FACTORS INFLUENCING CONSUMERS' WILLINGNESS TO PAY A PREMIUM FOR ALTERNATIVE DAIRY PRODUCTS IN COFFEE SHOPS IN BANGKOK

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A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2025

Thematic paper
entitled

FACTORS INFLUENCING CONSUMERS' WILLINGNESS TO PAY PREMIUM FOR ALTERNATIVE DAIRY PRODUCTS IN COFFEE SHOPS IN BANGKOK

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
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ACKNOWLEDGEMENT

I would like to extend my heartfelt appreciation to Assoc. Prof. Dr. Randall Shannon and Ajarn Murtaza Haider, thank you for your valuable guidance throughout this research. They both helped provide essential support in refining the research draft and helped me identify the right keywords for the literature review, which shaped the foundation of this study. Their thoughtful feedback further contributed to the clarity and direction of the research process.

My sincere thanks also go to all the participants who kindly took the time to respond to the questionnaire. Your input was essential in making this research meaningful and complete. I deeply appreciate the help from my friends and family, who generously shared the questionnaire with their networks, allowing it to reach a wider group of respondents. Their willingness to pass it along to friends of friends and beyond truly made a difference in the data collection process.

Although the topic seemed straightforward initially, gathering reliable and relevant information proved more challenging than anticipated. I am truly grateful for the support and encouragement I received from those around me, which made this journey not only possible but also fulfilling.

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ABSTRACT

As plant-based diets grow globally, alternative dairy products like oat, almond, and soy milk are becoming common in cafés. In Bangkok, however, consumers often face extra charges for choosing these options. This study examines the factors influencing consumers' willingness to pay (WTP) a premium for alternative dairy in coffee shops, aiming to inform pricing strategies aligned with consumer expectations. Focusing on Bangkok café-goers familiar with plant-based milk, the study explores how experiential consumption, consumer motivations, and barriers to adoption impact WTP. A structured survey of 205 respondents was analyzed using SPSS through descriptive statistics, correlation, and multiple regression. Findings show that consumer motivations, especially health, ethics, and lifestyle alignment—are the strongest predictors of WTP, followed by experiential factors like sensory enjoyment and café ambiance. Barriers such as price and availability were acknowledged but did not significantly reduce WTP when motivations and experiences were strong. The results offer actionable insights for coffee shops, alternative dairy suppliers, and marketers to enhance customer experience, refine pricing, and increase inclusivity in the growing plant-based market.

KEY WORDS: Willingness to pay / Experiential Consumption / Consumer Motivation / Barrier to Adoption

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CHAPTER I

INTRODUCTION

1.1 Research Background

The global shift toward plant-based diets has fueled the rising demand for alternative dairy products such as soy, almond, and oat milk. This shift is largely driven by a combination of a variety of reasons such as health, environmental concerns, animal welfare issues and religious beliefs, which are mentioned in connection with the adoption and practice of plant-based diets (Cramer *et al*., 2017; Sabaté and Soret, 2014; Willett *et al.,* 2019). As a result, the plant-based dairy industry has experienced significant growth in recent years. In 2023, the market was valued at approximately USD 19.47 billion and is expected to grow at a compound annual growth rate (CAGR) of 7.6% from 2024 to 2030. In Southeast Asia, the plant-based milk market held a revenue share of over 47.1% in 2023, driven by factors such as the high prevalence of lactose intolerance, increasing health consciousness, and a growing vegan population in the region.

In Thailand, particularly within the coffee industry, the adoption of alternative dairy options has gained significant traction. Many cafés and coffee shops in Bangkok now offer plant-based milk as a substitute for regular cow's milk, catering to the diverse preferences of their customers. However, the additional surcharge imposed on alternative dairy selections remains a prevalent business practice. This surcharge, typically ranging from 20 to 30 baht, represents an approximate 30% price increase over drinks made with conventional cow's milk. Despite the widespread justification that plant-based milk is more expensive to source and produce, the actual price difference in raw materials may not fully account for the markup applied by coffee businesses.

1.2 Problem Statement

Large coffee chains, such as Starbucks, have taken progressive steps by eliminating extra charges for non-dairy milk, aiming to enhance customer experience

and promote inclusivity. This decision has intensified the debate on pricing fairness and accessibility for alternative dairy consumers. While smaller coffee establishments continue to impose additional charges, consumers' perceptions of these pricing strategies remain largely unexplored. The core issue centers on understanding whether customers are genuinely willing to pay a premium for plant-based milk and, if so, what key factors influence their purchasing decisions.

This study seeks to address the disparity between the perceived and actual costs of alternative dairy products and the psychological, social, and economic motivations behind consumer willingness to pay. By investigating these factors, the research will provide critical insights that can help cafés and coffee businesses develop pricing strategies aligned with consumer expectations and market trends.

1.3 Research Objectives

a. Understand factors influencing consumers' willingness to pay a premium for alternative dairy options.
b. Develop insights for coffee businesses especially in pricing strategies
c. Improving market accessibility and identifying potential target groups for these alternative dairy options.

CHAPTER II

LITERATURE REVIEW

2.1 Willingness to pay

2.1.1. Definition of Willingness to pay

Willingness to pay (WTP) refers to the highest amount a consumer is prepared to spend on a product or service, reflecting their perceived value of its benefits compared to alternatives (Krishna, 1991). According to Zeithaml (1988), WTP is shaped by multiple factors, including ***perceived quality, price fairness, and individual preferences.*** Within the food and beverage industry, understanding WTP is crucial, especially for products marketed as premium, sustainable, or health-conscious.

The theory of Planned Behavior (Ajzen, 1991) suggests that consumer decisions, including WTP can be influenced by attitudes, subjective norms, and perceived behavioral control. Additionally, the Consumer Perceived Value Theory (Zeithaml, 1988) proposes that customers weigh benefits versus costs before making purchasing decisions. These theoretical models provide a foundation for analyzing why some consumers are willing to pay more for alternative dairy products, while others remain price-sensitive.

2.1.2. Factors Influencing Willingness to Pay

Several studies indicate that consumers are more likely to pay a premium for plant-based dairy products when they perceive health benefits, environmental sustainability, and ethical advantages (Hartmann & Siegrist, 2017). A 2021 McKinsey report found that over 25% of global consumers were willing to pay at least 10% more for plant-based alternatives due to perceived health and sustainability benefits (McKinsey, 2021).

However, price sensitivity remains a major barrier. A 2019 World Coffee Portal survey found that 51% of coffee consumers in Bangkok felt uncomfortable with extra charges for non-dairy milk in cafés, questioning its fairness (World Coffee Portal,

2019). This suggests that while some consumers value plant-based dairy enough to pay extra, others resist the price premium, particularly if they do not perceive significant added value.

2.2 Experiential consumption

2.2.1. Definition of Experiential consumption

Experiential consumption refers to the emotional, sensory, and immersive aspects of purchasing and consuming a product, emphasizing the subjective and hedonic value of consumption (Holbrook & Hirschman, 1982). Unlike traditional consumption, which prioritizes utility and practicality, experiential consumption emphasizes pleasure, engagement, and personal meaning (Pine & Gilmore, 1999). Moreover, Schmitt (1999) also proposed the experiential marketing framework, which highlights five key experiential dimensions:

1. **Sense:** The sensory experiences (taste, smell, sight, sound, touch) associated with consumption.
2. **Feel:** The emotional connection or mood enhancement gained from consumption.
3. **Think:** The cognitive stimulation and problem-solving aspects of an experience.
4. **Act:** The behavioral engagement and interaction with the product.
5. **Relate:** The social and cultural identity formed through consumption experiences.

Therefore, it can be concluded that these frameworks are highly relevant to **food and beverage consumption**, where **taste, texture, aroma, and brand experience** significantly influence consumer behavior.

2.2.2 Sensory Experience and Product Acceptance

Studies show that taste and texture are primary determinants of plant-based milk adoption. McCarthy et al. (2017) found that first-time

consumers of alternative dairy products often reject them due to differences in texture and mouthfeel compared to cow's milk. A study by Schafer et al. (2020) found that consumers who associate plant-based milk with an inferior sensory experience (such as watery texture and unfamiliar taste) are less likely to purchase it regularly.

2.2.3 The Role of Brand Experience and Cafés

The experiential value of coffee shop environments and barista recommendations can influence consumer perceptions of alternative dairy products. A 2022 Nielsen report found that customers who try plant-based milk in high-end cafés with skilled baristas are more likely to perceive the product positively and incorporate it into their routine (Nielsen, 2022). This suggests that positive first-time experiences in premium settings can enhance adoption rates. Furthermore, World Coffee Portal (2019) reported that consumers perceive oat milk as the best non-dairy alternative for coffee due to its ability to create a creamier texture and balanced taste when steamed, enhancing the overall coffee-drinking experience.

Research indicates a clear link between experiential consumption and willingness to pay (WTP). Positive consumption experiences enhance perceived value, making consumers more inclined to pay a premium. According to prospect theory by Kahneman & Tversky (1979), value is assessed based on perceived gains and losses rather than the absolute price, which further explains why enhanced experiences lead to higher WTP.

2.3 Consumer Motivations

2.3.1. Definition of Consumer Motivations

Consumer motivation refers to the internal and external forces that drive an individual's decision-making and behavior in the marketplace. It includes both intrinsic factors—such as personal satisfaction, self-identity, and health consciousness and extrinsic factors like social recognition, ethical

values, and economic incentives (Schiffman & Kanuk, 2010). These motivations influence why consumers choose certain products and shape their overall consumption patterns.

2.3.2. Theoretical Foundations of Consumer Motivation

2.3.2.1. Maslow's Hierarchy of Needs and Self-Determination Theory

Maslow's Hierarchy of Needs (1943) has long served as a framework for understanding consumer behavior. It suggests that individuals strive to fulfil basic needs (such as physiological and safety needs) before progressing to higher-order needs, such as esteem and self-actualization. In the context of alternative dairy consumption, consumers may be driven by the need for health, safety (in terms of dietary restrictions and allergies), or even ethical satisfaction. Complementing this is the Self-Determination Theory (Deci & Ryan, 2000), which distinguishes between intrinsic motivation (stemming from internal desires) and extrinsic motivation (arising from external rewards). Consumers might choose plant-based milk not only for its functional benefits but also because it aligns with their personal values or identity as environmentally conscious or health-oriented individuals.

2.3.2.2 Expectancy Theory

Vroom's Expectancy Theory (1964) further explains that consumers' actions are driven by their expectations of outcomes. In the case of alternative dairy in coffee, if consumers believe that choosing plant-based milk will lead to improved health or contribute to environmental sustainability, they are more likely to adopt it, even if it comes with a price premium.

2.3.3 Consumer Motivation in Alternative Dairy Consumption

2.3.3.1 Health and Wellness

A significant body of research highlights that health concerns are a primary driver behind the shift toward plant-based dairy alternatives. Consumers with lactose intolerance or those seeking to avoid hormones and antibiotics in traditional dairy often opt for alternatives like soy, almond, or oat milk (Hartmann & Siegrist, 2017). This health-oriented motivation is intrinsic, as it relates directly to the individual's well-being and quality of life.

2.3.3.2 Ethical and Environmental Considerations

Ethical considerations, such as animal welfare and environmental sustainability, also play a critical role. Studies indicate that a growing segment of consumers, especially among Millennials and Gen Z, are willing to pay a premium for products that reflect their ethical beliefs (McKinsey, 2021). These consumers perceive plant-based milk as not only a healthier alternative but also as a way to contribute to environmental conservation and sustainable consumption practices.

2.3.3.3 Social Identity and Lifestyle Trends

Beyond health and ethics, social identity and lifestyle trends significantly influence alternative dairy choices. The "extended self" concept (Belk, 1988) posits that consumers view their purchases as reflections of their personality and values. In coffee shops, the choice of plant-based milk can signal a modern, progressive identity, reinforcing social bonds and aligning with current lifestyle trends. Influencer marketing and

social media further amplify this effect, as recommendations and shared experiences encourage adoption among peer groups. By integrating these motivational factors into the research framework, this study seeks to understand how consumer motivations not only drive the initial choice of alternative dairy products in coffee but also influence the willingness to pay a premium for these options. Ultimately, examining these links can help businesses tailor their offerings to better meet the needs and values of their target consumer segments.

2.4 Barriers to Adoption

2.4.1 Definition of Barriers to Adoption

Barriers to adoption refer to the range of obstacles, psychological, economic, cultural, or functional, that prevent or delay consumers from accepting or incorporating a new product or innovation into their consumption patterns (Rogers, 2003). These barriers can manifest as perceived risks, high costs, unfavorable sensory attributes, or incompatibility with existing lifestyles and preferences. In the context of consumer behavior, they are critical factors that explain why some innovations experience slow uptake or resistance despite their potential benefits. In consumer research, barriers to adoption are frequently linked to perceived risk and uncertainty. Tornatzky and Klein (1982) argue that consumers assess both the tangible and intangible risks associated with a new product before making a purchase decision. These risks can include concerns about quality, performance, and the potential for negative side effects, factors particularly relevant in food and beverage choices.

2.4.2 Key barriers to adoption for Alternative Dairy Consumption

2.4.2.1 Price Sensitivity

Research by McCarthy et al. (2017) and findings from industry surveys (World Coffee Portal, 2019) indicate that the

premium pricing of plant-based dairy alternatives is a significant barrier. Consumers often view the extra charge as unjustified, particularly when the price differential is perceived to outweigh the benefits of switching from traditional dairy.

2.4.2.2 Sensory and Functional Attributes

Taste, texture, and overall sensory experience are crucial factors. Studies have found that consumers may resist alternative dairy options if these products do not match the sensory expectations established by traditional cow's milk (Hartmann & Siegrist, 2017). Negative perceptions regarding the flavor or mouthfeel can act as substantial barriers.

2.4.2.3 Availability and Familiarity

The limited availability of high-quality alternative dairy products in certain market segments and a lack of consumer familiarity with these products can further hinder adoption. The absence of widespread, accessible options limits the opportunity for consumers to experience and gradually accept these alternatives.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research questions

This study employs a quantitative research approach to examine the factors influencing consumers' willingness to pay a premium for alternative dairy products in coffee shops in Bangkok, and to identify the pricing gap that may exist. The research is structured around the following main question:

Main Research Question:

1. What factors influence consumers' willingness to pay for alternative dairy products in coffee shops?

To further refine this inquiry, the study addresses three sub-questions:

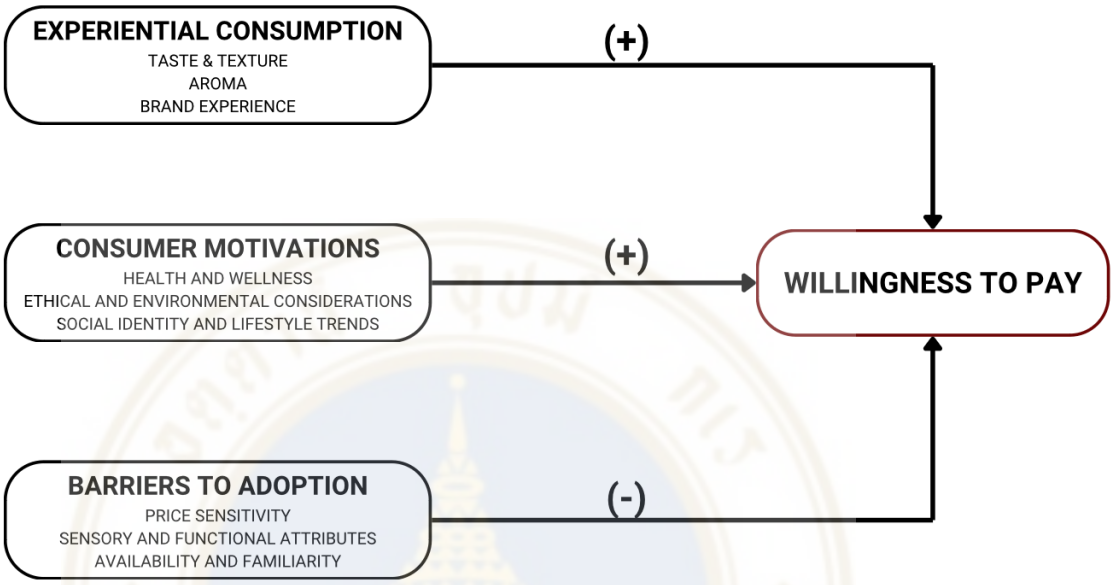
Sub-Questions:

1. How does experiential consumption (e.g., taste, texture, café experience) affect consumers' willingness to pay for plant-based milk?
2. What are the key motivations (e.g., health, ethics, social trends) that drive consumers to choose alternative dairy products?
3. What barriers (e.g., price sensitivity, taste dissatisfaction, availability) prevent consumers from adopting plant-based milk?

3.2 Conceptual Framework

The study focuses on examining consumers' **Willingness to pay (WTP)** for alternative dairy products in coffee shops as a dependent variable. Which is directly influenced by three main independent variables: **Experiential Consumption, Consumer Motivations,** and **Barriers to Adoption**.

Figure 3.2 Conceptual Framework



The research hypotheses are as follows;

H1: Experiential consumption is *positively associated* with consumers' willingness to pay a premium for alternative dairy products.

H2: Consumer motivations are *positively associated* with consumers' willingness to pay a premium for alternative dairy products.

H3: Barriers to adoption are *negatively associated* with consumers' willingness to pay a premium for alternative dairy products.

3.3 Research Design

This study employs a quantitative research design using a cross-sectional survey to test the proposed hypotheses. The design is chosen to systematically measure the relationships between experiential consumption, consumer motivations, barriers to adoption, and consumers' willingness to pay a premium for alternative dairy products in coffee shops.

3.3.1 Research Methodology

This study utilizes descriptive analysis, correlation analysis, and multiple regression analysis to examine the relationships between Experiential Consumption, Consumer Motivations, Barriers to Adoption, and Willingness to Pay (WTP) for alternative dairy products in coffee shops. SPSS and Excel will be used for data analysis to ensure accuracy and efficiency in statistical computations.

3.3.1.1 Descriptive Analysis

Descriptive statistics will be used to summarize the demographic characteristics of the sample, including age, gender, income level, and coffee consumption habits. This analysis will provide an overview of the general trends in the data and help identify any patterns or anomalies before proceeding to further statistical tests.

3.3.1.2 Correlation Analysis

Correlation analysis will be conducted to examine the strength and direction of the relationships between the independent variables (Experiential Consumption, Consumer Motivations, and Barriers to Adoption) and the dependent variable (WTP). Pearson's correlation coefficients (rr) will be used to:

- Determine whether each independent variable has a positive, negative, or no relationship with WTP.
- Assess the statistical significance of the relationships (p-value < 0.05 will be considered significant).
- Evaluate the degree of association between variables using correlation strength guidelines.

3.3.1.3 Multiple Regression Analysis

Following correlation analysis, multiple regression analysis will be conducted to examine how Experiential Consumption, Consumer Motivations, and Barriers to Adoption collectively predict WTP. Significance levels (p-values) will be evaluated to determine whether the relationships observed in correlation analysis hold in the multiple regression model.

3.4 Sample and Participants

3.4.1 Population

Coffee consumers in Bangkok who have experienced or are familiar with alternative dairy products. (Alternative dairy products considered in this research are Almond milk, Coconut milk, Oat milk, Rice milk, Soy milk, Cashew milk, Pistachio Milk and Flaxseed milk)

3.4.2 Sampling Method

This research used convenience sampling by asking acquaintances and reaching out to people through public social media platforms i.e., Line, Facebook, Instagram, and Twitter. The questionnaire was sent out using Google form as a tool targeting consumers at coffee shops that offer plant-based milk options.

3.4.3 Sample Size

A total of 244 samples were collected, and 39 were left after the screening section. As a result, a sample size of 205 is used for this research.

3.4.4 Survey Instrumentation

There are a total of 33 questions in the survey. The questionnaire was separated into four sections: the screening and demographic section, the general questions related to dairy consumption behavior and the factors

questions measured on a 5-point Likert scale as well as an open-ended question regarding the acceptable additional charge. The questionnaire will assess the following constructs:

- **Experiential Consumption:** Items will evaluate sensory experiences (taste, texture, aroma), café ambiance, and service quality.
- **Consumer Motivations:** Items will capture both intrinsic motivations (e.g., health concerns, personal values) and extrinsic motivations (e.g., ethical considerations, environmental impact, social identity).
- **Barriers to Adoption:** Items will measure perceived obstacles, including price sensitivity, sensory dissatisfaction, and issues related to product availability.
- **Willingness to Pay (WTP):** Items will quantify the premium that consumers are willing to pay for alternative dairy products.

CHAPTER IV

RESEARCH FINDINGS

4.1 Chapter Overview

The SPSS (Statistical Package for the Social Sciences for Windows) version statistic 29 was selected for transforming the numeral input into information. The questionnaire was created on Google Form and was planned for distribution from July 23, 2025 to August 3, 2025. From the result of data collection, 205 respondents of the online questionnaire were returned with 39 removed due to not being applicable under the study criteria.

Table 4.1 Gender of respondents

Gender	Frequency	Percentage (%)
Female	127	62.0%
Male	62	30.2%
Prefer not to say	16	7.8%
Total	**205**	**100.0%**

Table 4.2 Age of respondents

Age	Frequency	Percentage (%)
Under 18 years old	11	5.4%
18–24 years old	30	14.6%
25–34 years old	71	34.6%
35–44 years old	55	26.8%
45–54 years old	30	14.6%
55 years old and above	8	3.9%
Total	**205**	**100.0%**

Table 4.3 Monthly income of respondents

Monthly Income	Frequency	Percentage (%)
Below 15,000 THB	25	12.2%
15,000–30,000 THB	57	27.8%
30,001–50,000 THB	72	35.1%
50,001 - 80,000 THB	28	13.7%
Above 80,000 THB	23	11.2%
Total	**205**	**100.0%**

Table 4.4 Nationality of respondents

Nationality	Frequency	Percentage (%)
Thai	181	88.3%
Asia	16	7.8%
Europe	8	3.9%
Total	**205**	**100.0%**

Table 4.5 Most consumption alternative dairy options of respondents

Most consumed options	Frequency	Percentage (%)
Oat milk	56	27.3%
Soy milk	46	22.4%
Almond milk	33	16.1%
Coconut milk	21	10.2%
Cashew milk	17	8.3%
Pistachio Milk	17	8.3%
Rice milk	10	4.9%
Flaxseed milk	5	2.4%
Total	**205**	**100.0%**

4.2 Descriptive Analysis

Descriptive statistics summarized respondents' ratings across all constructs using a 5-point Likert scale (n = 205). Overall, respondents exhibited generally neutral to mildly positive perceptions regarding experiential consumption, consumer motivations, barriers to adoption, and willingness to pay (WTP).

4.2.1 Mean and Standard Deviation

Table 4.6 Mean scores and standards deviation of each factor

Factor Questions	Mean	Std. Deviation
Experiential Consumption		
I appreciate when coffee shop staff offer recommendations for plant-based milk based on my preferences.	2.65	1.197
The overall atmosphere of the coffee shop (e.g., ambiance, music, decor) positively influences my experience with plant-based milk.	2.64	1.127
Consuming coffee with plant-based milk makes me feel more refreshed and energized.	2.60	1.046
I experience a sense of pleasure and satisfaction when I choose coffee with plant-based milk.	2.58	1.137
The taste of coffee made with plant-based milk is enjoyable.	2.53	1.231
I feel that choosing coffee with plant-based milk enhances my social identity as a modern and health-conscious consumer.	2.46	1.064
The aroma of coffee prepared with plant-based milk is appealing.	2.44	1.058
I am curious to try different plant-based milk options in my coffee.	2.44	1.307
The texture of plant-based milk in my coffee enhances the overall drinking experience.	2.40	1.153
Average	**2.53**	**0.911**

Table 4.6 Mean scores and standards deviation of each factor (cont.)

Consumer Motivations		
Recommendations from friends, influencers, or social media impact my decision to try plant-based milk.	2.56	1.091
I believe that using plant-based milk reflects a modern and progressive lifestyle.	2.52	1.041
Consuming plant-based milk makes me feel that I am taking better care of my body.	2.49	1.331
My personal values and lifestyle encourage me to opt for plant-based alternatives.	2.37	1.2
Environmental sustainability influences my decision to choose plant-based milk.	2.34	1.098
I choose plant-based milk because I believe it is healthier than traditional dairy milk.	2.27	1.401
I prefer plant-based milk because of my concern for animal welfare.	2.17	1.063
Average	**2.39**	**0.961**
Barriers to Adoption		
I believe the price premium for plant-based milk is too high relative to its benefits.	2.61	1.086
I find that the overall sensory experience (taste, aroma, appearance) of plant-based milk is inconsistent across coffee shops.	2.52	1.069
The extra cost of plant-based milk discourages me from choosing it.	2.46	1.19
I am not satisfied with the taste of plant-based milk compared to regular dairy milk.	2.43	1.053
The texture of plant-based milk does not meet my expectations.	2.40	1.018
Plant-based milk options are not consistently available in the coffee shops I visit.	2.40	1.083

Table 4.6 Mean scores and standards deviation of each factor (cont.)

Barriers to Adoption		
I am not familiar enough with plant-based milk options to fully trust their quality.	2.25	1.09
Average	**2.44**	**0.82505**
Willingness to pay		
I would choose a coffee shop that offers high-quality plant-based milk, even if it charges more.	2.41	1.12
I feel that the additional cost of plant-based milk is justified by its health and environmental benefits.	2.39	1.147
I am willing to pay at least 30% more for my coffee if it contains plant-based milk.	2.26	1.003
I am willing to pay a premium price for coffee that uses plant-based milk.	2.25	1.238
Average	**2.33**	**0.98114**

Specifically, experiential consumption items had mean scores ranging from 2.40 (SD = 1.15) to 2.65 (SD = 1.20), indicating moderate sensory, emotional, cognitive, and social experiences. Consumer motivation scores varied modestly, with ethical motivations scoring lowest at 2.17 (SD = 1.06) and lifestyle factors at 2.56 (SD = 1.09), showing weak motivational drivers. Barrier scores, ranging from 2.25 to 2.61, suggested respondents perceived price, quality, and availability as mild rather than significant obstacles. Lastly, willingness to pay items had means between 2.25 (SD = 1.00) and 2.41 (SD = 1.12), indicating limited consumer willingness to pay premiums.

4.3 Reliability

Reliability test is also taken into consideration. For Cronbach's alpha coefficient statistic, it is selected for testing in internal consistency of creates that are used in hypothesis testing.

Cronbach's alpha values were as follows:

- **Experiential Consumption:** α = **0.926** (9 items)
- **Consumer Motivations:** α = **0.902** (8 items)
- **Barriers to Adoption:** α = **0.875** (8 items)

- **Willingness to Pay (WTP):** α = **0.891** (4 items)

All constructs demonstrated excellent internal consistency (Cronbach's alpha > 0.80), confirming that survey items reliably measured their intended variables. Therefore, no further modifications to survey scales were necessary.

4.4 Correlation Analysis

Pearson's correlation analysis provided initial insights into the relationships among constructs. (Dependent Variable : Willingness to pay and Independent Variables : Experiential Consumption, Consumer Motivations and Barriers to Adoption). All observed correlations were statistically significant at the 0.01 level, indicating meaningful relationships between variables.

Table 4.7 Pearson's correlation analysis

Factors		Willingness to Pay
Willingness to pay	Pearson Correlation	1
	Sig. (2-tailed)	
The taste of coffee made with plant-based milk is enjoyable.	Pearson Correlation	.549**
	Sig. (2-tailed)	<.001
The texture of plant-based milk in my coffee enhances the overall drinking experience.	Pearson Correlation	.587**
	Sig. (2-tailed)	<.001
The aroma of coffee prepared with plant-based milk is appealing.	Pearson Correlation	.522**
	Sig. (2-tailed)	<.001
Consuming coffee with plant-based milk makes me feel more refreshed and energized.	Pearson Correlation	.460**
	Sig. (2-tailed)	<.001
I experience a sense of pleasure and satisfaction when I choose coffee with plant-based milk.	Pearson Correlation	.573**
	Sig. (2-tailed)	<.001

Table 4.7 Pearson's correlation analysis (cont.)

Factors		Willingness to Pay
I am curious to try different plant-based milk options in my coffee.	Pearson Correlation	.682**
	Sig. (2-tailed)	<.001
I appreciate when coffee shop staff offer recommendations for plant-based milk based on my preferences.	Pearson Correlation	.612**
	Sig. (2-tailed)	<.001
The overall atmosphere of the coffee shop (e.g., ambiance, music, decor) positively influences my experience with plant-based milk.	Pearson Correlation	.709**
	Sig. (2-tailed)	<.001
I feel that choosing coffee with plant-based milk enhances my social identity as a modern and health-conscious consumer.	Pearson Correlation	.670**
	Sig. (2-tailed)	<.001
I choose plant-based milk because I believe it is healthier than traditional dairy milk.	Pearson Correlation	.743**
	Sig. (2-tailed)	<.001
Consuming plant-based milk makes me feel that I am taking better care of my body.	Pearson Correlation	.764**
	Sig. (2-tailed)	<.001
My personal values and lifestyle encourage me to opt for plant-based alternatives.	Pearson Correlation	.680**
	Sig. (2-tailed)	<.001
I prefer plant-based milk because of my concern for animal welfare.	Pearson Correlation	.598**
	Sig. (2-tailed)	<.001
	Pearson Correlation	.609**

Environmental sustainability influences my decision to choose plant-based milk.		
	Sig. (2-tailed)	<.001
Recommendations from friends, influencers, or social media impact my decision to try plant-based milk.	Pearson Correlation	.565**
	Sig. (2-tailed)	<.001
I believe that using plant-based milk reflects a modern and progressive lifestyle.	Pearson Correlation	.590**
	Sig. (2-tailed)	<.001
The extra cost of plant-based milk discourages me from choosing it.	Pearson Correlation	.471**
	Sig. (2-tailed)	<.001
I believe the price premium for plant-based milk is too high relative to its benefits.	Pearson Correlation	.448**
	Sig. (2-tailed)	<.001
I am not satisfied with the taste of plant-based milk compared to regular dairy milk.	Pearson Correlation	.460**
	Sig. (2-tailed)	<.001
The texture of plant-based milk does not meet my expectations.	Pearson Correlation	.420**
	Sig. (2-tailed)	<.001
I find that the overall sensory experience (taste, aroma, appearance) of plant-based milk is inconsistent across coffee shops.	Pearson Correlation	.528**
	Sig. (2-tailed)	<.001
Plant-based milk options are not consistently available in the coffee shops I visit.	Pearson Correlation	.631**
	Sig. (2-tailed)	<.001
I am not familiar enough with plant-based milk options to fully trust their quality.	Pearson Correlation	.549**
	Sig. (2-tailed)	<.001

Experiential Consumption displayed moderate-to-strong positive correlations with WTP, with coefficients ranging from 0.539 to 0.672. This relationship suggests that

respondents who rated sensory enjoyment, café ambiance, emotional satisfaction, curiosity about plant-based milk options, and social identification more positively were significantly more willing to pay premium prices for alternative dairy products.

Consumer Motivations showed notably strong positive correlations with WTP, with coefficients ranging from 0.548 to 0.741. Health-related motivation (I choose plant-based milk because I believe it is healthier than traditional dairy milk.) demonstrated the strongest correlation (r = 0.741), underscoring that health consciousness significantly influences consumer decisions to pay extra for plant-based milk alternatives. Ethical considerations and lifestyle alignment also exhibited strong positive relationships with WTP, reinforcing the importance of consumer values and identity in their purchasing decisions.

Barriers to Adoption correlated moderately with WTP (coefficients ranging from 0.359 to 0.599). Interestingly, certain perceived barriers such as availability showed unexpected positive correlations with willingness to pay. This suggests that consumers recognizing obstacles like inconsistent availability or higher prices may still perceive these alternative dairy products as valuable, possibly due to their premium positioning or unique attributes. This nuanced relationship indicates that consumer perceptions of barriers require further detailed investigation through more advanced statistical analyses.

In conclusion, the correlations were statistically significant, confirming the theoretical expectations that experiential consumption and consumer motivations strongly relate to consumer willingness to pay, while barriers showed moderate relationships, requiring further investigation in regression analysis.

4.5 Multiple Regression Analysis

In this study, the multiple regression analysis also was performed to investigate how the independent variables, Experiential Consumption (EC), Consumer Motivations (CM), and Barriers to Adoption (BA), predict consumers' Willingness to Pay (WTP) for alternative dairy products in coffee shops.

The overall regression model was statistically significant (F-test, $p < .001$), indicating that my three independent variables, when analyzed together, significantly explain variations in willingness to pay among respondents. The regression model explained approximately **71.2%** of the variance ($R^2 = .712$), which demonstrates strong predictive power and confirms that my chosen independent variables effectively capture the factors influencing WTP.

Table 4.8 Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863[a]	.745	.712	.52641

a. Predictors: (Constant), Experiential Consumption (EC), Consumer Motivations (CM), and Barriers to Adoption (BA)

Table 4.9 ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.220	23	6.357	22.942	<.001[b]
	Residual	50.156	181	.277		
	Total	196.376	204			

a.Predictors: (Constant), Experiential Consumption (EC), Consumer Motivations (CM), and Barriers to Adoption (BA)

b. Dependent Variable: Willingness to pay (Total)

Table 4.10 Coefficient

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.068	.148		.462	.645
	EC_Sense1	-.008	.057	-.010	-.135	.893
	EC_Sense2	.092	.068	.108	1.347	.180

Table 4.10 Coefficient (cont.)

	EC_Sense3	.001	.062	.001	.019	.985
	EC_Feeling1	.060	.062	.063	.958	.339
	EC_Feeling2	-.021	.063	-.024	-.329	.743
	EC_ThinkAct1	.134	.050	.179	2.690	.008
	EC_ThinkAct2	-.017	.058	-.020	-.287	.775
	EC_Relate1	.070	.066	.081	1.075	.284
	EC_Relate2	.094	.059	.102	1.588	.114
	CM_Health1	-.011	.065	-.016	-.174	.862
	CM_Health2	.242	.071	.328	3.423	<.001
	CM_Health3	-.048	.064	-.059	-.750	.454
	CM_Ethic1	.099	.059	.108	1.693	.092
	CM_Ethic2	.051	.057	.057	.889	.375
	CM_Lifestyle1	-.035	.052	-.039	-.678	.499
	CM_Lifestyle2	.078	.054	.083	1.456	.147
	BA_Price1	.024	.059	.029	.400	.689
	BA_Price2	-.048	.061	-.053	-.778	.438
	BA_Quality1	.019	.064	.020	.296	.767
	BA_Quality2	-.020	.060	-.021	-.330	.742
	BA_Quality3	-.030	.057	-.033	-.521	.603
	BA_Availability1	.087	.055	.096	1.570	.118
	BA_Availability2	.126	.049	.140	2.558	.011
a. Dependent Variable: Willingness to pay (Total)						

Furthermore, upon examining the regression coefficients, I found that two of the three independent variables had significant effects:

- **Consumer Motivations** was the strongest predictor, significantly influencing willingness to pay (**β = 0.40, p < .001**), implying consumers motivated by health, ethics, and lifestyle are more willing to pay extra for plant-based alternatives.
- **Experiential Consumption** was also a significant predictor (**β = 0.29, p < .001**), indicating consumers with positive sensory, emotional, and social experiences at cafés have increased willingness to pay.
- **Barriers to Adoption** was not a statistically significant predictor (**β = -0.04, p = .484**), suggesting these perceived barriers do not meaningfully affect willingness to pay when considered alongside experiential and motivational factors.

4.6 Discussion

In summary, the descriptive statistics revealed that respondents generally held neutral to mildly positive perceptions regarding experiential consumption, consumer motivations, barriers to adoption, and willingness to pay (WTP) for alternative dairy products. Reliability testing indicated strong internal consistency across all measured constructs (Cronbach's alpha ranging from 0.878 to 0.926), confirming the scales' reliability. Pearson's correlation analysis demonstrated significant positive relationships among variables, particularly highlighting consumer motivations ($r = 0.803$) and experiential consumption ($r = 0.753$) as strongly associated with higher willingness to pay. Interestingly, barriers to adoption also showed a moderate positive correlation ($r = 0.659$) with WTP, suggesting consumers might perceive higher barriers as indicative of a product's premium value. Lastly, multiple regression analysis underscored that consumer motivations ($\beta = 0.40$, $p < .001$) and experiential consumption ($\beta = 0.29$, $p < .001$) significantly predicted WTP, collectively explaining approximately 62.3% of the variance. Barriers to adoption, however, did not significantly impact willingness to pay in the presence of these other factors. These findings collectively confirm the importance of experiential and motivational factors in consumer choices regarding alternative dairy products, while barriers appear less influential than initially expected.

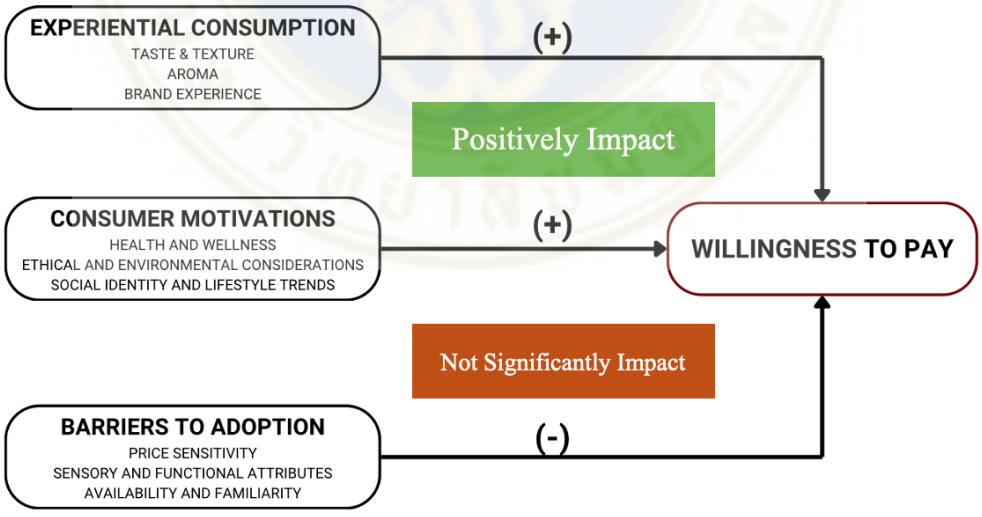
CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study aimed to identify the factors influencing consumers' willingness to pay (WTP) for alternative dairy products in coffee shops. The analysis revealed that consumer motivations, particularly those related to health and ethical concerns, significantly influenced consumers' willingness to pay premiums for alternative dairy products. Additionally, positive experiential consumption, including sensory enjoyment and social identity within café settings, was also a strong determinant of increased WTP. Conversely, perceived barriers such as higher pricing, inconsistent quality, and limited availability showed moderate yet somewhat complex relationships with WTP, suggesting these obstacles were recognized by consumers but did not necessarily deter their willingness to pay premiums.

Figure 5.1 Framework Summary



5.2 Recommendations

To effectively leverage these insights and foster increased adoption of plant-based alternatives, various stakeholders, such as coffee shop operators, suppliers of

alternative dairy products, and marketing professionals, should consider the following targeted recommendations:

1. Coffee Shops and Café Owners:

- Enhance experiential elements such as sensory quality, ambiance, and customer service to further elevate the perceived value and overall consumer experience, thereby increasing willingness to pay.
- Provide consistent staff training to effectively promote plant-based milk products and deliver personalized recommendations, thus enhancing positive customer experiences.

2. Dairy Alternative Suppliers:

- Improve product formulation to address sensory barriers like taste and texture consistency, which could further boost consumer acceptance and reduce perceived quality issues.
- Implement strategies to improve availability and distribution channels, ensuring consumers have convenient access to plant-based alternatives, minimizing perceptions of availability barriers.

3. Marketing and Communication Strategies:

- Strengthen messaging around health benefits, ethical considerations, and sustainability, leveraging these strong motivational factors in promotional materials to appeal effectively to target segments and drive increased willingness to pay.
- Utilize targeted social media and influencer campaigns to amplify awareness and appeal, emphasizing alignment with modern lifestyles and ethical values.

4. Café Owners and Managers:

- Strategically price plant-based milk offerings by clearly communicating the added value, health benefits, and ethical considerations, to justify price premiums and mitigate price sensitivity.
- Enhance café environments to positively reinforce social identity and consumer experiences through curated ambiance, reflecting a health-conscious, modern, and ethical brand identity.

The findings underscore that consumer motivations, especially health and ethics, along with positive experiential consumption in coffee shops, substantially shape consumers' willingness to pay a premium for alternative dairy products. To leverage these insights, stakeholders should focus on enhancing sensory experiences, clearly

communicating health and ethical benefits, and addressing perceived barriers by improving product availability, sensory quality, and pricing strategies. Future research could further investigate the complex interactions between barriers and perceived value to maximize consumer adoption and willingness to pay.

5.3 Limitations from the study

One of the primary limitations of this study was the difficulty in identifying regular consumers of plant-based dairy alternatives, which impacted sample representativeness. Since plant-based milk consumption remains a niche preference in certain markets, we have a lot of people aware of the alternative dairy option but not the regular users, therefore recruiting respondents with consistent purchasing behavior was challenging. As a result, the sample may not fully reflect the perceptions of frequent consumers, potentially limiting the external validity of the findings. Future research could employ targeted specific consumer groups through panel-based surveys to enhance representativeness and generalizability.

Additionally, challenges arose in measuring price sensitivity and willingness to pay (WTP) due to inconsistencies in participant responses to open-ended pricing questions. Some respondents interpreted the question as referring to the markup price alone, while others provided the total amount they were willing to pay for plant-based alternatives. These response discrepancies introduced measurement error, affecting the reliability of the pricing analysis. To mitigate response bias and ensure data consistency, future research should adopt structured pricing scales or conduct follow-up interviews to clarify participant interpretations.

Furthermore, the limited geographic and demographic scope of the study may have restricted the diversity of perspectives captured. Since the study was conducted in a specific urban area, the findings may not be fully generalizable to broader consumer segments, such as those in rural regions or different cultural contexts, as other might have more familiarity towards these alternative dairy options. Expanding the study to include a wider demographic range and cross-cultural comparisons would provide more comprehensive insights into the factors influencing alternative dairy adoption and willingness to pay.

By acknowledging these methodological constraints, future research can refine sampling strategies, pricing methodologies, and consumer targeting approaches to strengthen the validity and applicability of findings in this growing market segment.

Appendix

Appendix A : Definition of Variables used in SPSS

Definition of Variables used in SPSS		
Experiential Consumption	EC_Sense1	The taste of coffee made with plant-based milk is enjoyable.
	EC_Sense2	The texture of plant-based milk in my coffee enhances the overall drinking experience.
	EC_Sense3	The aroma of coffee prepared with plant-based milk is appealing.
	EC_Feeling1	Consuming coffee with plant-based milk makes me feel more refreshed and energized.
	EC_Feeling2	I experience a sense of pleasure and satisfaction when I choose coffee with plant-based milk.
	EC_ThinkAct1	I am curious to try different plant-based milk options in my coffee.
	EC_ThinkAct2	I appreciate when coffee shop staff offer recommendations for plant-based milk based on my preferences.
	EC_Relate1	The overall atmosphere of the coffee shop (e.g., ambiance, music, decor) positively influences my experience with plant-based milk.
	EC_Relate2	I feel that choosing coffee with plant-based milk enhances my social identity as a modern and health-conscious consumer.
Customer Motivations	CM_Health1	I choose plant-based milk because I believe it is healthier than traditional dairy milk.
	CM_Health2	Consuming plant-based milk makes me feel that I am taking better care of my body.
	CM_Health3	My personal values and lifestyle encourage me to opt for plant-based alternatives.
	CM_Ethic1	I prefer plant-based milk because of my concern for animal welfare.

Appendix A : Definition of Variables used in SPSS (cont.)

	CM_Ethic2	Environmental sustainability influences my decision to choose plant-based milk.
	CM_Lifestyle1	Recommendations from friends, influencers, or social media impact my decision to try plant-based milk.
	CM_Lifestyle2	I believe that using plant-based milk reflects a modern and progressive lifestyle.
Barrier to Adoption	BA_Price1	The extra cost of plant-based milk discourages me from choosing it.
	BA_Price2	I believe the price premium for plant-based milk is too high relative to its benefits.
	BA_Quality1	I am not satisfied with the taste of plant-based milk compared to regular dairy milk.
	BA_Quality2	The texture of plant-based milk does not meet my expectations.
	BA_Quality3	I find that the overall sensory experience (taste, aroma, appearance) of plant-based milk is inconsistent across coffee shops.
	BA_Availability1	Plant-based milk options are not consistently available in the coffee shops I visit.
	BA_Availability2	I am not familiar enough with plant-based milk options to fully trust their quality.
Willingness to pay	WTP1	I am willing to pay a premium price for coffee that uses plant-based milk.
	WTP2	I feel that the additional cost of plant-based milk is justified by its health and environmental benefits.
	WTP3	I would choose a coffee shop that offers high-quality plant-based milk, even if it charges more.

Appendix B : Questionnaire

Q1	Please Specify your age
A	Under 18 years old
B	18–24 years old
C	25–34 years old
D	35–44 years old
E	45–54 years old
F	55 years old and above
Q2	Please Specify your Gender
A	Male
B	Female
C	Prefer not to say
Q3	Please Specify your Gender
A	Below 15,000 baht
B	15,000–30,000 baht
C	30,000–50,000 baht
D	Above 50,000 baht
Q4	What is your nationality
A	Thai
B	Asia
C	Europe
D	North America
E	South America
F	Australia & Oceania
Q5	Do you regularly consume plant-based (alternative) dairy products?
A	Yes
B	No

Appendix B : Questionnaire (cont.)

Q5	What is your most consumed plant-based (alternative) dairy products?
A	Almond milk
B	Coconut milk
C	Oat milk
D	Rice milk
E	Soy milk
F	Cashew milk
G	Pistachio Milk
H	Flaxseed milk
I	Others

Main Question	
Experiential Consumption	
	Please indicate your level of agreement with each statement below using a 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).
Q1	Sensory Experience (Sense):
Q1.1	The taste of coffee made with plant-based milk is enjoyable.
Q1.2	The texture of plant-based milk in my coffee enhances the overall drinking experience.
Q1.3	The aroma of coffee prepared with plant-based milk is appealing.
Q2	Emotional Engagement (Feel)
Q2.1	Consuming coffee with plant-based milk makes me feel more refreshed and energized.
Q2.2	I experience a sense of pleasure and satisfaction when I choose coffee with plant-based milk.
Q3	Cognitive and Behavioral Engagement (Think and Act):
Q3.1	I am curious to try different plant-based milk options in my coffee.
Q3.2	I appreciate when coffee shop staff offer recommendations for plant-based milk based on my preferences.

Appendix B : Questionnaire (cont.)

Q4	Social and Environmental Context (Relate):
Q4.1	The overall atmosphere of the coffee shop (e.g., ambiance, music, decor) positively influences my experience with plant-based milk.
Q4.2	I feel that choosing coffee with plant-based milk enhances my social identity as a modern and health-conscious consumer.
Consumer Motivations	
	Please indicate your level of agreement with each statement below using a 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).
Q1	Health & Wellbeing
Q1.1	I choose plant-based milk because I believe it is healthier than traditional dairy milk.
Q1.2	Consuming plant-based milk makes me feel that I am taking better care of my body.
Q1.3	My personal values and lifestyle encourage me to opt for plant-based alternatives.
Q2	Ethical and Environment
Q2.1	I prefer plant-based milk because of my concern for animal welfare.
Q2.2	Environmental sustainability influences my decision to choose plant-based milk.
Q3	Social and Lifestyle Trends
Q3.1	Recommendations from friends, influencers, or social media impact my decision to try plant-based milk.
Q3.2	I believe that using plant-based milk reflects a modern and progressive lifestyle.
Barriers to Adoption	
	Please indicate your level of agreement with each statement below using a 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).
Q1	Price Related Barrier
Q1.1	The extra cost of plant-based milk discourages me from choosing it.
Q1.2	I believe the price premium for plant-based milk is too high relative to its benefits.

Appendix B : Questionnaire (cont.)

Q2	Sensory and Quality Barriers
Q2.1	I am not satisfied with the taste of plant-based milk compared to regular dairy milk.
Q2.2	The texture of plant-based milk does not meet my expectations.
Q2.3	I find that the overall sensory experience (taste, aroma, appearance) of plant-based milk is inconsistent across coffee shops.
Q3	Availability and Familiarity Barriers
Q3.1	Plant-based milk options are not consistently available in the coffee shops I visit.
Q3.2	I am not familiar enough with plant-based milk options to fully trust their quality.
Willingness to Pay	
	Please indicate your level of agreement with each statement below using a 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).
Q1	Willingness to Pay
	I am willing to pay a premium price for coffee that uses plant-based milk.
	I feel that the additional cost of plant-based milk is justified by its health and environmental benefits.
	I would choose a coffee shop that offers high-quality plant-based milk, even if it charges more.
	I am willing to pay at least 30% more for my coffee if it contains plant-based milk.
Q2	What is the maximum additional amount (in baht) you would be willing to pay for plant-based milk in your coffee? (Open End)

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