https://doi.org/10.58225/tim.2025-1-188-199

S.M.Guliyev
PhD, Azerbaijan State Oil and Industry University (ASOIU)
seymurquliyev@yahoo.com
H.E.Akbarov
master student, Azerbaijan State Economic University (UNEC)
hesenkbrov@gmail.com

Məqalə redaksiyaya daxil olub 30.01.2025
The article was received by editorial board on 30.01.2025
Статья принята к печати 30.01.2025

COFFEE CONSUMPTION AND CONSUMER PURCHASING BEHAVIORS OF GENERATION Z

Abstract

This study investigates the coffee consumption patterns and consumer behavior of Generation Z. The findings reveal that social influence, brand loyalty, and environmental awareness are the primary drivers of their consumption choices. Social media and influencers play a pivotal role in shaping their decisions. Generation Z demonstrates a strong commitment to sustainability, favoring environmentally responsible products, which significantly influence their behavior. Brand loyalty is fostered through emotional connections and alignment with social responsibility values. In contrast, health concerns and price sensitivity have minimal impact. The study provides an in-depth analysis of how technological and social trends shape Generation Z's consumption behaviors.

Keywords: *different generations, coffee consumption, consumer behavior, survey, analytical analysis.*

INTRODUCTION

Azerbaijan's rapidly expanding economy and increasing integration into globalization have significantly influenced the country's consumption patterns. Against this backdrop, the rising trend of coffee consumption in Azerbaijan has become particularly noteworthy. In a nation traditionally rooted in a tea culture, coffee is gaining popularity, especially among younger demographics. This shift is most evident in Generation Z, necessitating an in-depth analysis of their consumption behaviors and the factors influencing their preferences.

The primary aim of this research is to examine coffee consumption and consumer behaviors across different generational cohorts in Azerbaijan (Baby Boomers, Generation X, Generation Y, and Generation Z). The study seeks to understand their coffee-related preferences, the interplay with social, economic, and environmental factors, and to provide foundational insights for developing tailored marketing strategies for each generation. The research focuses on evaluating the influence of health concerns, social influence, brand loyalty, price sensitivity, and environmental consciousness on coffee consumption choices.

The study's theoretical and methodological framework is grounded in economic, psychological, and sociological theories that explore consumer behaviors and generational consumption dynamics. The methodological approach employs quantitative research methods, including surveys, statistical analysis, factor analysis, hypothesis testing, and regression analysis.

The main limitation of this research is its focus solely on Generation Z. This is primarily due to time constraints and the extended process of gathering comprehensive data on other generations.

Furthermore, the scarcity of data on coffee consumption patterns among other generations in Azerbaijan presents an additional limitation.

THEORETICAL FRAMEWORK

The generational theory, first proposed by Neil Howe and William Strauss, asserts that individuals born during specific periods develop distinct behavioral patterns and values influenced by shared experiences, socio-economic conditions, and historical events. According to this theory, each generation differs in its unique values, worldview, and consumption habits [1]. Economic crises, wars, technological advancements, and social changes play a significant role in shaping generations.

Generations are typically classified according to the following periods:

Baby Boomer (1946–1964): Born during the post-World War II economic boom, this generation grew up in a period of economic stability and is characterized by behaviors oriented toward acquiring material wealth. They are often described as more conservative and frugal.

Generation X (1965–1980): This generation was shaped during a period of global economic uncertainty and grew up during rapid technological advancements. They tend to value balanced consumption, prioritize quality, and are inclined to embrace technology [2].

Generation Y (Millennials, 1981–1996): Characterized by globalization, the spread of the internet, and the rise of social media, this generation places importance on individuality and experiences. Millennials are likely to show brand-switching behavior and are more sensitive to the social and environmental impacts of products [3].

Generation Z (1997-2012): Immersed in technology, Generation Z is characterized by rapid information exchange and quick decision-making. They place a high emphasis on environmental responsibility and social justice and have a stronger connection with brands through technology.

Generation Z is a generation deeply influenced by technology, and their coffee consumption decisions are often shaped by trends on social media platforms. They tend to view coffee as part of a fast-paced lifestyle, preferring "take-away" or "on-the-go" formats [4].

For Generation Z, fast, visual, and tech-oriented campaigns are more effective. They make decisions quickly and show interest in products promoted by influencers [5]. Therefore, marketing strategies targeting Generation Z should be more dynamic and supported by technological tools.

Generation Z is often referred to as "digital natives" because they have grown up in an era dominated by the internet and technology. The internet, smartphones, social media platforms, and digital devices have become integral to their daily lives, profoundly shaping their worldview and social behaviors. Compared to earlier generations, Generation Z is more deeply connected to technology and accustomed to rapid information flow. They utilize technology extensively for both professional and social purposes, heavily relying on digital tools in their daily activities [6].

ANALYSIS

Factors Influencing Coffee Consumption

In the modern era, coffee consumption has transcended being merely a beverage choice to become a broader social and cultural phenomenon. Consumer product selection and usage behaviors are influenced by a variety of factors. Among these, health concerns, social influence, brand loyalty, environmental awareness, and price sensitivity hold particular significance. Each of these factors impacts consumers' coffee preferences and consumption frequency in different ways. For Generation Z, who have grown up in a technologically advanced and globalized environment, these factors carry even greater importance.

Social Influence

Social influence is a critical determinant of consumer behavior, with the social environment and peer groups exerting a direct impact on individual choices. For Generation Z, a cohort deeply embedded in technology, the influence of social media and digital influencers is particularly pronounced. Research highlights social influence as a key driver in product selection, particularly among younger consumers [7]. In urban environments and regions undergoing rapid urbanization, social activities such as meeting friends at cafes have evolved into cultural norms, positioning them as significant contributors to the rising trend of coffee consumption.

Brand Loyalty

Brand loyalty denotes a consumer's consistent preference for a specific brand, demonstrated by repeated purchases of its products. In the coffee industry, brand loyalty reflects consumers' attachment to a brand and their product selection behavior. Coffee brands actively seek to establish emotional connections with consumers to foster loyalty. When consumers have positive experiences with a brand's product and are satisfied with its quality, their allegiance to the brand strengthens.

Environmental Sensitivity

Environmental sensitivity is becoming an increasingly significant factor in modern consumers' product choices. Generation Z demonstrates a high level of awareness regarding environmental responsibility and sustainable consumption. This generation supports the production of eco-friendly and sustainable products and shows loyalty to brands that promote these values.

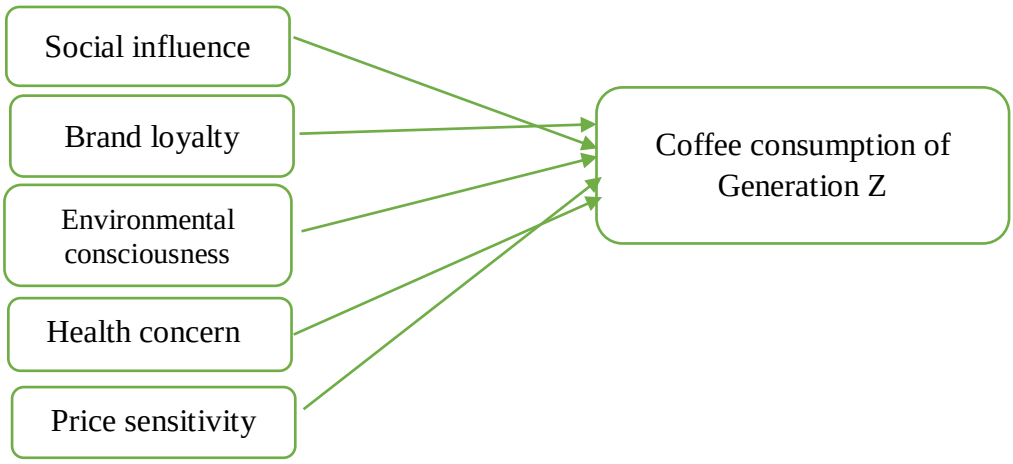
Price Sensitivity

Price sensitivity is an essential factor that reflects how much consumers consider price when choosing a product. Among consumers, sensitivity to price varies depending on the quality and brand of the product. Price sensitivity is also high among Generation Z; however, this sensitivity is balanced by other factors such as product quality and environmental responsibility [8].

Hypotheses and Model of the Research

The research focuses on understanding the coffee consumption and consumer behaviors of Generation Z, particularly the factors influencing their choices. The following hypotheses were formulated to guide the study:

- **H1:** Social influence has positive impacts on the coffee consumption behavior of Generation Z.
- **H2:** Brand loyalty has a positive and significant impact on Generation Z's coffee consumption behavior.
- **H3:** Environmental consciousness significantly influences the coffee consumption behavior of Generation Z.
- **H4:** Health concerns moderately influence Generation Z's coffee consumption behavior.
- **H5:** Price sensitivity influences the consumer behaviors of Generation Z.



Methodology and research findings

The purpose of the study is to analyze coffee consumption and consumer behavior among Generation Z, and thus, the survey method was employed. Surveys are an effective tool for collecting data from a wide range of respondents. Open-ended and closed-ended questions were designed to understand behavioral patterns, individual preferences, and influencing factors related to coffee consumption. This method enables the structuring and analysis of diverse data. Most of the surveys were designed based on the Likert scale, which allows precise measurement of respondents' opinions and preferences [9].

Application of the Likert Scale

A significant portion of the study utilized the Likert scale, which allows respondents to express their opinions on various topics in degrees [10]. This scale facilitates the grouping and comparison of answers related to coffee consumption. A 5-point scale was predominantly employed in the surveys, ranging from “strongly disagree”, “disagree”, “neutral”, “agree” to “strongly agree” (ibid). This method enabled a clearer evaluation of respondents’ views on various factors influencing coffee consumption.

Data Collection

Surveys were conducted through online platforms, an approach deemed more effective due to the widespread use of online communication tools among Generation Z. Respondents could conveniently complete the surveys, ensuring responses from a broad audience. The surveys were distributed via social media platforms, university students, and various online groups [11].

Analysis of Respondents' Demographic Characteristics

The table below presents data on the demographic characteristics of respondents, including employment status, sectors of employment, coffee consumption habits, and monthly expenditures on coffee. Each variable is accompanied by percentage distributions, providing a clearer understanding of respondents' overall characteristics and behaviors. This detailed breakdown helps to analyze patterns and trends within the surveyed group effectively.

Table 1

Demographic Results of the Survey

Variable	Category	Count	Percentage (%)
Gender	Male	229	73.4
	Female	83	26.6
Total		312	100.0
Marital Status	Single	246	78.8
	Married	61	19.6
	Widowed/Divorced	5	1.6
Total		312	100.0
Age Group	14–17	27	8.7
	18–22	104	33.3
	23–26	128	41.0
	27–31	53	17.0
Total		312	100.0
Monthly Income	0–500 AZN	57	18.3
	501–1000 AZN	78	25.0
	1001–1500 AZN	108	34.6
	1501–2500 AZN	50	16.0
	2501–3499 AZN	15	4.8
	3500+ AZN	4	1.3
Total		312	100.0
Currently Employed?	Yes	212	67.9
	No	100	32.1
Total		312	100.0
Employment Sector	Government	76	24.4
	Private	68	21.8
	Civil Service	28	9.0
	Self-Employed	42	13.5
	Unemployed	98	31.4
Total		312	100.0
Do you drink coffee?	Yes	247	79.2
	No	65	20.8

Total		312	100.0
Coffee Consumption Frequency	Never	16	5.1
	A few times/month	81	26.0
	A few times/week	150	48.1
	Once a day	46	14.7
	Multiple times/day	19	6.1
Total		312	100.0
Monthly Coffee Spending	0–10 AZN	50	16.0
	11–30 AZN	37	11.9
	31–50 AZN	56	17.9
	51–75 AZN	60	19.2
	76–100 AZN	62	19.9
	101–130 AZN	31	9.9
	131+ AZN	16	5.1
Total		312	100.0

KMO and Bartlett's Testi

Table 2

KMO and Bartlett's test result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	4873.041
	df	378
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure is used to assess whether the given data is suitable for factor analysis, with a result of 0.910 indicating a very high level of adequacy, signifying that the sample is highly appropriate for factor analysis [12]. The Bartlett's Test of Sphericity results indicate that the correlation matrix is not an identity matrix; in this case, χ^2 (378, N = sample size) = 4873.041, and $p < 0.001$, showing that the results are statistically significant, making factor analysis feasible (Bartlett, 1954). These analyses are a critical step in determining the factor structure, as a high KMO and significant Bartlett's test provide a strong foundation for conducting factor analysis.

Table 3

Total variance explained

Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.664	30.944	30.944	8.664	30.944	30.944	4.222	15.079	15.079
2	4.844	17.301	48.246	4.844	17.301	48.246	4.125	14.730	29.810
3	1.599	5.710	53.955	1.599	5.710	53.955	3.853	13.760	43.570
4	1.318	4.705	58.661	1.318	4.705	58.661	3.057	10.918	54.488
5	1.159	4.138	62.799	1.159	4.138	62.799	2.327	8.311	62.799

6	.988	3.530	66.329						
7	.839	2.997	69.326						
8	.703	2.512	71.837						
9	.694	2.478	74.316						
10	.652	2.329	76.645						
11	.609	2.174	78.819						
12	.566	2.022	80.841						
13	.537	1.917	82.759						
14	.500	1.784	84.543						
15	.469	1.674	86.217						
16	.457	1.631	87.848						
17	.411	1.468	89.315						
18	.379	1.352	90.668						
19	.364	1.300	91.968						
20	.334	1.193	93.161						
21	.311	1.110	94.271						
22	.287	1.025	95.296						
23	.276	.987	96.283						
24	.234	.837	97.120						
25	.231	.826	97.946						
26	.225	.805	98.751						
27	.193	.688	99.439						
28	.157	.561	100.000						
Extraction Method: Principal Component Analysis.									

In this analysis, the Total Variance Explained Table is used to determine the eigenvalues of the factors and the proportion of total variance each factor contributes to the model. In Principal Component Analysis, the initial eigenvalues indicate how much of the total variance is explained by each factor. Here, five primary components are considered significant as their eigenvalues exceed 1. Together, these components explain a total of 62.8% of the variance. The first component accounts for 30.94%, the second component for 17.30%, summing to 48.24%. The third, fourth, and fifth components contribute 5.71%, 4.71%, and 4.13%, respectively, bringing the cumulative variance explained to 62.8%.

Following rotation, the impact of individual components on the variance becomes more evenly distributed, enabling a more balanced interpretation of the analysis. The results ensure that the components are more effectively elucidated after the factor loadings are rotated. Consequently, the variance explained by the first five components is better balanced.

In such analyses, Kaiser's (1960) criterion of retaining components with eigenvalues greater than 1 and the use of Varimax rotation for factor loading analysis are considered standard practices [12].

Table 4

The result of Factor Analysis

	Components				
	1	**2**	**3**	**4**	**5**
Price sensitivity	.788				
Price sensitivity	.785				
Price sensitivity	.782				
Price sensitivity	.763				
Price sensitivity	.731				

Environmental consciousness		.779			
Environmental consciousness		.762			
Environmental consciousness		.728			
Environmental consciousness		.704			
Environmental consciousness		.648			
Environmental consciousness		.620			
Brand Loyalty			.746		
Brand Loyalty			.737		
Brand Loyalty			.702		
Brand Loyalty			.639		
Brand Loyalty			.532		
Brand Loyalty			.526		
Brand Loyalty			.514		
Brand Loyalty			.473		
Social influence				.732	
Social influence				.681	
Social influence				.647	
Social influence				.592	
Social influence				.571	
Social influence				.536	
Health concern					-.773
Health concern					-.750
Health concern					.537
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 12 iterations.					

The data presented in the table above reflects the results of a factor analysis conducted to explore the consumer behaviors of Generation Z in Azerbaijan. Using Principal Component Analysis (PCA), variables such as price sensitivity, environmental awareness, brand loyalty, social influence, and health concerns were analyzed. The results, processed with Varimax rotation and stabilized through Kaiser normalization, reveal the following:

- **Price sensitivity** loads strongly on the first component (.788, .785, .782, .763, .731), emphasizing its importance.
- **Environmental consciousness** is primarily associated with the second component (.779, .762, .728, .704, .648, .620), indicating high sensitivity.
- **Brand loyalty** dominates the third component with significant loadings (.746, .737, .702, .639, .532, .526, .514, .473), highlighting consumer attachment to specific brands.
- **Social influence** is robustly represented in the fourth component (.732, .681, .647, .592, .571, .536), showcasing its impact on consumer decisions.
- **Health concerns** are reflected in the fifth component (-.773, -.750, .537), with negative loadings indicating the influence of health worries on certain product choices.

As emphasized by Field (2018) and Tabachnick & Fidell (2013), these results are valuable for identifying how various social and psychological factors influence consumer purchase decisions, particularly within the context of Generation Z.

Cronbach's Alpha Analysis

Table 5

The result of Cronbach Alpha analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.862	.876	44

Cronbach's Alpha is widely used as a reliability indicator, and the value of 0.862 obtained in this study demonstrates high reliability, as values above 0.80 indicate strong internal consistency. The standardized item-based Cronbach's Alpha value of 0.876 further reflects a higher average correlation among items, confirming that the results of this study, conducted with 44 items, are consistent and stable. These findings are considered relevant and reliable, particularly for survey and questionnaire methodologies commonly used in psychological and social sciences. A Cronbach's Alpha value of 0.70 or higher is generally regarded as the acceptable reliability threshold, and the results of this analysis affirm the data's high level of reliability.

Regression analysis and model

Table 6

Regression analysis and regression model

Coefficients[a]													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.703	.246		2.859	.005	.219	1.187					
	Health concern	.005	.048	.004	.095	.924	-.090	.100	.037	.005	.004	.947	1.056
	Social influence	.235	.044	.294	5.306	.000	.148	.322	.464	.290	.223	.576	1.738
	Brand loyalty	.110	.046	.149	2.367	.019	.018	.201	.507	.134	.099	.443	2.260
	Environmental consciousness	.338	.047	.434	7.146	.000	.245	.431	.581	.378	.300	.479	2.087
	Price sensitivity	.035	.032	.063	1.079	.281	-.028	.098	-.065	.062	.045	.519	1.926
a. Dependent Variable: Consumer behavior od Generation Z													

This regression analysis examines five independent variables influencing the consumer behavior of Generation Z (dependent variable): health concerns, social influence, brand loyalty, environmental awareness, and price sensitivity. The overall evaluation of the model indicates that social influence ($B = 0.235$, $p < 0.001$) and environmental conciousness ($B = 0.338$, $p < 0.001$) significantly impact consumer behavior. Both variables show positive and statistically significant effects, highlighting the importance of social context and ecological considerations in Generation Z's consumption choices. Additionally, brand loyalty ($B = 0.110$, $p = 0.019$) also has a significant impact, demonstrating that this generation’s loyalty positively influences their consumer behavior.

Conversely, health concerns (p = 0.924) and price sensitivity (p = 0.281) do not have a statistically significant impact.

The regression equation for Generation Z's consumer behavior is:

Consumer Behavior of Generation Z = 0.703 + 0.005 * Health Concerns + 0.235 * Social Influence + 0.110 * Brand Loyalty + 0.338 * Environmental consciousness + 0.035 * Price Sensitivity

This equation illustrates how each independent variable contributes to shaping Generation Z's consumer behavior, with Environmental Awareness (0.338) and Social Influence (0.235) having the most substantial positive impact.

In this regression model, the interpretation of coefficients for each factor is as follows:

- **Health Concerns (B = 0.005):** The coefficient is very small (0.005), and the significance level is high (p = 0.924), indicating that this factor does not statistically significantly impact consumer behavior. This shows that Generation Z's health concerns have minimal influence on their consumer behavior.
- **Social Influence (B = 0.235):** The coefficient is 0.235, and this factor has a significant impact (p < 0.001). It indicates that for every unit increase in social influence, consumer behavior increases by 0.235 units. This highlights Generation Z's sensitivity to social influence and its strong role in their purchasing decisions.
- **Brand Loyalty (B = 0.110):** The coefficient is 0.110, and the significance level is p = 0.019, meaning brand loyalty also has a significant impact on consumer behavior. This suggests that Generation Z's brand loyalty increases their consumer behavior by approximately 0.110 units, showing that brand attachment is a valuable factor for this generation.
- **Environmental conciousness (B = 0.338):** The coefficient is 0.338, and the significance level is p < 0.001. This is the most influential factor on consumer behavior. As Generation Z's environmental awareness increases, their consumer behavior also significantly changes, with a 0.338 unit increase. This result underscores the high sensitivity of Generation Z to ecological issues, which play a central role in their purchasing decisions.
- **Price Sensitivity (B = 0.035):** The coefficient is 0.035, and the significance level is p = 0.281, indicating that price sensitivity does not have a statistically significant impact on consumer behavior. This shows that price sensitivity is less important in shaping Generation Z's consumer behavior.

These interpretations reveal the varying influences of factors on Generation Z's consumer behavior, particularly emphasizing the strong roles of social influence and environmental awareness.

CONCLUSION

This study provides comprehensive insights into the consumer behavior of Generation Z in Azerbaijan by analyzing five key factors: health concerns, social influence, brand loyalty, environmental awareness, and price sensitivity. The results reveal significant differences in the influence of these factors on Generation Z's purchasing decisions, offering valuable implications for businesses and marketers targeting this demographic.

1. Social influence (B = 0.235, p < 0.001) is a major determinant of Generation Z's consumer behavior. This finding highlights their high sensitivity to social contexts, including peer behavior, trends, and endorsements. Generation Z frequently aligns their purchasing decisions with social norms and values, often shaped by influencers and social media platforms. Businesses targeting this generation must effectively leverage social media and peer-driven marketing strategies to resonate with their audience.

2. Environmental consciousness (B = 0.338, p < 0.001) is the most influential factor, emphasizing Generation Z's strong commitment to ecological values. This generation prioritizes sustainable practices, environmentally friendly products, and brands that demonstrate a genuine commitment to reducing environmental impact. This sensitivity underscores the need for companies to adopt and communicate sustainable initiatives and transparent ecological policies to build trust and loyalty among Generation Z consumers.

3. Brand loyalty (B = 0.110, p = 0.019) also plays a statistically significant role in shaping consumer behavior. Emotional connections and alignment with a brand's values drive loyalty among Generation Z. This generation values authenticity and social responsibility, suggesting that brands emphasizing these attributes can establish and maintain lasting relationships with this cohort.

4. Health concerns (B = 0.005, p = 0.924) and price sensitivity (B = 0.035, p = 0.281) do not have statistically significant impacts on Generation Z's consumer behavior. This result indicates that, while health-related factors and affordability may influence some decisions, they are less critical compared to social and environmental factors. For marketers, this suggests that emphasizing value propositions and aligning with core Generation Z priorities, rather than focusing on pricing strategies or health narratives, may be more effective.

Based on the regression analysis results, the formulated hypotheses regarding the coffee consumption behavior of Generation Z are as follows:

- **H1: Social influence has positive impacts on the coffee consumption behavior of Generation Z.** This hypothesis is confirmed. Regression results indicate that social influence significantly and positively affects Generation Z's coffee consumption behavior (B = 0.235, p < 0.001). This underscores the importance of peer behavior and social contexts in shaping their purchasing decisions.
- **H2: Brand loyalty has a positive and significant impact on Generation Z's coffee consumption behavior.** This hypothesis is confirmed. Brand loyalty demonstrates a significant and positive relationship with Generation Z's coffee consumption behavior (B = 0.110, p = 0.019). Emotional attachment to brands influences their preferences.
- **H3: Environmental consciousness significantly influences the coffee consumption behavior of Generation Z.** This hypothesis is confirmed. Environmental awareness is the most impactful factor in the regression model (B = 0.338, p < 0.001), highlighting the strong role of ecological considerations in their consumer behavior.
- **H4: Health concerns moderately influence Generation Z's coffee consumption behavior.** This hypothesis is partially rejected. Health concerns show a negligible and statistically insignificant impact on coffee consumption behavior (B = 0.005, p = 0.924), indicating that they are not a critical factor for Generation Z.
- **H5: Price sensitivity influences the consumer behaviors of Generation Z.** This hypothesis is partially rejected. Although price sensitivity appears in the model, it does not show a statistically significant influence (B = 0.035, p = 0.281), suggesting that it plays a minimal role in their coffee consumption decisions.

While hypotheses H1, H2, and H3 are strongly supported by the regression analysis, hypotheses H4 and H5 are not statistically significant. Thus, the results demonstrate that social influence, brand loyalty, and environmental consciousness are the dominant factors affecting Generation Z's coffee consumption behavior. On the other hand, health concerns and price sensitivity appear to have limited influence on their decisions.

References:

1. Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name.

2. Ajzen, I. (1991). The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

3. Barna Group. (2021). The Connected Generation Report. Barna Research.

4. Belk, R. (1988). Possessions and the Extended Self. Journal of Consumer Research (8, səh.29).

5. Cambridge Dictionary (2021). Definition of Generation Z. Cambridge University Press.

6. Davis, K. (2019). Gen Z and Coffee: How the Next Generation is Changing the Coffee Industry. National Coffee Association.

7. Deloitte. (2020). The Deloitte Global Millennial Survey 2020. Deloitte Insights.
8. Dimock, M. (2019). Defining Generations: Where Millennials End and Generation Z Begins. Pew Research Center.
9. Eastman, J., & Iyer, R. (2005). Generational Differences in Consumer Behavior. Journal of Business Research (6, səh.12).
10. Field, A. (2018). Discovering statistics using IBM SPSS statistics (5th ed.). Sage Publications.
11. Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research. Addison-Wesley (7, səh.5).

С.М.Гулиев
PhD, Азербайджанский Государственный Университет Нефти и Промышленности
Г.Э.Акперов
магистрант, Азербайджанский Государственный Экономический Университет

Потребление кофе и потребительское поведение поколения Z

Резюме

В этом исследовании изучаются модели потребления кофе и потребительское поведение поколения Z. Результаты показывают, что социальное влияние, лояльность к бренду и экологическая осведомленность являются основными движущими силами их потребительского выбора. Социальные сети и влиятельные лица играют ключевую роль в формировании их решений. Поколение Z демонстрирует твердую приверженность устойчивому развитию, отдавая предпочтение экологически ответственным продуктам, которые существенно влияют на их поведение. Лояльность к бренду поддерживается посредством эмоциональных связей и соответствия ценностям социальной ответственности. Напротив, проблемы со здоровьем и чувствительность к ценам оказывают минимальное влияние. Исследование дает углубленный анализ того, как технологические и социальные тенденции формируют потребительское поведение поколения Z.

Ключевые слова: *разные поколения, потребление кофе, поведение потребителей, опрос, аналитический анализ.*

S.M.Quliyev
PhD, Azərbaycan Dövlət Neft və Sənaye Universiteti
H.E.Əkbərov
magistrant, Azərbaycan Dövlət İqtisad Universiteti

Z nəslinin qəhvə istehlakı və istehlakçı davranışı

Xülasə

Bu araşdırma Z nəslinin qəhvə istehlakı modellərini və istehlakçı davranışlarını araşdırır. Nəticələr göstərir ki, sosial təsir, marka sədaqəti və ətraf mühit haqqında məlumatlılıq onların istehlakçı seçimlərinin əsas hərəkətverici qüvvəsidir. Sosial media və təsir edənlər qərarlarının formalaşmasında əsas rol oynayırlar. Z nəsli davamlılığa güclü sadiqlik nümayiş etdirir, onların davranışlarına əhəmiyyətli dərəcədə təsir edən ekoloji cəhətdən məsuliyyətli məhsullara üstünlük verir. Brend sadiqliyi emosional əlaqələr və sosial məsuliyyətli dəyərlərlə uyğunlaşma yolu ilə qorunur. Əksinə, sağlamlıq problemləri və qiymət həssaslığı minimal təsir göstərir. Tədqiqat texnoloji və sosial tendensiyaların Z nəslinin istehlakçı davranışını necə formalaşdırdığının dərin təhlilini təqdim edir.

Açar sözlər: *müxtəlif nəsillər, qəhvə istehlakı, istehlakçı davranışı, sorğu, analitik təhlil.*