changed. Yao, Wu, and Long (2016, p.62) declared that personality traits reflect some personal psychological characteristics which are not easy to be changed. While individual personality is the essential factor to influence consumer behavior. For instance, the *Fika* culture has been developed for a long time in Sweden and influences
people to choose drink, the principle in Chinese tea culture is the same. (Banerjee, 2016, p.202)

In fact, consumers buy products not only because they want to get functional benefits from the products, but also the products can reflect the consumer’s personalities, social status or psychological demands (Kim et al, 2002, p.481). Besides, the external factors affect the form of human’s personalities while the consumers are willing to buy certain goods because they think they fit their personalities (Banerjee, 2016, p.202). Kotler et al. (2012, p. 145) related personality with self-concept, which explained that the products can reflect the buyer’s or user’s personal traits. In addition, Kim et al. (2002, p.485) defined that socioeconomic conditions (e.g. per capita income, mobility, media access) and consumer values are two important elements affecting the consumer’s personality. It is obvious that the socioeconomic conditions and consumer values in Sweden and China have big difference, so their consumer behaviors are distinguishing. Charles, Sarath and Gail (2005, p.39) also described that the consumer value is the strong cause resulted in the existing distinctions of different consumer behavior.

**Perception**

Perception is defined as consumer’s subjective feelings and it is an essential part of consumer satisfaction. Customer satisfaction reflects if the customer perception is consistent to the expectation and it plays crucial role on consumer repurchasing behavior. In brief, the perception of consumers is divided into positive side and negative side, for instance, if the customer satisfies the products or services, they will tend to buy it again or pay for it at a premium or have positive word of mouth. (White and Yu, 2005, p.412)

Besides, Kotler et al. (2012, p.146-148) proposed that people are likely to have different perception even though they are stimulated by same things. To put it simply, we received thousands of information everyday in the world, while people will pay attention to some particular information rather than take up all. Even people can realize all the information, there is still some information they can keep in their mind. Perception as one of the major psychological factors, it is not easy to be speculated by marketers, so nowadays marketers are afraid whether consumers can perceive their offerings.
**Attitude**

For the perspective of internal factors affecting consumers behavior, Moslehpour et al. (2014) considered that the internal factors can explain better for these different particular behavior of consumers because the internal factors are reasons about why individuals could influence others or groups. They supported their arguments by clarifying how attitude, learning and knowledge affecting consumers behavior. It was highlighted that attitude has an intimate connection with psychology and psychology is an important part of consumer behavior (Moslehpour et al., 2014, p.352). In addition, most purchase intentions actually are driven or determined by consumer attitudes (Moon and Lee, 2014, p.128). According to Allport (1935, p. 810), the concept of attitude is that individuals reflected agilely on objects or any situation, which also named a mental and natural response.

Attitude was defined by Kotler et al. (2012, p.149), he explained that attitude is connected with the individual feelings, assessment and tendencies. And then he highlighted, it is difficult to change people’s attitude; even sometimes it is quite difficult to understand or guess people’s attitude. So if the marketers introduce products to consumers, they should try to make their offerings match to consumers.

**Preference**

Moreover, consumer preference is also an important factor influencing consumer behavior, hence, to impact on process of decision-making. And the perception of the offerings are influenced huge by the individual opinions of their own preference which means consumers will try to observe if their preference is corresponding with the perceived product (Moon and Lee, 2014, p.130). In fact, preference is one essential part of personal value, while in the diverse psychological variables; personal value is the most important factor affecting the purchase behavior. Therefore, in other word, consumer preference is the vital element affecting consumption behavior. (Sheng, Shen and Chen, 2008, p.274)

To be specific, people in Sweden or in China, they must have their own preferential life style such as activities, interests and opinions. Lifestyle is an approach that people can express themselves, which means they can show what they prefer to do. Personal
preference can be revealed in daily life such as personal hobbies, food preference and products-purchased. Take all in account, marketers can understand the needs of consumers better by analyzing their common preference. (Kotler et al., 2012, p.144-145)

Learning and experience

Learning and knowledge have strong connections with purchase experience and it is possible to be changed by experience. On one hand, consumers can learn and get related knowledge after they had experience, also they can know information by others experience. Consumers are willing to get knowledge about products or brands which are a sign that consumers tend to buy the products again (Moslehpour et al, 2014, p.352). For the perspective of consumer experience, it means consumers express their emotion, feelings and comments about the consumption experience they had. This is an important element to influence the purchase decision for other consumer; it also has great significance for markers to investigate the potential consumers and demands.

Consumer experiences have direct connections with consumer loyalty, world of month and the intention of repurchase. In conclusion, the analysis of internal factors affecting consumer behavior will be a very important part in our thesis, because this thesis aims at finding out the main factors affecting the university student’s choice. (Richelieu and Korai, 2014, p.19)

2.2 Purchase decision

There are several models which are used to analyze the factors affecting the process of purchasing, hence influence the purchase decision of consumers. Cognitive/Affective Model of Adoption/Purchase Process (Figure 2) as an important section in the book “Consumer Behavior and Marketing Strategy” which was written by Peter et al (1999). According to the process of purchasing, which describes the consumer behaviors switch from awareness to knowledge to liking to preference to conviction ultimately to purchase. And only marketer know accurately which levels the consumers are in, they can implement the certain strategies to attract the consumers (Peter et al, 1999, p.222-223).
In addition, there is another model which named Consumer-goods purchase model (Figure 3), which is used to discuss the consumers’ performance of each consumption stages and it is more detailed than the first model (Figure 2). If the consumers are in the stage of information contact (Figure 3), then they will reveal particular performance for instance reading magazines or advertisements. However, reading that the consumers are in the knowledge stage (Figure 2). Therefore the different cognition of consumers can be related with the specific performance. (Peter et al, 1999, p.222-224)

Besides, it is not an easy job for marketers to analyze the changes of consumer purchasing behaviors, given that the marketers have to consider the specific behavior character, psychology, society and actions of human being. If necessary, marketers need to do quantitative analysis except to qualitative analysis, in order to research the variables of behavior and then figure out what a the consumer really needs (Moslehpour et al, 2014, p.349). Comparing the consumption between Sweden and China, the coffee consumption in Sweden is 10.4kg per capita while there is only 0.83kg in China (ICO, 2015), so it is obvious that Swedish consumers and Chinese consumers are in different consumption levels.

Figure 2 Cognitive/ Affective Models of the Adoption/Purchase Process  
(Peter et al, 1999, p.223)
In addition to the models, another thing should be mentioned is the “trigger”, which is the crucial cause that switches one type of consumer behavior to another one. According to the above-mentioned models, actually consumer behavior can be changed from one type to another one by altering the impact factors, although in the process the consumers may not realize the influential factors are affecting their responses (Roos and Gustafsson, 2012, p.449). After a long time, these changes will be reflected on the purchase behavior.

**Figure 3 A Common Behavior Sequence for a Retail Consumer-Goods purchase**
(Peter et al, 1999, p.233)
2.3 Theoretical framework

In our study, five external factors and six internal factors are mainly discussed in the literature review. This theoretical framework clearly shows these factors have effects on consumer behavior, and then the different consumer behavior appeared by different consumption characteristics and lifestyles. Ultimately, the different consumer behavior gives rise to the different purchase decision.

Purchase decision is not just an action or result, but is a decision-making process as well. It reflected how consumers decide to buy goods or services. So two models are listed to explain the purchase process; the first one is “Cognitive/ Affective Models of the Adoption/Purchase Process” (Figure 2), another is “A Common Behavior Sequence for a Retail Consumer-Goods” (Figure 3). The two models revealed the consumers’ performance in different stages of purchase process.

![Figure 4 Theoretical Framework. Source: own construction](image-url)
The circular structure of framework also needs to be mentioned, showing that the factors could impact on consumer buying decision; and vise verse, the consumers could influence the formation of external and internal factors by their purchased experience. For instance, if the majority of people in their nation purchased coffee and would like to purchase constantly, it must have impact on the formation of coffee culture such as the formation of *Fika* culture. (Daily and Newton, 2015)
Chapter 3: Methodology

The research methods and the specific process are discussed in this chapter. It explains how the study is proceeded step by step. In general, the reasons why these research methods as well as the research motivation that are used also shown. From the data collection to the data analysis, a description about these aspects and the samples were written down.

3.1 Research approach

3.1.1 Qualitative and quantitative research methods

As for qualitative and quantitative research methods, Golafshani (2003, p.600) stated that the qualitative researchers focuses on the definition and understanding of the findings on reality. Besides, Makrakis and Kostoulas-Makrakis (2016, p.145) declared that qualitative method is focusing on explaining the logic of phenomenon and analyzing all kinds of concepts, notions or significances of the research content. For the quantitative research method, researchers focus on the measurements and statistical outcomes, which consist of both positivism and objectivism.

The mixed methods implied both qualitative and quantitative research methods were used in the same study. Recently, some people support to use the mixed methods because they think it can enhance the validity and reliability of the research paper. What is more, people can obtain the new theoretical views from the plenty of empirical findings which helps to generalize the research outcome. Nowadays, the mixed methods drew more and more people’s attention, which lead mixed methods to be one of the essential research methods for data collection and data analysis. However, the mixed methods also have drawbacks, for instance, others may suspect the capacity of researchers in implementing the mixed methods, and it is more complicated than single method. (Easterby-Smith et al, 2015, p.97)

Although the mixed methods received different arguments, it has been used and tested in all types of studying field. In this research, the mixed methods were used for the data collection and data analysis in order to make up the defects of qualitative research and
quantitative research. As for the designs of data collection, the questionnaire survey was used as pre-study and sent to a large sample of 226. The difference or distinguishing consumption characteristics and consumer behavior by comparing the students in Jilin University and University of Gävle are shown in the survey. And then the interviews, which belong to the qualitative research, were designed for digging out more details to explain the answers of the questionnaire survey and further expounding the factors affecting consumer behavior. So, for the data collection, both qualitative and quantitative research methods are important for this study which can be described as partnership (Easterby-Smith et al, 2015, p.95).

As for the designs of data analysis, generally speaking, the qualitative data and quantitative data should be analyzed individually. But based on the mixed methods, it is also possible to use qualitative data analysis to analyze the quantitative data (Easterby-Smith et al, 2015, p.96). In this study, a brief description for the questionnaire survey is shown, and then the interviews and theories were combined to explain the results of survey further. Ultimately, it demonstrates a clear empirical result for audiences.

3.1.2 Induction, Deduction and Abduction

Inductive and deductive theories are two important methods to analyze the relationship between theories and research. Bryman and Bell (2015, p.25-26) summarized the main difference between induction and deduction by the process, simply, induction is the method that build new theories as outcomes based on the findings while deduction is that theories are examined in the process and the findings are the ultimate outcomes. Besides, abductive theory, which is a mixed theory of induction and deduction, is becoming more and more popular and used by the researchers because it eliminates the limitations about induction and deduction.

The deductive approach was used in this research to infer the relationship between theories and findings. Given this study is trying to test factors that have effects on university students’ choice of coffee. That is, the deduction as the approach was used in this study to test the existing theories rather than developing a new one. The theories
involved external factors; internal factors as well as purchase decision have been found out and written down in literature review. It drives to collect the data purposefully by questionnaire survey and interviews. Then, the theories were tested in the process and ultimately the findings were declared as well as summarized based on the theories (Bryman and Bell 2015, p.23).

3.1.3 Research motivation

Sweden is known for the consumption of coffee and their social cultural “Fika”. For Swedish people drinking coffee is not only the thing itself but also a kind of lifestyle. Sweden is the top two of the biggest coffee consumption countries in the world, following Finnish (President, 2016), and Swedish drink coffee every day. Having a coffee break called Fika is normal in Sweden.

According to the International Coffee Organization (ICO, 2014), the total coffee consumption in Sweden is 1.7 millions in 2014 and the average coffee consumption in Sweden is 1000 cups per person per year, with per capita coffee consumption of 10.4kg. (ICO, 2015) Although the coffee market in Sweden is small compared with the whole world, the market has been among the top five in decades because drinking coffee is popular among Swedish people.

Comparing with Swedish people, Chinese people have less experience of drinking coffee and coffee has been introduced and spread through China in the late 19th century. It was estimated that the coffee consumption in China would be 1.8 million in 2013/14 (ICO,2015),while the per capita consumption is only 0.83kg, which means that coffee is not the major drink in China because of many reasons.

However, the demand of coffee consumption in China is predicted to grow in the following years. The Chinese consumers, especially the university students, have recently begun to drink coffee as a replacement of the other drinks. What is more, according to the estimation from F.O. Licht’s International Coffee Report (F.O. Licht’s 2011b), the consumption in China would have an annual growth of 15% and demand in China appears to be growing from the prediction of Business Monitor. Therefore, two research questions are proposed to find out the consumption characteristics and the factors contribute to these factors for Chinese and Swedish university students.
In this study, the comparative case study was used. Case study can be divided into single case and multiple cases. Scholars explained that the single case can contribute to the constructionist epistemology and the multiple cases are in favor of the positivist epistemology (Easterby-Smith, Thorpe, and Jackson, 2015). The comparative case study is based on university students in China and Sweden - the Jilin University and University of Gävle in this case - which is a new idea for the practice research. Hence, it has great value for companies around the world who want to invest and expend the coffee industry in China and Sweden.

3.2 Data collection

3.2.1 Primary data

The data was collected by online survey with students in Jilin University and University of Gävle, and more detailed information was collected by interviews after surveys, which is also the way to verify the reliabilities of the survey. This is also because more details and deep understandings could be collected from the respondents considering consumer behavior is connected to people’s psychology, even though the main information can be shown on the questionnaires.

3.2.1.1 The choice of group and location

The research survey was taken in Jilin University in China and University of Gävle in Sweden. This is because the aim of this research is to find out the factors that affect university students whether they would like to drink coffee as their main drink in the daily life and also make comparison. What is more, choosing students as the research objectives in these two universities is due to the fact that the authors study in both universities and experience the big changes about drinking coffee. That is, the coffee consumption was only once or twice per month while it changed to almost one cup every day. In addition, having an easy access to get data in both of the universities makes the comparison between these two universities easier. In addition, the lifestyle or personal thought of students who study in Jilin University and University of Gävle really have big differences by observation. So, it is not only because of the convenience to get the data from both universities, but also the meaningfulness to study the different countries with different cultures.
3.2.1.2 The choice of methods

Questionnaire survey

It is necessary and convenient to get more information through survey. On one hand, survey as a typical way to collect data, is necessary for the researchers to get enough information. On the other hand, the online-survey is clear and easy for administration (Walliman, 2010, p.97). Besides, survey which is shown on the website is not difficult for respondents to understand, leading to a more reliable answer in spite of the language and thinking patterns. Although there is no standard for how many samples are needed for the analysis (Neuendorf, 2002, p. 88), but a certain number data is necessary. Therefore, a large number of 226 questionnaires are collected from both Jilin University and University of Gävle.

As for this research, the questionnaire was designed in both Chinese and English. The Chinese questionnaire was made for the university students in China since the native language (Chinese) makes it more clearly and easy for students in Jilin University to understand and answer while the English version was designed for the students in University of Gävle.

The survey was divided into two parts. The first part is about the respondent’s personal information, the frequency and basic information of coffee drinking. The second part is concentrating on the respondent's’ choice of place and the way of drinking (whether they would drink in the coffee shop, grind it at home or the other choices), providing the information of how these factors impact them.

The two questionnaire surveys were distributed to students by web link in 18th of April and collected in the 20th of April. It cost three days that 226 responders in total participate in this investigation, and the samples for both of universities are the same, 113 students are studying in University of Gävle and also 113 participants are from Jilin University. According to the official websites of both universalities, 27532 students are studying in Jilin University at the moment (Zhuhai College of Jilin University, 2015) while around 14500 students in University of Gävle (Veronica, 2016). Although there is a big
difference of the total number of students in both universities, keeping balance of the responders was considered as one of the most crucial issues. Also, keeping the same sample in this study is essential given this comparative study between two different countries and cultures which make it easier to compare. However, using survey to get data and information has its drawback. Especially for the online-survey, people who might answer the questionnaire in a perfunctory way, leading to the inaccuracy of the survey. Also, the questionnaires in China were sent to students who are close to the authors, such as friends, friend of friend, as a result, the outcomes cannot represent the whole university students. In addition, the sample size of 226 in total has a limitation, which might not represent all the university students’ opinions.

**Interview**

There are two types of interviews; one is in-depth interview and another one is follow-up interview. The authors used the follow-up interview after getting data so as to have access to detailed information. The follow-up interview has many benefits. First of all, the follow-up interview can help the researchers to make the uncertain issues or factors clear if there are any problems during the process of data analysis. Besides, it might provide some information to authors which can not be recognized before. Also, it helps researchers to find out whether the respondents’ attitude had changed or not. (Doran, 2002, p.825)

In order to decrease the deviation of data and compensate the disadvantages from survey, follow-up interviews were designed in the research in order to provide more detailed information and further investigation that cannot be shown in the survey. Besides, the interview could also be the supplementary documents for this study. For example, it was found out that convenience of the coffee-buying would impact on consumption from responses of questionnaire survey, so this is why the question about convenience element was designed in interview questions.

As for the process of the interview, it was finished by E-mail. On one hand, the interview was the main tool that helps to take a further investigation or understanding of university students’ attitudes or psychology. The respondents are advised to write down their E-mail address at the beginning of survey for further interview if necessary.
The interviews were conveyed from 21\textsuperscript{st} April to 24\textsuperscript{th} April by email, eleven students in total accepted to be interviewed. First, the interview questions were sent to different respondents according to the email address they wrote down on the questionnaire surveys. Then, the respondents had enough time to answer the interview questions so as to provide much detailed information. Also, respondents and the authors were keep touch with each other during the interview process, and respondents could ask questions conveniently if they have any confusion for the interview questions.

On one hand, six Chinese students were interviewed in Jilin University; three males and three females, and all of them are studying for bachelor, using C1, C2, C3, C4, C5 and C6 to represent each student in order to make it more clearly for readers (see table 1).

| Information of interview respondents in Zhuhai College of Jilin University in China |
|---------------------------------|---|---|---|---|---|---|
| Nationality                      | C1 | C2 | C3 | C4 | C5 | C6 |
| Gender                          | Female | Male | Male | Female | Male | Male |
| Age                             | 21 | 24 | 22 | 21 | 20 | 21 |
| Major                           | Accounting | Marketing | Human resource | Business administration | Marketing | Accounting |

On the other hand, another 5 interviews were held with students in University of Gävle in Sweden, three Females and two males. S1, S2, S3, S4 and S5 are used to represent each student in Sweden (see table 2).
**Table 2** The personal information of interview respondents from Sweden

<table>
<thead>
<tr>
<th>Information of interview respondents in University of Gävle in Sweden</th>
<th>S1</th>
<th>S2</th>
<th>S3</th>
<th>S4</th>
<th>S5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationality</td>
<td>Sweden</td>
<td>Netherland</td>
<td>Sweden</td>
<td>Afghanistan (Live in Sweden for 5 years)</td>
<td>Sweden</td>
</tr>
<tr>
<td>Gender</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Age</td>
<td>22</td>
<td>25</td>
<td>22</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Major</td>
<td>Management of Logistics and Innovation</td>
<td>Business Administration</td>
<td>Swedish Languages</td>
<td>Business administration</td>
<td>Swedish language</td>
</tr>
</tbody>
</table>

Ultimately, we cleared up these variables of our questionnaire survey and interviews in order to understand easily (see table 3). It is obvious that the most variables in questionnaire survey are matched to interviews. However, two more new variables (convenience, personality and perception) were added in interviews given these two issues were found in results of survey. Therefore, the follow-up interview was designed to develop the survey.
Table 3 The variables in questionnaire survey and interviews

<table>
<thead>
<tr>
<th>Questionnaire survey (variables: Question No.)</th>
<th>Interview (variables: Question No.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic information (No.1, 2, 3, 4, 5)</td>
<td>Culture (No.4, 8, 9)</td>
</tr>
<tr>
<td>Culture (No.17)</td>
<td>Social group (No.1)</td>
</tr>
<tr>
<td>Social group (No.6)</td>
<td>Price (No. 2, 5)</td>
</tr>
<tr>
<td>Price (No.10, 11)</td>
<td>Convenience (No.6)</td>
</tr>
<tr>
<td>Marketing strategy ( No.6,16)</td>
<td>Marketing strategy ( No.7)</td>
</tr>
<tr>
<td>Preference (No.7, 14)</td>
<td>Preference (No.12)</td>
</tr>
<tr>
<td>Knowledge (No.8)</td>
<td>Knowledge (No.3 ,5)</td>
</tr>
<tr>
<td>Attitude (No. 15)</td>
<td>Attitude (No.13)</td>
</tr>
<tr>
<td>Frequency of drinking coffee (No.9)</td>
<td>Personality and perception (No.10)</td>
</tr>
<tr>
<td>The approach to drink coffee (No.12)</td>
<td>Purchase decision (No.11)</td>
</tr>
<tr>
<td>Purchase decision (No.13, 16)</td>
<td></td>
</tr>
</tbody>
</table>

3.2.2 Secondary data

Unlike the first-hand resources, secondary resources are the previous research data and there are advantages as well as disadvantages for using secondary resources. In this research, the published articles and official websites were used as the secondary resource, it helped to save time and money, also provided sufficient information to support the arguments of this research. There are several reasons that explained why using secondary resources.

First of all, saving time is the first advantage of using secondary resources. Nowadays, it is very convenient and efficient to locate the secondary recourses by using internet and any information that can be obtained online. Secondly, the prior resources are the most important reference for researchers to find their research gaps and research questions, and make the research orientation more clear. By reading and using a large number of secondary resources, it is good to find out more valuable information and develop the previous researches (López, 2013).

And then, the disadvantages of secondary resources need to be paid more attention to. Even there are huge numbers of secondary resources that can be found online or any
databases, while quality is the most important one. Another thing need to be mentioned is, the original collectors who obtained the data are aimed at achieving their own research objectives. If the latter researches need to use it for different research questions and objectives, they should consider the adaptability or appropriateness of these secondary data (López, 2013). Internet is a good tool which provides large of resources while the validity or reliability of the resources should be proved for the secondary resources and how it should be used effectively. (Hox and Boeije, 2005, p.596)

3.3 Data analysis

Given the questionnaire survey and interview were used in the data-collecting in this research, using both qualitative and quantitative analysis would be better to describe and explain the data. However, one thing should be mentioned that the mixed research methods is that quantitative research facilitates qualitative research. In other words, the follow-up interviews based on the results of the questionnaire survey were taken. (Bryman and Bell 2015, p.650)

To be specific, the univariate analysis was used to analyze the data of questionnaire survey and the results were described as well as showed by frequency tables, histogram, bar chart or pie chart. These diagrams are the most popular way to display the statistical data. And also these are the most frequently used by researchers for quantitative analysis (Bryman and Bell, 2015, p. 347-348) since it is clear and easy for readers to recognize the distinctions between university students in China and Sweden. According to Easterby-Smith (2015, p.248), the frequency distribution or percentage of the figure can be shown by the height of the bar, making the highest figure in a prominent place.. For instance, the bar chart (Figure 5) could illustrate the highest peak clearly. Given the different forms of diagrams have different advantages; it is also the reason why different charts were used in empirical findings and analysis.

The data was started to describe and analyze from four main aspects, the first one is basic information, the second one is external factors, next is internal factors and the last one is about the factors that will affect purchase decision. In terms of theoretical framework, how the external and internal factors affecting consumer behavior in both countries were analyzed. Hence, which kind of characteristics about consumer behavior
was revealed in this investigation and ultimately, how these consumer behaviors have effects on the purchase decision.

After that, the answers from interviews were combined for deeper analysis. The interviews were designed to find the reasons why responders choose this option rather than others and each interview answer was corresponding to survey analysis, which can enhance the depth of the analysis. For the analysis of interviews, Bryman and Bell regarded the interview as the most widely used in the qualitative research (Bryman and Bell, 2015, p.479). The authors used qualitative method to analyze the answers combined with all the theories in theory Chapter. Content analysis is the main approach which indicated “drawing systematic inferences from qualitative data that have been structured by a set of ideas or concepts” (Easterby-Smith 2015, p.188). Take all in account, both qualitative and quantitative research methods were used to analyze the data given the advantages of the mixed methods.

3.4 Reliability and validity

To prove the validity and reliability of data is important for researchers and audiences. Whether the audiences believe the research paper or not depends on the degree of validity and reliability that the measurement is. Generally, it is crucial to prove the validity and reliability of measuring methods, and it is also the essential precondition to judge whether the research is a high quality paper. The understanding of the validity are changed and developed by many researchers all the time, they formed their own concepts of validity adapting to their researches such as quality, rigor and trustworthiness (Golafshani, 2003, p.601-602).

The way to convince the audiences when they read the research paper is to provide sufficient evidence to prove the validity and reliability of the measurements, otherwise it is not worth for readers to trust the proposition of the research paper (Golafshani, 2003, p.604). In this study, the mixed methods were used for researching which prove the reliability and validity.

3.4.1 Reliability

For the perspective of reliability, it highlights consistency which means the researchers
test the same question for respondents many times, if their answers are not changed, then it can be said the measurement is reliable. Stability is an important element to measure the reliability of the research, while there are two ways to examine the stability; one is repeatability and second is the internal consistency (Adams, 2007, p.236).

In this study, the authors always remind questions of questionnaire survey in their minds when the interview questions were designed, and the interview questions are closely related to the answers of survey. It means that there are existing connections between survey questions and interview questions. Therefore, the interview questions can be regarded as the second time to test if the respondents would give the same answers as they answered in survey. Ultimately, it was found out that what the students answered in the survey is indeed related to their responses in interviews, and they could give the reasons why they choose this answer. According to this, even it cannot eliminate the unreliable elements for the study totally, but at least, reduce the errors and biases.

3.4.2 Validity

For the perspective of validity, it means the measurement should be implemented accurately by various aspects. Improving the validity of measurement can reinforce the availability of empirical results, conclusions and the propositions of the study. Validity can be divided into four types which respectively are internal validity, external validity, construct validity and conclusion validity. For the internal validity, it checks if causal relationship between independent variables and dependent variables are existing. While for the external validity, it tests if the results of the study should be generalized. (Adams, 2007, p.237)

In this study, the mixed research methods can be seen as prove of the internal validity of measurement. To be specific, the questionnaire survey and interviews were used to obtain large data, and then being used to analysis by combining with our theories to improve the internal validity. In addition, the samples were picked from Jilin University in China and University of Gävle in Sweden, in which we have studied in both. As a result, the data collected can extend the degree of authenticity and accuracy at a maximum. However, there are also limitations affecting the validity measuring which are only 226 respondents participated in the survey and 11 respondents participated in
the interviews. In other words, it is hard to use these samples to generalize the outcomes.
Chapter 4: Empirical findings and analysis

In this chapter, the collected data of questionnaire surveys and interviews are described and presented as the empirical findings of this research. The responses were collected from the students in University of Gävle as well as Jilin University, so behavioral comparisons of these answers were shown. Then, the eleven interviews and literature review will be integrated to analyze deeply in this section.

The survey was distributed directly to the students in Jilin University in China and University of Gävle in 18th April and collected the surveys in the 20th April. Ultimately, a sample size with 226 respondents was collected. After that, the follow-up interview questions were designed and sent to six students in Jilin University by E-mail as well as five students in University of Gävle from 21st April to 24th April based on the results of the survey, more following detailed information were presented in these interviews.

4.1 Respondent Demographics

4.1.1 Gender and age

Figure 5 Gender

![Gender Distribution](Result from Zhuhai college of Jilin University in China)

![Gender Distribution](Result from University of Gävle in Sweden)
Figure 6 How old are you?

Figure 5 shows the percentage of male and female of all these responders. Using the bar charts can clearly illustrate the peaking point. There are 48.67%(55 of 113) males in Jilin University answered this survey, the other 51.33%(58 of 113) are females. While 46.02% (52 of 113) men and 53.98%(61 of 113) women in University of Gävle participated in this survey. Most responders (87.61%) in Jilin University are between 18 to 23 years old while most answers (76.1%) in University of Gävle are between 21 and 26 years old as the Figure 6 shown. Therefore, a question came out, which is “Will the gender and age impact on the consumer choice on coffee drinking?”

According to the previous research, gender and age must have influence on, more or less. For instance, gender and age are important factors that will affect people when they want to be entrepreneurs (Yao et al, 2015, p.65). Rani (2014, p.56-57) proposed that age could influence the lifestyle, personality even the external environment. However, most of the responders in this research are from 21 years old to 26 years old, and they all are university students, so the age gap does not show any significant influence on choosing drinks. At least in this research, the gender and age could not be considered as important factors.

4.1.2 Personal information
**Figure 7 Do you have experience of studying or living abroad?**

However, the large distinction of the answers shows in pie chart. There is an interesting finding in the Figure 7, which shows that 92.92% Chinese students don’t have experience of studying or living abroad. On the contrary, about the responders in University of Gävle, 75.22% students have experience of studying or living abroad. From this, firstly studying or living abroad can reveal the individual economic status. Secondly, people more or less could be influenced by different culture or environment when they are studying or living abroad.

In addition, all the responders in Jilin University, their nationality is China, while the responders in University of Gävle, they are from different countries such as Sweden, Netherlands, Italy, Pakistan, Greece, Thailand, Germany, Austria, Finland, Syria, Turkey, Portugal, Czech, Belgium, Saudi Arabia, Lebanon, Uganda and Afghanistan. From this, it can also explain why there are 75.22% of students who have experience of studying or living abroad. We are international students and the survey was not in Swedish, therefore there are only 27 Swedish students who took this survey, which occupied 24% in total. It can be seen as a negative point in this questionnaire survey that a large amount of students are not coming from Sweden. However, the specific group of this study focuses on the students in University of Gävle instead of Swedish students, so that it wouldn’t affect the results and analysis a lot. Also, in order to make the results and analysis more reliable, the interview was done with three Swedish students (five in total).
4.1.3 Consumption characteristics on coffee

Figure 8 How do you usually drink coffee?

Result from Zhuhai college of Jilin University in China

Result from University of Gävle in Sweden
The bar charts were placed in this section so it can be easy for readers to find the biggest difference among these issues. When asked “How do you usually drink coffee?” (Figure 8), a large amount of the students from both universities chose “Buy instant coffee and brew it by myself” and “Buy it from coffee shop directly”. Besides, the choice of “Buy coffee beans and use coffee machine to grind it at home” is No.3 for students from University of Gävle while in China the choice of “Buy it from convenient store directly” occupies 23.89 % (No.3).

Therefore, it can be seen easily that university students in China usually buy coffee directly from coffee shops outside instead of buying coffee beans and grind it by themselves. As for the students in Sweden, the number of choosing “Buy it from convenient store directly” is only 7% in University of Gävle. This distinction shows that the convenient store is not attractive to them. According to Swedish Chambers (2010, p.4), the average number of coffee that was consumed in Sweden is 3.4 cups/day/person in 2009. It is a trend for Swedish to buy coffee beans and grind it by the coffee machine at home (Swedish Chambers, 2010, p5). But it is not appealing to students in China because more than 70% of the students chose to buy it from coffee shop. That is probably because of the convenience of coffee shops, which is analyzed below.

Most of the respondents in both universities believe that the convenience of the store or the access to get coffee would have huge effect on university students’ consumption. As S1 mentioned, “If there was no cafeteria in school, then people who drink coffee would decrease.” And similar answers from students in China, they say the coffee shop inside of the university could motivate them to buy coffee. As a result, it is obvious that the convenience of coffee shop increases the consumption indirectly. Access convenience is one types of service convenience, which consist of the stores’ location, opening hours (Elizabeth Lloyd et al., 2014, p. 37). That is, students probably choose coffee instead of other alternatives if it is convenient for them to buy some in the university. However, one student from University of Gävle said that convenience does not make sense. S4 mentioned that “I don’t think students will care about the convenience or not if they want to drink”. Therefore, it implied that most students in this study believe the convenience of coffee-buying would motivate them to choose coffee.
Figure 9 How often do you usually drink coffee?

From the Figure 9, the histograms illustrated central tendency of responses between Chinese university students and Swedish university students. A clear distinction between students in China and Sweden is shown. In China, 38.05% students drink coffee once or twice a year and 34.51% students drink coffee once or twice a month. While the situation is different in Sweden, 33.63% of the students in University of Gävle, they drink coffee more than one cup a day and 21.24% students drink coffee more than once a week.

The frequency of drinking coffee is not included in the external or internal factors, even if which is the important consumption characteristic comparing students in Jilin University with University of Gävle. The frequency of drinking coffee only display a consuming phenomenon currently which also implies the students in University of Gävle drink more coffee comparing with students in Jilin University. The result also proves that there is a big difference in coffee-drinking between students in China and Sweden. And the following sections would focus on the detail analysis.
4.2 External factors

4.2.1 Culture and cross-culture influence

Figure 10 Do you agree the social culture and environment will influence your choice of choosing coffee?

<table>
<thead>
<tr>
<th>Options \ Choices</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>(empty)</th>
<th>Average scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>University students in Sweden</td>
<td>6(5.31%)</td>
<td>17(15.04%)</td>
<td>34(30.09%)</td>
<td>37(32.74%)</td>
<td>19(16.81%)</td>
<td>0(0%)</td>
<td>3.41</td>
</tr>
<tr>
<td>University students in China</td>
<td>10(8.85%)</td>
<td>9(7.96%)</td>
<td>46(40.71%)</td>
<td>25(22.12%)</td>
<td>22(19.47%)</td>
<td>1(0.88%)</td>
<td>3.36</td>
</tr>
</tbody>
</table>

From the Figure 10, the average scores can be better revealed by using the table. A large amount of students believe that the culture have a huge effect on their choice of coffee, in which, the average score about this question is 3.36/5 for university students of China and 3.41/5 for university students of Sweden. Besides, the students who think the level of the culture influence are “3, 4 and 5” takes up 82.8% in University of Gävle, and the percentage in Jilin University is 79.65%, which shows that both university students have a strong agreement on the impact of culture. As mentioned in Aaker’s article (2000), cross-culture would impact consumer’s preferences; the culture difference which results in the difference in personal value and preference would be different. Obviously, the difference is also shown in the data and interviews that cultures motivate students to choose differently, that is, students in University of Gävle would like to choose coffee rather than tea while students in Jilin University prefer tea.

Also, from the interviews, the culture difference shows up. When asked “which one would you like to choose, coffee or tea, why?” Four of six students in China chose tea while almost four of five in Sweden chose coffee. On one hand, for students in Jilin University, they are affected by tea culture and most of the people in China chose tea more frequently. Due to the fact that tea is the main drink for Chinese people, it is reasonable to explain why four students of six in the interviews chose tea rather than coffee. However, with the development of coffee shops in China, more and more
Chinese are choosing coffee, such as Starbucks. Besides, the “individualism” also makes sense. For instance, for the students in China, although the collective society has influence on their choices, they are becoming more and more independent in making decisions and consuming comparing to the old generation. So they would like to try or accept new things that are emerging in the market and society. One student in University of Gävle also mentioned the culture influence on him. S2, who is a Dutch, says that the Dutch culture is similar to Sweden;

“We would start a day with coffee too, and, no matter at work, at university or other situations, drinking coffee is a common thing as same as Sweden”.

And this illustrates that the culture could keep influencing consumers.

In addition, the culture and cross-culture could impact consumers. From the interviews, S4 is a student from Afghanistan, who has been living in Sweden for five years; he said in the interview that, the tea culture in his country affects him to choose tea as his main drink although he has been living in Sweden for five years. But it can not be denied that the Fika culture has influence on him. He mentioned that when he was in his country, he used to drink coffee once a month, but now he drinks coffee twice or three times a week. Thus, the coffee culture in Sweden impacts him in some sense.

Therefore, it is obvious that our research shows the same result to previous research, that is, the cross-culture indeed has effect on consumers (Ekström, 2010), which also verifies that moving to another country with different culture could motivate the consumer to acculturate and adapt to the local culture. It is believed that consumers would try to follow the local people and their traditions when they are in another country with another culture. Once in the culture-integration process, the cross-culture would impact consumer behavior and then influence their buying behavior.

From the analysis above, the culture and cross culture indeed have a huge effect on consumer behavior and their purchase decision. In this study, the tea culture impacts the Chinese students to choose tea instead of coffee while the students from University of Gävle choose coffee rather than tea. In addition, although some interviewees are not from Sweden, the culture integration still influences them to choose coffee.
4.2.2 Economic influence

**Figure 11** How much do you usually pay for one cup of coffee?

The bar charts are used to show central tendency of the current coffee price that the university students spend. For the question “How much do you usually pay for one cup of coffee?” (Figure 11), 76.1% of the students in University of Gävle pay 11KR-35KR for one cup of coffee and the students in China chose 11-35RMB (about 9-28 KR), the percentage in this price range in Jilin University is 74.35%. Here, an exchange rate between Chinese Renminbi (RMB) and Swedish Krona (KR) need to be mentioned, which is that 1 KR is equal to 0.8 RMB (on May 11th 2016).

**Figure 12** How much would you like to pay for one cup of coffee? (Maximum price)

[Bar charts showing the distribution of answers for each price range in both universities.]

Result from Zhuhai college of Jilin University in China

Result from University of Gävle in Sweden

Result from University of Gävle in Sweden
The bar charts also are used to show central tendency of the coffee price that the university students expect to spend. It is another interesting comparison which is shown in the Figure 12, the range of price that students are willing to pay is from 6 KR to 20 KR in University of Gävle compared to from 6 RMB (about 4.5KR) to 20 RMB (about 16 KR) in Jilin University.

And it is easy to find out the difference between prices that students pay for a cup of coffee at present and the maximum price that they are willing to pay. Mostly, students in both universities are paying for 11KR-35KR/cup while the price that they would like to pay is less (between 4.5KR and 16 KR in China and 6KR to 20 KR in Sweden).

Considering the difference on current coffee price and consumers’ expectation, a question in interview paper “whether the price of the coffee would impact the coffee consumption for university students” was made for further research analysis. As shown in survey, students in both universities believe the price would influence them a lot. As for the interviews, same answers were given. It was stated by C6, he said “I would not buy the coffee if the price is higher than my expectation, it is really important”. Besides, the student in the University of Gävle, S1, answered that “the coffee price in the university is high, so she would like to bring the coffee from home instead of buying it in campus”.

It is obvious that the price of coffee has a huge effect on the consumption of coffee. Durevall (2004) indicated the roasted price in Sweden was the highest among EU, except the countries which regard tea and instant coffee as the first choice. In that situation, there is no doubt that people would give up or at least decrease the consumption of coffee. That is, when the price is higher than their expectation, they would choose the other cheaper alternatives.

However, the coffee price could not impact the trend of choosing coffee and coffee consumption in the long run (Durevall, 2004). Although the price is higher than the expectation, and respondents said that they would keep drinking coffee while they would increase the consumption if the price is reduced. The previous research, which mentioned that the higher price represents better quality in Chinese people’s mind,
(Anderson and He, 1998) and this is the reason why Chinese people would like to buy the expensive one to show that they can afford products in high quality. However, in this study, there is no result that can prove this statement since students in Jilin University believe the high price would discourage them to buy coffee.

As mentioned in the Literature Review chapter, marketing strategies have effects on consumer behavior (Peter et al, 1999). From the results of survey and interviews, price is emphasized as an important factor that will affect the university students to choose coffee; hence the price strategies could impact the coffee consumption. Akhter (2009, p.137) explained the price may impact on the product perception, demands, consumers and other things. However he also highlighted, lowering the price doesn’t mean the sales will increase because of the price-value theory. While this empirical evidence examines that reducing the price indeed can increase the consumption; because nine participants (11 participants in total) in the interviews answered that the price could influence their purchase amount.

As for the influence of price issue, it could impact students in both universities. That is, there is no big distinction between university students in Jilin University and University of University of Gävle since higher price would impact the consumption to some degree, maintain or even reduce it. And the reduction of coffee price could encourage the university students to consume coffee, therefore increase the consumption.

4.2.3 Social group influence
Figure 13 What was the reason for you to try coffee for the first time?

The bar charts (Figure 13) clearly illustrate that around 40% of the university students in both countries chose “Like trying the new things” when asked about this question. It illustrates the common personality trait of university students, which is that they are willing to try newness and freshness on their own initiative. From the interviews, C2 said “the personality has big influence on their university students, for example, the
university students in Jilin University, who like to try newness and pursue foreign lifestyle, would like to choose drinking coffee”. Also, S4, student in University of Gävle mentioned that his personality affected his choice. There is no big difference in the personality issue since most students in both universities think that the personality makes sense.

However, both university students in China and Sweden, more than (53.1% of the students in University of Gävle) or almost half of them (42.48% of the students in Jilin University) chose “Influenced by the people around, such as family, friends etc.,”, which means that they were affected by the people around when they tried coffee in the first time. The results got from the respondents are corresponding to the researches that had been done before.

On one hand, students in University of Gävle were influenced by the Fika culture which motivates them to try coffee. Also, more than 50% of students in University of Gävle were affected by the people around, which shows that the social group makes sense. The suggestion from their friends and family could influence them to choose coffee. On the other hand, it was stated by Laforet and Chen (2012), the young Chinese consumers are more likely to be affected by others in their decision-making process, which shows that they belong to the group and are not “special”. Therefore, it is easy for them to be affected by their friends and people around due to the fact that the Chinese are dependent and they care more about the opinions from others or the group in a certain culture and environment. From the analysis above, the social group indeed influences the students. To be more specific, when it comes to choose coffee, advice from the people around could impact university students in China and Sweden to choose coffee.

What is more, one thing should be mentioned in this section is about the choice of “Attracted by the coffee advertisement”. As for this question, only 2.65% (3 of 113) chose this answer in University of Gävle while the percentages in Jilin University are over 10%, which is 11.5% (13 of 113). It shows that students in Jilin University are more likely to be influenced by the advertisement compared to the students in University of Gävle, which suggests that managers could pay more attention on advertisement and strategic management. Obviously, the advertisement would have an effect on Chinese
students when comparing to the students in Swedish university. This implies that the marketing strategies would have influence on consumers in China. A fresh and interesting advertisement probably attracts more consumers to consume the product.

4.3 Internal factors

4.3.1 Preference and psychological influence

**Figure 14 Do you like coffee?**

From the Figure 14, the histograms showed the distinctions of the likert scale. Most students (81.42%) in China chose “Just so so and somewhat like” according to the preference level. While in Sweden, 60.17% students chose “Somewhat like and Very much like”, which apparently revealed that students in Sweden like coffee better. One more thing should be mentioned here is that, there are only 19 students in the University of Gävle but 56 students in Jilin University in China who choose “just so so”, while the number in Chinese university is almost 3 times higher comparing to students in Swedish university.

And then, answers from the interviews about the reasons why Chinese university students would like to drink tea rather than coffee. C1, C2 and C4, they said “coffee is not as healthier as tea, so they prefer to choose tea”. While for Swedish university students, S1, S2 and S5 prefer to drink coffee because the Fika culture influences them and caffeine in coffee can help them to be refreshing. From that, it implied Chinese
university students tend to have a healthier lifestyle while Swedish university students more care about the positive effect of coffee.

When ask people if they like or dislike something, the results can be explained by the different individual preference. But it also can be illustrated by their distinguishing attitude towards goods or services. From the survey and interviews, people have different lifestyle which is an identification to show their personal preference. And Kotler et al. (2012, p.144-145) proposed the lifestyle would influence consumer behavior. Therefore, a conclusion could be drawn combining survey, interviews and theories that the preference is a significant factor that will affect university student’s buying behavior.

According to Stylist et al. (2014), Fika is developing a trend to offer an opportunity for Swedish to be socialized. The same opinion can be seen from the interviews, S1, a Swedish who mentioned that, “Coffee is a part of our life.” While for the students in China, it is totally different. According to China Highlights (2015), tea became a part of Chinese life since 2737 BC since the legendary Emperor Shennong found it. As a consequence, the students in these two countries have different preferential lifestyle.

Take all into account, both preference and attitude can be concluded as the psychological influence which happens in people’s mind. And Kotler et al. (2012, p. 145-149) declared that psychological factors are not easy to be changed. This is why university students in China still choose tea as their major drink instead of coffee, while Swedish university students would like to drink coffee as a part of their life.
The Figure 15 illustrates that the university students’ preference about different beverages such as coffee, tea, soft drink, juice, milk, alcohol and milk tea. Given there are seven variables, using table could be better than pie, bar and histogram. As the figure shown, the top three popular drinks for university students in China are milk tea, milk and juice while for students in Sweden which are coffee, tea and juice. It is obvious that coffee plays an important role in university students’ mind in Sweden while Chinese students more prefer to milk tea rather than coffee. Only 7.08% students in China chose number “5” for coffee, 33.63% of them chose number “3” which means that they are not that much prefers to drink coffee. It is possible to say that coffee in China is easy to be replaced by other drinks for example milk tea.

In the interviews, the reasons why students in the both of universities have these distinctions, for instance, university students in China prefer to choose tea or other drinks because they think coffee is not good for health. And most of them purchase coffee
because of their psychological satisfaction. For example, according to the question 11 of the interview, for students in China, they all think the factors motivated them to buy coffee are satisfying vanity, unique, style, curiosity, elegance and chasing a kind of foreign lifestyle. While for students in Sweden, most of them drink coffee only because of the physical needs, for example coffee with caffeine can keep them awake, drinking coffee is just a habit for them and also they like the taste of coffee. From that, it implied that Chinese university students are more motivated by psychological needs.

For the perspective of individual preference, it is a kind of psychological factor that has an important effect on consumer behavior (Sheng et al, 2008, p.274). Besides, as the Cognitive/Affective Model of Adoption/Purchase Process (Figure 2) indicated that preference is the fourth step on the process of the purchase decision (Peter et al, 1999, p.222-223) which means preference is a crucial factor for consumers to purchase products. Moon and Lee (2014, p.130) also proposed that the perception of offerings should be matched to the individual preference, otherwise it is difficult to stimulate the purchase desire of consumers.

4.3.2 Learning and knowledge influence

Figure 16 Do you know about coffee? (1 means “you don’t know” and 5 means “you know it well”. Please provide an answer to the question)

<table>
<thead>
<tr>
<th>Options \ Choices</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>(empty)</th>
<th>Average scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>University students in Sweden</td>
<td>3(2.65%)</td>
<td>24(21.24%)</td>
<td>30(26.55%)</td>
<td>35(30.97%)</td>
<td>17(15.04%)</td>
<td>4(3.54%)</td>
<td>3.36</td>
</tr>
<tr>
<td>University students in China</td>
<td>27(23.89%)</td>
<td>44(38.94%)</td>
<td>27(23.89%)</td>
<td>14(12.39%)</td>
<td>1(0.88%)</td>
<td>0(0%)</td>
<td>2.27</td>
</tr>
</tbody>
</table>

Using the table can reveal the average scores better. When asked about the knowledge of coffee, the average scores gap between students in Sweden and China is 1.09 (The average score is 3.36 in Sweden and 2.27 in China). To analyze it more detailed, for the students in China, 38.94% of them chose the number “2” which means that they don’t know much about coffee. And also the table illustrates that most students in China chose number “1, 2 or 3”. But for the students in University of Gävle, 30.97% of them chose the
number “4” and the answers mainly concentrated on “3, 4 or 5”. It means for the students in Sweden, they have much more knowledge about coffee than the students in China.

In interview, the answers for the question about the country-of-origin of interview are quite interesting too. The respondents from University of Gävle all agree that they would consider the country-of-origin when they are drinking coffee or buying coffee beans because they know there are some differences among several of coffee from different countries. While, no one in Jilin University in China said that they would think of this issue due to the fact that they have no idea about the difference. From this aspect, it is obvious that students in Sweden have more knowledge about coffee than students in China.

Move information from the interview, C3 and C5 answered about the importance of coffee knowledge. C3 thinks “Chinese people do not have knowledge about the difference between the costs of buying coffee in coffee shop and the costs of making coffee at home, so normally they would choose to spend higher price and buy coffee from coffee shop. While if they know actually it costs less when they grind coffee at home, I believe the consumption will increase”. And also C5 highlighted if people know more about coffee, they will try and the purchase desire will be stimulated after they purchased. But for students in Sweden, the S1, S2 and S3 answered in the interview, they think the price is more important than knowledge aimed at increasing consumption. S4 thought the knowledge may have impact on the coffee consumption if he knows more benefits about coffee. Besides, S5 explained that knowledge can help her to know if the coffee is good or bad.

What is more, when asked if they would increase the consumption after they know more about the coffee in the interviews, half of them believe it works while others disagree about it. For instance, one of the respondents, C1, said that if people are interesting in the coffee, they would pay more attention or try to find out more information about it, and then they will try different flavor of coffee. However, others do not think it would have an effect because it is not that important for them.

This question was designed in order to investigate how much knowledge about coffee
the students have in both universities. According to Cognitive/ Affective Models of the Adoption/ Purchase Process (Figure 2) (Peter et al, 1999, p.223), knowledge can influence consumers before the purchase decision and also can influence consumer after purchase. Besides, the different consumer has different level of product knowledge, and the knowledge could be combined closely with the purchase decision. For instance, student C3 in the interview answered “since he know the black coffee can help lose weight, he is willing to consume more black coffee than before”. Therefore, knowledge is an essential factor affecting consumer behavior as well as consumption and which cannot be ignored. (Peter et al., 1999, p.63)

4.3.3 Attitude towards coffee

Figure 17 Do you think coffee will be a main drink in your daily life in the next five years?

The pie chart (Figure 17) describes the biggest percentage distribution which revealed if the university students regard the coffee as the main drink in the next five years. And it shows clearly that more than a half of the university students in China don’t think coffee will be the main drink for them in the future. On the contrary, 50.44% university students in Sweden think coffee will be the main drink in the future. From that, the data reveals the different attitude towards the coffee comparing the university students in China and Sweden. However, it seems like that attitude is the direct factor influencing consumer behavior, in fact there are more indirect reasons that will affect consumer attitude.

From the interview, the reasons were dug out why Chinese university students will not
choose coffee as their main drink and why Swedish university students are willing to drink coffee as their main drink. Six Chinese students gave the same answer, which is that they will not choose coffee as their main drink and also they think it is difficult for coffee to be the main drink for other Chinese people. The reasons include health, habit, culture and price. However, for the four interviewed students in Sweden; they think they will drink coffee constantly because of culture, habit and social needs. Only S4, who is from Afghanistan, doesn’t think coffee will be his main drink, because he is also affected by tea culture in his country. However, he added to answer that he drinks coffee more frequently after he moved to Sweden. From that, it implied that even S4 is affected deeply by tea culture; he is also affected by coffee culture in Sweden gradually.

On the one hand, Peter et al. (1999, p.127-129) argued that even attitude is the internal factor which closely related to the particular purchase behavior, it does not mean these positive (negative) attitudes all will lead to the particular behaviors. Therefore, it is reasonable to explain the phenomenon in interview which is that even some Chinese have positive attitude towards coffee, it doesn’t mean they will purchase coffee because the purchase behavior still depends on whether they have purchase intention. Peter et al. (1999, p.129) describe that the consumer intention plays more important role than attitude in the purchase process.

On the other hand, culture, price and social needs as the indirect factors have effect on consumer behavior by influencing the consumer attitude. Given A Common Behavior Sequence for a Retail Consumer-Goods purchase model (Figure 3) (Peter et al, 1999, p.233), the consumer attitude also could be affected by other people who have experience on using products. It happened on the communication stage. People may have a conceptual feeling before they purchase products when users share their experience to them. So these feelings may impact on consumer attitude. Even Kotler et al. (2012, p. 149) proposed that consumer attitude is not easy to be changed, while the influence cannot be neglected.
4.4 The factors affect purchase decision

Figure 18 Which are the most important reasons when you choose coffee?
(Multiple Choice Quiz)

From the chart (Figure 18), readers can easily recognize the main distinctions between the Chinese university students and Swedish university students from the bar charts. 38.05% and 40.71% Chinese students respectively think drinking coffee can help them keep awake and they like coffee taste as well. While actually there is no big difference comparing with Sweden, 44.25% students consider that coffee can help them to keep awake and 51.33% students like the coffee taste. Moreover, 19.47% students in China think coffee is the symbol of quality life and 30.09% students think coffee is a newly sprouted thing. But in Sweden, it is quite different because only 5.31% and 4.42% students have the same feeling. On the other hand, 52.21% students in Sweden they think the coffee has good price with good quality and 37.17% students think that drinking coffee is a kind of habit for them. However, only 5.31% students in China think that coffee has good price with good quality and most of them don’t think drinking coffee is a habit for them.

Obviously, the price issue is important for university students; it is not only shown in the questionnaire but also mentioned in the interview. For instance, the Chinese student C3, indicated that the price have a huge effect on students’ coffee-choosing process since the students in China don’t have many living expenses while the coffee price is high. The
same answer is shown in the interviews of students in University of Gävle. The five respondents (students) from University of Gävle all believe the price affects them to choose coffee and, in particular, S1 and S2 mentioned that the coffee price in University of Gävle is expensive and students cannot refill it. As a result, some of them and their friends would prefer bringing the coffee from home instead of buying it from the school. Thus, we can conclude that the price would impact the students’ choice of coffee. When the price is higher than their expectations or than the other places, they would choose other alternatives definitively.

Furthermore, there is one new finding which is shown in interviews. Students from Jilin University said that they drink coffee because of vanity, fashion, foreign lifestyle, symbol, curiosity and conformity. It means the Chinese university students buy coffee not only for physical needs, but also satisfying their psychological needs. While for students in University of Gävle, they just care about the physical needs. From Kotler et al. (2012, p.145-149), he describes the details how the psychological factors affecting consumer behavior. These psychological factors include motivation, perception, learning, beliefs and attitudes, while in our research; these factors are digged out more detailed. In a word, students in Jilin University drink coffee mostly in order to satisfy psychological needs (satisfy vanity, unique, style, curiosity, elegance and chase a kind of foreign lifestyle). While students in University of Gävle drink coffee just physical needs (keep awake, coffee taste, habit)

**Figure 19 Which are the decisive factors that make you buy coffee?**

![Figure 19](image-url)
The decisive factor is the essential discussion topic in this research, the results show in the Figure 18, also readers can easily recognize the main distinctions between the Chinese university students and Swedish university students from the bar charts. 29.2% students in Jilin University drink coffee because of the recommendation from friends which means they are more affected by external human factor. 26.55% students like coffee and 12.39% students have the habit to drink coffee already. As the Figure shown, there are 16.81% students chose others and they filled the answers on the blank. The result is that most of them are affected by mood when they drink coffee, it means that they chose to drink coffee because at that time they just want to drink.

However, 43.36% students in Swedish university drink coffee because it is a habit for them, there are 38.05% and 35.4% students chose coffee respectively because they like it and their choices are affected by friends. 10.62% students chose others and fill their answers on the blank; most of them drink coffee motivated by their needs. For example, they want to activate their sense and keep them awake.

A further explanation about purchase decision as presented combined with the question 11 of interview. The six students in China think that they drink coffee mostly driven by psychology, for example C2 and C3 answered “drinking coffee is an elegant lifestyle”, besides, C1, C3 and C5 answered “drinking coffee can satisfy their vanity”. However for the five students in Sweden, they drink coffee due to physical needs, for instance, S1, S3 and S4 think coffee with caffeine can help them to keep awake. S2 said “I like the coffee taste, and drinking coffee is just a part of life and a habit for me”.

4.5 Major findings

It shows lots of data and analysis above in this chapter, and in order to make it more clearly for audiences, the main empirical findings combining the theoretical framework (Figure 4) are necessary to restate. Besides, the outcomes of questionnaire survey and interviews are consistent in empirical findings because the interview questions designed based on the survey. The consumption characteristics via the questions survey and a comprehensive understanding about the different consumption characteristics of students between Jilin University and University of Gävle were presented firstly. Hence, the interviews gave more detailed information and reasons why the students in Sweden or
China choose this instead of other options.

The findings are clearly shown below:
- The convenience of coffee-buying would impact the students to choose coffee.
- Culture and cross-culture impact university students to choose coffee, *Fika* culture influence students in Sweden and tea culture influence Chinese students.
- The price of coffee has a huge effect on the consumption. The price at present is higher than students’ expectation both in University of Gävle and Jilin University. The decrease of price could increase the coffee consumption.
- The social group would impact the students to choose coffee.
- Advertisement is more attractive to Chinese students than students in University of Gävle.
- Students have different preferences towards coffee; for students in University of Gävle, coffee is the first choice while in Jilin University is milk tea.
- Students in University of Gävle have more knowledge about coffee than Chinese students, and the knowledge can increase the coffee consumption.
- Most students in University of Gävle believe coffee would be their major drink while Chinese students don’t think the coffee will be the major drink in the future. (Different attitudes)
- The students in Jilin University drink coffee mostly in order to satisfy psychological needs, while student in University of Gävle drink coffee mostly in order to satisfy physical needs.

It can be seen from the findings above that both the external and internal factors impact university students to choose coffee. As for the external aspect, issues like culture, social group influence, and coffee price have influence on both university students while advertisement is influence Chinese university students more. And there are some differences among internal factors. Students have different preferences and attitudes, Chinese students would like to choose milk tea and most of them don’t believe coffee is going to be their major drink in the following five years while students in Sweden choose coffee and regards it as their main drink. What is more, students in Sweden have more knowledge compared to the Chinese students.
Following the structure, the external factors (culture, social group influence and price) affect consumer behavior. Meanwhile, the internal factors also have an effect on consumer behavior, which include personality, psychological influence, knowledge and attitude. To sum up, consumers with different consumption characteristics would make distinguishing purchase decisions.
Chapter 5: Conclusion

The findings and results of the research are discussed, which clearly reach to the research intention or purpose. Besides, it mainly explains appeared evidences to support the research arguments as well as answers to the research questions. Moreover, limitations about this research are put forward in order to help the future researches.

5.1 Fulfilling research questions and aim

This study was developed based on the previous studies which explained the issues, such as attitudes, word-of-mouth, which have an effect on customers’ choice, and wide-range groups were researched. By focusing on the university students with case studies, the comparison between these two countries was put forward, which has different history and culture of coffee drinking. As shown in the empirical part, which was offered by the survey data and answers from interviews, both external factors and internal factors would impact the consumers to choose and drink coffee between Jilin University and University of Gävle. Two research questions were discussed in this study, which regards to the factors that affecting consumption characteristics and consumer behavior in coffee drinking.

5.1.1 RQ1: The consumption characteristics of consumers to purchase coffee

The different consumption characteristics in this study between Chinese university students and Swedish university students are the frequency and approach of drinking coffee. From the empirical findings, the different consumption characteristics between Jilin University and University of Gävle were found out. To be clear, the students in University of Gävle drink more cups of coffee than students in Jilin University. It implies that the students in University of Gävle have intense preference than the students in Zhuhai college of Jilin University which could be linked with the internal factors. In addition, the consumption characteristics must not be formed in a short time, which must be influenced by the external factors such as culture, social influence and so on.
Besides, there are many different ways that students can get the access of coffee. The difference is that Swedish university students have higher ratio to grind coffee at home than Chinese university students. What is more, Chinese university students are willing to buy coffee from shops while Swedish university students are willing to brew by themselves. From that, it implies the development of coffee in Sweden is more mature than in China. It also can be seen that the Swedish university students are aware of more knowledge than Chinese university students.

Based on these distinctions of consumption characteristic, the next stage is to find out why it shows these different consumption characteristics, and what factors have effects on the buying decision of consumers, which is also the second question for this research and it is answered below.

5.1.2 RQ2: Factors affecting consumer behavior towards drinking coffee

Based on the consumption characteristics, the external and internal factors affecting consumer behavior towards drinking coffee were found and dug out by questionnaire survey and follow-up interviews. In terms of external factors, it was observed that students in University of Gävle consume much more coffee than students in Jilin University. For students in University of Gävle, the Fika culture motivates them to drink coffee almost every day, and the influence of people around would affect their coffee consumption and it can be said that drinking coffee with family and friends is a part of their life. On the other hand, social group also influences Chinese university students, so more university students in China would choose to drink coffee. In addition, it was noted that the price issue plays an important role in university students’ choices. Lower the price is a way to increase the coffee consumption for students in both universities. From the answers in interviews, the high price of coffee decreased the consumption and students would like to choose drinking coffee in a cheaper way, for instance, bringing coffee from home.

For the internal issues, university students in these two countries show difference in motivation, personality, perception, attitude, preference and knowledge. For instance, students in University of Gävle prefer to drink coffee than the other drinks (such as milk, juice, tea and so on) while students in China chose milk tea, juice but not coffee. Also,
consumers with more knowledge about coffee would increase the consumption. The result shows that students in University of Gävle have more knowledge about coffee than students in Jilin University, that is, they consume more coffee than Chinese students. What is more, the students in Swedish university drink coffee mainly due to the physical needs, which means that they like coffee taste and drinking coffee is a habit which helps to keep them awake. However, Chinese students drink coffee mainly to satisfy their psychological needs even though they also have physical needs. For instance, they drink coffee for the reasons of vanity, unique, style, curiosity, elegance, freshness, personality traits and imitate foreign lifestyle.

5.1.3 Linking to the aim

The results showed both external factors such as culture influence, coffee price, and internal factors including personality, psychological influence as well as knowledge, would impact the consumer buying process. All these issues mix together and influence consumer behavior, that is, different factors results in varieties of consumption characteristics (for example the frequency of drinking coffee and the approach to get coffee). Based on the characteristics that consumers have, they would have different purchase decisions. For the students in Chinese university, they drink coffee mainly because of psychological needs (vanity, unique, style, curiosity, elegance, freshness, status symbol and imitate foreign lifestyle) while the students in Swedish university are for physical needs (Coffee taste, habit, refreshment). The whole process can be seen in the Figure below.
5.2 Contribution and implication

5.2.1 Theoretical implication

The research fills up the gap. Most previous researches focus more on the marketing strategies in vague and general regions but didn’t focus on the certain group specifically. So this study focus on university groups fills the gap. Besides, even though some
researchers had comparison of consumer behavior between different countries (Shah, Chen, and Chauhan, 2011; Frank. et al., 2012), they compare the same or similar cultures while this study address the gap by comparing the Eastern and Western culture. What is more, there are also no sufficient researches to do the comparison about consumer behavior in coffee industry while this research fills the gap.

In this study, first of all, it not only focuses on the marketing field, but concentrating on consumer behavior. Then, the specific group, university students are focused, contributing to consumer behavior in coffee drinking with two case studies. It was stated in Wickström (2012, p.37-38) that one of the negative points in his study was he only focus on one region. In addition, comparing students in Chinese university and Swedish university, which is the comparison between Chinese culture and Swedish culture, gives a fresh idea to the study.

According to Wickström (2012, p.37), country-of-origin was regarded as one of the issues when Chinese buy coffee. However, a finding contradicts it is this study, showing that country-of-origin doesn't impact Chinese university students. Also, this research extended the Frank et al. (2012, p.684), in which satisfaction and attitude could affect consumers’ choice and their buying process. By using mix methods, the questionnaire survey and interviews help to improve the reliability and validity of this study.

The study developed based on consumption characteristics. Then external and internal factors were found out as well as analyzed how they impact the formation of consumption characteristics, thus affect consumer purchase process. Followed and developed based on the consumer buying process, the most important issues that impact university students in China and Sweden to choose coffee were found.

5.2.2 Practical implication

As for the practical implication aspect, this study was developed by two case studies; one is in the Zhuhai College of Jilin University in China and another is University of Gävle in Sweden. The price issue was found out playing an important role in the consumer purchase process for both countries, which offering the latest information for companies who want to develop the potential markets in China or Sweden. That is, the price would have a huge effect on increasing consumptions. When the price is higher
than consumers’ expectation, probably they would choose other alternatives. Therefore, the coffee price and price strategy supposed to be suitable for implementation in both countries.

It turns out to be an important implication for managers. As for the entrepreneurs who want to explore the coffee market in China and Sweden, the price issue should be considered as one of the central factors. When the price is higher than consumers’ expectation, probably they would not choose to buy the coffee but the other alternatives, or, they would like to choose the cheaper ways to drink coffee, for instance, buying coffee in other coffee shops or brands which is cheaper, or grind coffee at home.

Another implication for manager is to create attractive and interesting advertisement so as to fascinate the customers. As can be seen from the results, the advertisement makes sense to some degree, especially for the Chinese students. There is still a growth trend if managers think some novel advertising strategies for Chinese university students, they may be attracted to buy coffee frequently. This implies the managers to develop potential market via fantastic advertisement.

5.2.3 Societal implication

For this research, two societal implications could be connected. The first one connecting to the universities’ fame and the second one is towards coffee. First of all, the study makes both universities become more famous since both of them are regarded as a case and people get more information about the universities, attracting more attention to potential students who may apply the university’s program. The second one is, having more students to know some statistics about coffee is noticeable to the society, leading more people to have a try of coffee ultimately, which indirectly increase the coffee consumption.

5.2.4 New findings

There are two new findings in this study. First of all, Chinese university students drink coffee mainly in order to satisfy psychological needs (vanity, unique, style, curiosity, elegance, freshness, status symbol and imitate foreign lifestyle). But in Swedish university, students drink coffee mostly because of their physical needs (refreshment,
coffee taste and habit). For managers or companies, they are advised to think highly of this, finding the accurate strategies for the consumers in both of the countries. The effective way to explore coffee market in China or Sweden is to know better of the consumers. The second one is price issues. It is believed that the Chinese would like to buy the product with higher price which may has better quality. However, this statement doesn’t make sense in this study. That is, students would not buy the coffee with higher price.

5.3 Limitation and future research

It can not be denied that lots of interesting findings were dug out in this research and a plenty of data were used to support the research arguments, in which the 226 questionnaire surveys and 11 interviews in total from university students are shown. However, the analysis between these two case studies is not enough to represent all the consumers. Also, focus on the university students with case studies means that the other consumer groups are missing. Besides, the online survey and interview by E-mail are may not the best method to get information, which results in the misunderstanding of the questions and answers. In addition, another limitation should be mentioned here, which is the establishment of connecting factors. Given the SPSS tool was not used for analyzing the data, we only found out the factor affecting consumer behavior but failed to build up the connections among these factors. This is the missing part that we considered to do but could not because of a matter of the time.

Future researches are recommended to test the other groups with more samples, and concentrating on the other regions. From this study, building up the connections among factors can be found and advised to fulfill in the future. Also, it is obvious that price issues is important for consumers in both countries and given the coffee market is developing in China at a high speed, as a result, researches considering the effect of price are welcomed.

5.4 Reflection

Go through the whole study, this topic is very interesting. With that, the interest motivated us to have passion and enthusiasm to go deeper of this research. In this process, the results of comparative study not only contributed to the coffee market in
these two countries, but also consumers. Besides, the comparison between Chinese university students and Swedish university students gave more new meanings or reference value for coffee industry. In addition, the mixed research methods were used to collect and analyze data so as to answer research questions better. And combining the questionnaire survey with interviews improved the reliability and validity of this research. It is a pity that there are only English and Chinese version for the survey and interview in this research; it is believed that more Swedish students will answer our survey if Swedish version survey and interviews had been done.

In addition, we are studying in both Jilin University and University of Gävle, so the good thing for us is that we can easily get the data from both of the universities and also it is convenient. However, if the samples can be taken from the other universities in Sweden as well as universities in China, it will improve the validity and reliability of this research. Given the time and practicality, we don’t have that much more time to do it.

Furthermore, there are indeed lots of interesting findings that were found in this research, and we believe the outcomes can contribute to the development of coffee industry, especially for Chinese coffee industry. For example, before Starbucks Company enters in Chinese market, Chinese people rarely drink coffee. But now people in China are willing to drink coffee in Starbuck. So it is reasonable to believe that people in China will increase the coffee consumption in the future if the coffee company can implement marketing strategies to satisfy the real needs of consumers.

In conclusion, there are several reasons that make this study has significance for the coffee industry especially for Chinese market. We find out these factors that will affect consumer behavior in coffee drinking, which will be helpful for companies to develop their coffee brands. Ultimately, it will be more interesting if we can do face-to-face interviews for those university students. And also it could help to get more useful information and make this research stronger.
Appendix 1 Questionnaire (In Chinese)

The link of this questionnaire survey can be found:

关于中国大学生对咖啡的消费行为调查
同学你好！

我们是吉林大学珠海学院工商管理系在瑞典留学的两名大四学生，目前我们正在完成我们的本科毕业论文。我们非常需要你们的帮忙，希望你们可以花费你们宝贵的五分钟时间帮我们填写下这一份问卷调查。

我们论文的主题是“对比中国大学生和瑞典大学生对咖啡的不同消费行为调查”，此次研究对象主要是针对吉林大学珠海学院在校大学生以及瑞典耶夫勒大学在校大学生，研究目的是为了找出影响不同消费者行为的主要因素。

在这里非常感谢你们对我们的帮助，后期我们可能会进行进一步的邮件回访，如果你们能在下面留下你们的姓名和邮箱地址，会对我们的论文提供很大的帮助。最后，我们保证，你们的所有信息将只会用于我们的论文作为数据参考，不做其他用途。

如果你有任何疑问，不要犹豫，直接发送邮件联系我们。

严同学（ufkl5myn@student.hig.se）
李同学（ufkl5qli@student.hig.se）

1. 姓名：________________________ 邮箱地址______________________________ [填空题]

2. 你的性别？ [单选题]
○ 男  
○ 女

3. 你的年龄？【单选题】  
○ 15-17 岁（包括 15 岁）  
○ 18-20 岁  
○ 21-23 岁  
○ 24-26 岁  
○ 27-29 岁  
○ 30 岁以上

4. 你来自？（填写国籍即可）【填空题】

5. 你是否有在国外生活或者学习的经历吗？【单选题】  
○ 有  
○ 没有

6. 第一次尝试喝咖啡的原因是什么？【单选题】  
○ 个人喜欢尝试新东西  
○ 受周围人群的影响（例如家人、朋友等）  
○ 看到关于咖啡的广告而尝试  
○ 其它 ___________________

7. 你喜欢咖啡吗？【单选题】  
○ 非常不喜欢  
○ 不喜欢  
○ 一般般  
○ 喜欢  
○ 非常喜欢

8. 你对咖啡的了解程度？（1--5 表示非常不了解--非常了解）【矩阵量表题】

<table>
<thead>
<tr>
<th>了解程度</th>
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</table>

9. 你多久喝一次咖啡？【单选题】  
○ 从来不喝  
○ 一年一到两次  
○ 一个月一到两次  
○ 一周一次
10. 你平时购买一杯咖啡的价格是多少？【单选题】
   ○ 0-5 RMB
   ○ 6-10 RMB
   ○ 11-15 RMB
   ○ 16-20 RMB
   ○ 21-25 RMB
   ○ 26-30 RMB
   ○ 31-35 RMB
   ○ 36-40 RMB
   ○ 40 RMB 以上

11. 你愿意为一杯咖啡支付的价格是多少？【单选题】
   ○ 0-5 RMB
   ○ 6-10 RMB
   ○ 11-15 RMB
   ○ 16-20 RMB
   ○ 21-25 RMB
   ○ 26-30 RMB
   ○ 31-35 RMB
   ○ 36-40 RMB
   ○ 40 RMB 以上

12. 通常情况下，你是通过一下哪种方式喝咖啡？【多选题】
   □ 购买咖啡豆在家使用咖啡机烘焙
   □ 购买速溶咖啡，自己冲泡
   □ 直接从咖啡厅购买
   □ 直接从普通便利店购买
   □ 其它 ______________________

13. 让你选择喝咖啡重要的原因是什么？【多选题】
   □ 物美价廉
   □ 喝咖啡已经成为一种习惯
   □ 咖啡能够帮助解困
   □ 单纯喜欢咖啡的味道
   □ 认为是一种生活品质的象征
   □ 感觉是一种新鲜的事物，想要尝试下
   □ 从众心理
   □ 认为是一种追求时尚独特的方式
14. 你对下列饮品的偏好程度（1→5表示非常不喜欢→非常喜欢）[矩阵量表题]

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
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<tbody>
<tr>
<td>咖啡</td>
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<td>牛奶</td>
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15. 在未来的5年内，你认为咖啡会成为你的主要饮品吗？[单选题]
- ○ 会
- ○ 不会
- ○ 不确定

16. 你购买咖啡的决定性因素是什么？[单选题]
- ○ 有喝咖啡的习惯
- ○ 喜欢喝咖啡
- ○ 朋友推荐
- ○ 打折促销的咖啡
- ○ 广告吸引
- ○ 其它 ____________________

17. 你同意社会文化以及环境对你选择喝咖啡有影响吗？（1→5 代表非常不同意→非常同意）[矩阵量表题]

<table>
<thead>
<tr>
<th>同意与否</th>
<th>1</th>
<th>2</th>
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<tr>
<td>同意与否</td>
<td>○</td>
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</table>
Appendix 2 Questionnaire (In English)

The link of this questionnaire survey can be found:

A questionnaire survey about consumer behavior of Swedish university students on coffee drinking

Dear students,

We are Chinese bachelor students currently studying in University of Gävle, Sweden and now we are writing our bachelor thesis. It would be grateful if you could help us to answer the survey which would be less than 5 minutes.

The topic of the thesis is “Customer behavior in coffee drinking: Comparison between China and Sweden”, and the aim of our research is to find out the difference between university students in Zhuhai College of Jilin University in China and University of Gävle in Sweden.

It would be really helpful if you could write down your E-mail address since we might have a follow-up interview after the survey by mail. And we promised that all the information you offer would only be used in our thesis.

Email us without hesitation if you have any questions. Thank you for your attention and best wishes.

Min Yan (ufk15myn@student.hig.se)
Qiuyun Li (ufk15qli@student.hig.se)

1. E-mail address [Fill in the blank]

2. Gender
   ○ Male
   ○ Female

3. How old are you?
   ○ 15-17 years old
   ○ 18-20 years old
   ○ 21-23 years old
○ 24-26 years old
○ 27-29 years old
○ More than 30 years old

4. Where are you from? (Nationality) [Fill in the blank]

_________________________________

5. Do you have experience of studying or living abroad?
○ Yes, I have
○ No, I don’t have

6. What was the reason for you to try coffee the first time?
○ Like trying the new things
○ Influenced by the people around (Such as family, friends etc.)
○ Attracted by the coffee advertisement
○ Others ________________

7. Do you like coffee?
○ Not at all like
○ Not much like
○ Just so so
○ Somewhat like
○ Very much like

8. Do you know about coffee? (1 means “you don’t know” and 5 means “you know it well”). Please provide an answer to the question

<table>
<thead>
<tr>
<th>Your choice</th>
<th>1</th>
<th>2</th>
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</tbody>
</table>

9. How often do you drink coffee?
○ Never drink it before
○ Once or twice a year
○ Once or twice a month
○ Once a week
○ More than once a week
○ Once a day
○ More than one cup within a day
10. How much do you usually pay for one cup of coffee?
○ 0-5 KR
○ 6-10 KR
○ 11-15 KR
○ 16-20 KR
○ 21-25 KR
○ 26-30 KR
○ 31-35 KR
○ 36-40 KR
○ More than 40 KR

11. How much would you like to pay one cup of coffee? (Maximum price)
○ 0-5 KR
○ 6-10 KR
○ 11-15 KR
○ 16-20 KR
○ 21-25 KR
○ 26-30 KR
○ 31-35 KR
○ 36-40 KR
○ More than 40 KR

12. How do you usually drink coffee?
○ Buy coffee beans and use coffee machine to grind it at home
○ Buy instant coffee and brew it by myself
○ Buy it from coffee shop directly
○ Buy it from convenient store directly
○ Others _________________

13. Which are the most important reasons when you choose coffee? (Multiple Choice Quiz)
□ Good price with good quality
□ Drinking coffee is a habit
□ Drinking coffee helps to keep me awake
□ Like the coffee taste
□ Coffee is the symbol of the quality life
□ Coffee is a new and fresh thing
□ The psychology of conformability
□ Drinking coffee is a way to chase fashion
□ Others _________________

14. Your preference of following drinks? (1 means "dislike" and 5 means "like it very much". Please provide an answer to the question)
15. Do you think coffee will be a main drink in your daily life in the next five years?
○ Yes, I think so
○ No, I don’t think so
○ I’m not sure

16. Which is the decisive factor that makes you buy coffee? (Multiple Choice Quiz)
□ Drinking coffee is a habit
□ Coffee lover
□ Friends’ recommendation
□ The discount or promotion information of coffee
□ Coffee Advertisement
□ Others _________________

17. Do you agree the social culture and environment will influence your choice of choosing coffee?
(1 means “strongly disagree” and 5 means “strongly agree”. Please provide an answer to the question)

<table>
<thead>
<tr>
<th>Your choice</th>
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18. How do you consider the cultural and social view of coffee in Sweden? [Fill in the blank]
Appendix 3 Interview Question (In Chinese)

1. 如果跟朋友外出，他们喝咖啡是否会影响你选择喝咖啡呢，影响大吗？独自一人外出时会如何选择喝咖啡吗？(是否影响，如何影响)
2. 你认为咖啡价格的高低对于大学生选择咖啡的影响大吗？能否举例说明。
3. 你在选择咖啡时会考虑咖啡（豆）的原产国吗？为什么？
4. 如果让你在茶和咖啡之间选择一种作为日常的主要饮品，你会选择哪一个？为什么？
5. 增加你对咖啡的了解程度会影响消费量吗？那降低价格呢？
6. 你觉得购买咖啡的便利性是否会影响大学生选择咖啡？
7. 你觉得商家的广告/营销策略会对你选择咖啡有影响吗？能否举例说明。
8. 你觉得社会文化/环境如何影响你选择或者不选择咖啡。
9. 你觉得在中国，人们是怎么看待咖啡文化的？
10. 你认为在中国，大学生的个人性格特点以及知觉等会影响她们的对咖啡的购买选择吗？为什么？（可以举例说明）
11. 你觉得在中国，对于大学生这个群体来说，促使他们去购买咖啡的主要动机是什么？
12. 在大学生这个群体中，消费需求的强烈程度和消费者对商品了解程度，哪一个对购买咖啡的影响更大？为什么？
13. 你觉得咖啡在 5 年内不能成为中国人的主要饮品的原因是什么？为什么？
Appendix 4 Interview Question (In English)

1. Do you think that whether your friends drink coffee would impact you to drink or not when you go out? How much is the possibility of influence? Would you choose to drink coffee when you are alone (in the school or street)?

2. Do you think that the price of the coffee would have a huge effect on university students’ choice of coffee? Could you please have a brief explanation?

3. Would you consider issue of the country-of-origin when buying/drinking coffee (or coffee bean)? Why?

4. Which one would you like to choose as a major drink in your daily life, coffee or tea? Why?

5. Would you increase the consumption of coffee with the development of the knowledge of coffee? What about the decrease of the coffee price?

6. Do you think whether the convenience of buying coffee would influence university students to choose coffee?

7. Do you think the advertisement or marketing strategy would influence your choice of coffee? Why? Could you give an example?

8. Do you think culture would affect you to choose or not choose coffee? If yes, how does it affect?

9. In Sweden, how do the people consider the cultural and society view of coffee?

10. Do you think consumer’s personality or perception would impact the purchase decision of the coffee? Why?

11. What is the main purchase motivation that pushing university students to buy coffee?

12. The intensity of individual needs and the consumer cognition of goods, which factor do you think impact more on buying coffee? Why?

13. Do you think coffee would be your major drink in 5 years? Why?
## Appendix 5 Interview Answers (In English)

<table>
<thead>
<tr>
<th>Answers /Questions</th>
<th>C1/S1</th>
<th>C2/S2</th>
<th>C3/S3</th>
<th>C4/S4</th>
<th>C5/S5</th>
<th>C6</th>
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</thead>
<tbody>
<tr>
<td>1. Do you think that whether your friends drink coffee would impact you to drink or not when you go out? How much is the possibility of influence? Would you choose to drink coffee when you are alone (in the school or street)?</td>
<td><strong>C1</strong>: No influence; Preference and demand; I can drink coffee alone</td>
<td><strong>C2</strong>: Influence; it depends on the place(such as coffee store); Normally I will not drink coffee alone</td>
<td><strong>C3</strong>: Big Influence; Feeling better if drink coffee with friends; I will not drink coffee alone (boring)</td>
<td><strong>C4</strong>: Big Influence; group psychology; I am not sure if I will drink coffee or not when I am alone</td>
<td><strong>C5</strong>: No influence; I have own preference; coffee is expensive in China and I do not really like it</td>
<td><strong>C6</strong>: Big influence; I am easy to be affected by friends; I will not drink coffee alone</td>
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<td></td>
<td><strong>S1</strong>: Less influence; I can drink coffee alone; the coffee amount can be increased by friends</td>
<td><strong>S2</strong>: Influence, for example fika. I can drink coffee alone</td>
<td><strong>S3</strong>: Big influence; drinking coffee with friends is a kind of social; I can drink coffee alone if need to study a lot</td>
<td><strong>S4</strong>: No influence; no interested in coffee, would like to drink cola or tea; I may drink coffee with friends which depends the feeling; I may drink coffee alone when I drive alone.</td>
<td><strong>S5</strong>: No influence; I am a coffee lover; I can drink alone and now it is a habit for me to drink coffee</td>
<td><strong>S6</strong>: Big influence; I am easy to be affected by friends; I will not drink coffee alone</td>
</tr>
<tr>
<td>Question</td>
<td>Participant 1</td>
<td>Participant 2</td>
<td>Participant 3</td>
<td>Participant 4</td>
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<tr>
<td>2. Do you think that the price of the coffee would have a huge effect on university students’ choice of coffee? Could you please have a brief explanation?</td>
<td>C1: Big influence; University students prefer to choose instant coffee, it is more cheaper than Starbucks S1: Price influences the consumption amount; The coffee in University of Gavle is expensive, I would like to bring coffee from home.</td>
<td>C2: Less influence; If students like to drink coffee, the price will not influence their choice, otherwise they will not buy it even if it is cheaper S2: Influence; Lower price resulted in higher coffee consumption</td>
<td>C3: Big influence; University students have limited living fees and the coffee price in coffee shop in China is high S3: Influence; I would like to bring my own coffee which is cheaper than buy it from University; it is not a big deal if students don’t drink coffee because coffee is not a luxury product S4: Influence; Lower price increase the consumption</td>
<td>C4: Influence; University students in China have scant living cost S4: Influence; Lower price increase the consumption</td>
<td>C5: Influence; The price should be 15RMB one cup S5: Influence; price impact on consumption; I am willing to bring coffee from home.</td>
<td>C6: Less influence; nowadays university students are more independent in economy situation</td>
</tr>
<tr>
<td>3. Would you consider issue of the country-of-origin when buying/drinking coffee (or coffee)</td>
<td>C1: No, I have no idea about what is it; I make decision by the taste</td>
<td>C2: No, I have no idea about what is it</td>
<td>C3: No, I have no idea about what is it</td>
<td>C4: No, it is not necessary but if I really like some coffee, I would consider the country-of-origin</td>
<td>C5: Maybe, I feel it may be better to choose coffee with understanding of country-of-origin</td>
<td>C6: No</td>
</tr>
<tr>
<td>Question</td>
<td>S1</td>
<td>S2</td>
<td>S3</td>
<td>S4</td>
<td>S5</td>
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<tr>
<td>bean? Why?</td>
<td>I would like to buy local coffee especially ecological one.</td>
<td>Yes, it influences the taste with different country-of-origin</td>
<td>Ecological coffee is better</td>
<td>No, it is not necessary, and I am not interested in coffee</td>
<td>Yes, I would because I know that some companies use pesticide that can hurt people. I choose ecological coffee and if I love coffee taste, I would rather spend money on good coffee that tastes great than cheap coffee. No, no reason/influence, good-bad quality impact on consumption.</td>
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<tr>
<td>4. Which one would you like to choose as a major drink in your daily life, coffee or tea? Why?</td>
<td>Tea, coffee is not good for health</td>
<td>Tea, it is good for health</td>
<td>Coffee, I like the taste and there are more flavors than tea</td>
<td>Tea, coffee is not good for health with caffeine</td>
<td>Coffee, I don’t drink tea</td>
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<tr>
<td>C1: Tea</td>
<td>C2: Tea</td>
<td>C3: Coffee</td>
<td>C4: Tea</td>
<td>C5: Coffee</td>
<td>C6: Tea</td>
<td></td>
</tr>
<tr>
<td>S1: Coffee</td>
<td>S2: Coffee</td>
<td>S3: Tea, I drink one cup a day</td>
<td>S4: Tea, I am affected by tea culture</td>
<td>S5: coffee</td>
<td>S6: Tea, I am affected by family</td>
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</table>
5. Would you increase the consumption of coffee with the development of the knowledge of coffee? What about the decrease of the coffee price?

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<tr>
<td></td>
<td>C1: Yes, influence. If I have demands, it will push me to get more knowledge about coffee, and then I am willing to try different flavors of coffee</td>
<td>C2: No influence, I have my own preference, so knowledge will not increase coffee consumption</td>
<td>C3: Yes, influence. For instance, when I know black coffee can help to lose weight, I increased the consumption of black coffee</td>
<td>C4: Maybe, it depends on the price of coffee and my economic status</td>
<td>C5: No</td>
<td>C6: Yes, influence. If I get some basic knowledge about coffee, I am willing to try different flavors</td>
</tr>
<tr>
<td>S1: No influence, it is only influence the flavors; I think price influences more</td>
<td>S2: No influence, I think price influence more</td>
<td>S3: No influence, for me all coffee tasted the same</td>
<td>S4: Maybe, I am not sure, it may influence consumption if know more benefits about coffee</td>
<td>S5: Yes, influence, if I know good or bad quality of coffee, it definitely impacts on consumption.</td>
<td>S6: No, I don’t think so. Because I think students do not care</td>
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6. How do you think whether the convenience of buying coffee would influence university students to choose coffee?

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<tbody>
<tr>
<td></td>
<td>C1: Yes, I think so</td>
<td>C2: Yes, I think so, the convenience can stimulate consumption</td>
<td>C3: Yes, I think so. University students are willing to buy instant coffee because it is convenient and fast</td>
<td>C4: Yes, I think so. It became more convenient to buy coffee from coffee shop in our university</td>
<td>C5: Yes, I think so. It is better to have easy access to buy coffee</td>
<td>C6: Yes, I think so. Convenience influence the consumption</td>
</tr>
<tr>
<td>S1: Yes, I think so, the convenience would increase the</td>
<td>S2: Yes, actually it is easy to buy coffee in University of Gavle</td>
<td>S3: Yes, it is better to have easy access to buy coffee</td>
<td>S4: No, I don’t think so. Because I think students do not care</td>
<td>S5: Yes, I think so. It is important to have easy access to buy</td>
<td>S6: Yes, I think so. Convenience influence the consumption</td>
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</tbody>
</table>
7. Do you think the advertisement or marketing strategy would influence your choice of coffee? Why? (Could you give an example)?

<table>
<thead>
<tr>
<th>Consuming amounts</th>
<th>About if it is convenient</th>
<th>Coffee</th>
</tr>
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<tbody>
<tr>
<td>C1: Less influence</td>
<td>C2: Influence, for example McDonald did a good communication in our university, I would like to buy coffee from there</td>
<td>C3: Influence, such as package and coupons</td>
</tr>
<tr>
<td>S1: No influence, I drink by my mood, but I think price strategies would have influence.</td>
<td>S2: Yes, I usually drink Nespresso or Illy, because marketing campaign influenced me</td>
<td>S3: No influence, I always choose ecological coffee</td>
</tr>
</tbody>
</table>

8. Do you think culture would affect you to choose or not choose coffee? If yes, how does it affect?

<table>
<thead>
<tr>
<th>Influence</th>
<th>No influence, I have no idea, for instance, even Gevalia has a great advertisement, but I almost never choose it, because I have brand preference.</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1: I don’t know, the first time I tried coffee because I think it was a fresh thing for me and it seems a way to relax myself</td>
<td>C2: Yes, I think so. For instance I was affected by tea culture</td>
</tr>
<tr>
<td>C3: Yes, I think some kind of movie influenced me because it highlights coffee is elegant, so I followed and drank</td>
<td>C4: Yes, following the culture integrations. People pay more attention to coffee and would like to get knowledge about it, hence, they will imitate from movie</td>
</tr>
<tr>
<td>C5: Yes, I think coffee is gradually accepted by people in china</td>
<td>C6: Yes, tea culture is a part of Chinese culture, so if people all choose tea, it will impact me</td>
</tr>
<tr>
<td>S1: Yes, for example, If I go to another country it could affect my consumption of coffee. For example, when I went to Greece, they had really good coffee (taste and quality), which made us drink the same amount of coffee as I do in Sweden. But, when I went to Egypt, I did only drink coffee in the morning at the hotel (sometimes), because they did not have so good coffee there. So it decreased my consumption of coffee.</td>
<td>S2: Yes, it is huge influence, In my (Dutch) culture it’s really common to start the day with coffee, to drink coffee at work, at university, etc. So it has a big influence.</td>
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<td>9. In Sweden (China), how do the people consider the cultural and society view of coffee?</td>
<td>C1: Coffee culture is a kind of imported good; people prefer foreign brands rather than local brand.</td>
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<td>S1: <em>Fika</em> culture, anytime I can drink coffee</td>
</tr>
<tr>
<td>10. Do you think consumer’s personality or perception would impact the purchase decision of the coffee? Why?</td>
<td>C1: Yes, influence. Drinking coffee is for psychology satisfaction and also physical needs</td>
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<td>S1: Yes, it also depends on</td>
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<tr>
<td>Question</td>
<td>C1: Vanity and it help me to have a good sleep</td>
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<tr>
<td>Preference, but coffee can help to keep awake.</td>
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<td>Quality of coffee decide the price</td>
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<td>Depends what you expected and perception. So I will not like other students drink that much coffee</td>
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<tr>
<td>11. What is the main purchase motivation that pushing university students to buy coffee?</td>
<td>S1: Fika culture, lifestyle, keep awake</td>
</tr>
<tr>
<td>C1: Vanity and it help me to have a good sleep</td>
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</tr>
<tr>
<td>S1: Fika culture, lifestyle, keep awake</td>
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<tr>
<td>12. The intensity of individual needs and the consumer cognition of goods, which factor do you think impact more on buying coffee? Why?</td>
<td>S1: Individual needs, habit</td>
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<tr>
<td>C1: Individual needs, less students want to know coffee</td>
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<tr>
<td>S1: Individual needs, habit</td>
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<tr>
<td>C2: Individual needs, try different lifestyles</td>
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<tr>
<td>S2: Individual needs, try different lifestyles</td>
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<tr>
<td>C3: Knowledge, people have less knowledge about coffee</td>
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<tr>
<td>S3: Individual needs, drinking coffee can keep awake</td>
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<tr>
<td>C4: Individual needs, people in China drink coffee is just for curiosity and pursue newness. The price of coffee is expensive, which lead to less demands and desire</td>
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<td>S4: Both are important, people have knowledge first and then the demand</td>
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<tr>
<td>C5: Knowledge, it increases the purchase desire</td>
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<tr>
<td>S5: Individual needs, but it is not huge influence</td>
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<tr>
<td>C6: Individual needs, the needs inside push people to have interested in products</td>
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<tr>
<td>13. Do you think coffee would be your major drink in 5 years? Why?</td>
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<td>C1: No, tea is better for my health</td>
<td>C2: No, I am affected by tea culture</td>
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<tr>
<td>S1: Yes, coffee culture will drive me to drink coffee constantly</td>
<td>S2: Yes, drinking coffee is a tradition</td>
</tr>
</tbody>
</table>
References


328–335.


Stylist, food, cookbooks, several, roots, Francisco, S., direction, chose vegetarian A., s, the 90 and books, including several (2014) Fika. Available at: https://sweden.se/culture-traditions/fika/ [Accessed: 01 April 2016]


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