The characteristics and tourism destination criteria of coffee plantation agritourism

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Abstract. The coffee plantation agritourism (CPA) is one of the new type of tourism destinations in West Java, Indonesia. The application of sustainable agritourism is used as an effort to increase the number of tourists who are interested in nature tourism. At this CPA the number of tourists is still low and has not implemented sustainable agritourism. The purpose of this study is to identify this agritourism’s characteristics that referred to the perception of tourists towards CPA “K Farmers” and the “K Farmers” achievements of the indicators of sustainable tourism destinations. The methodology of the study is case study by a qualitative design. The result of this study showed that the perception of tourists “K Farmers” is in high level with a perception index value of 33, so it can be concluded that the perception of tourists to Coffee Tourism “K Farmers” is "good". The criteria of sustainable tourism destinations according to the guidelines from the Minister of Tourism Regulation, CPA "K Farmers" has been and is developing with almost all the criteria in the regulation, but there are still criteria that have not been met by "K Farmers". This research implies that agritourism business owners need to pay attention to sustainable destination guidelines as a reference in developing their business and meeting the adaptation requirements of climate change, tourism asset and attraction records, access for all, crisis and emergency management.

1. Introduction
Tourism is one of the sectors that play a role in the economy of Indonesia. For more than six decades, tourism has become one of the largest economic sectors and has a fast growth rate. The opening of new tourist destinations and investment in tourism has transformed tourism as one of the prime movers of a country’s socio-economic progress through foreign exchange earnings, job creation, and infrastructure development [1].

Table 1 shows the number of foreign tourists as visitors to tourism in Indonesia. The number of foreign tourists to Indonesia in December 2019 decreased by 2.03 percent compared to visits in December 2018. Meanwhile, compared to November 2019, the foreign tourist visits in December 2019 increased by 7.52% [2].

| Year     | Foreign Tourist Visits (People) | Percentage of Increase in Tourists |
|----------|---------------------------------|-----------------------------------|
|          |                                  |                                   |
Visitors to tourism place are not only foreign tourists but also domestic tourists, the government recognizes the important role of domestic tourists in this industry. Through the Ministry of Tourism, the public is invited to know more about the wealth of their country. The fluctuations in the number of domestic tourists trips can be observed in the following Figure 1 [3]:

| Year | Number of Trips | (percent) |
|------|----------------|-----------|
| 2014 | 9,435,411      |           |
| 2015 | 10,230,775     | 7.77      |
| 2016 | 11,519,275     | 11.19     |
| 2017 | 14,039,799     | 17.95     |
| 2018 | 15,810,305     | 11.20     |
| 2019 | 16,106,954     | 1.84      |

Based on Figure 1, it shows that West Java Province is a favourite tourist destination for domestic tourists compared to DKI Jakarta Province as the state capital and Bali Province as a favourite destination for foreign tourists. The local tourism sector is growing, followed by an increase in the number of tourists accordingly that local business actors make improvements in their place. The government have been supporting the development of tourism objects since 2009 concerning Tourism Law No.10/2009. It is stated that tourism development is carried out into the diversity, uniqueness, and uniqueness of culture and nature, as well as human needs for tourism. Thus, the future direction of tourism is tourism based on nature and the environment. Therefore, certain tourism developments that will be carried out lead to agriculture such as agritourism [1].

Rural tourism has elements referred to activities, accommodation, rest, events, sports and recreation, air treatments, instruction and education, treatments in bathing resorts. These being developed in an area characterized as rural. Agritourism is a form of rural tourism practiced in the rural environment which uses the Agri-touristic household with all its facilities as structure of touristic reception [4].

Agritourism is one of the appropriate tools for researching alternative income sources [5]. The benefits if agritourism is managed professionally, it will improve environmental conservation, increase the aesthetic value and natural beauty, provide recreational value, increase scientific activities and scientific development, and gain the economic value [6].

Agri-food have significant opportunities within tourism is connected to sustainable development in rural areas. Agritourism place increasingly popular as a tourism destination where tourists travel to experience indigenous culture in their history and current trends in tourism. Local cuisine, crafts, arts, clothing, and accommodations have all fused traditional agricultural products, especially the high-
altitude coffee. The local people and their ancestral lands to different states, from that of a farm to the brand identity of place, a destination connected by tourism has successfully connected [7]. The visitor characteristics include consumer knowledge and experience, visitor personality, and visitor demographic characteristics [8]. The visitor characteristic understanding is the most important part in determining the target market of agritourism because marketers can determine the type of market they choose [9]. Human will always be faced with various choices in their daily activities. The response given by each human being will be different because a person's response to stimuli is affected by the motivation of each individual, personal circumstances, and the social and cultural influences of each individual [10].

Perception is a term used to describe the processes by which an individual selects, organizes, and interprets stimuli in a meaningful and obvious way [10]. In the context of agritourism business, the visitor's perception is an impression that is manifested in the form of interpretations and attitudes towards tourism attractions, tourism facilities, public facilities, tourism information, as well as services provided to tourists while in these tourist objects [11].

As an endeavour to utilize existing tourist attractions, it is necessary to develop agritourism [6]. Indonesia is a country with various tourist attractions. Tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made result that is the target or goal of tourist visits according to Tourism Law No. 10 in 2009. Travel activity carried out by a person or group of people whom visiting certain places for recreation, personal development, or learning the uniqueness of tourist attractions which visited in a temporary period and a variety of tourist activities that supported by various facilities and services provided by the community, businessmen, government, and local governments are understood as the tourism comprehension [12].

One of the tourism development plans lies in the policy of sustainable tourism destinations is stated in the Guidelines for Sustainable Tourism Destinations in the Minister of Tourism Regulation No. 14 in 2016. The Sustainable Tourism Destinations Guidelines has aim to provide comprehensive references regarding the management of tourism destinations sustainably, to realize protection management, utilization, and development of the area as a sustainable tourism destination. Criteria and indicators of sustainable tourism destinations are as follows: Seasonal Tourism Management; Destination Management Organization; Monitoring; Planning Arrangements; Adaptation to Climate Change; Inventory of tourism assets and attractions; Access for All; Property Acquisition; Visitor Satisfaction; Sustainability Standards; Safety and Security; Promotion; Crisis and Emergency Management; and Sustainable Destination Strategy [13].

The “K Farmers” Coffee Plantation Agritourism (hereinafter referred to as CPA) is one of the agritourism objects in West Java Province. This agritourism is managed by “K Farmers”, a farmer group engaged in the creative industry and focuses on coffee commodities. Farming activities start from the cultivation and production of coffee in a garden located Cikawari Village, Pasir Impun, Bandung Regency. As an agritourism business actor, “K Farmers” need to develop agritourism sustainably to maintain their business existence in the market. The sustainable development of agritourism that is carried out is by paying attention to the number of visitors because it is one of the concepts used to ensure the sustainability of a destination [14]. The visitors' perceptions need to be understood by the agritourism management because visitors' perceptions have an important role in assessing the services and facilities in agritourism.

The form of sustainable agritourism development carried out by the “K Farmers” CPA based on the understanding of achievement in Tourism Destination Criteria according to the Sustainable Tourism Guidelines in the Minister of Tourism Regulation No. 14 in 2006. The criteria in this guideline is following the indicators of the Organization in World Tourism of United Nations (UNWTO) and it has received recognition from The Council of The Global Sustainable Tourism (GSTC).

The application of sustainable agritourism is used as an effort to increase the number of tourists who are interested in nature tourism. The “K Farmers” CPA has the low number of tourists in a year and it has not been implemented the sustainable agritourism concept. Thus, by knowing the perceptions of visitors and the achievement of the criteria for sustainable tourism destinations, it is expected that the
“K Farmers” CPA business can develop sustainably and increase the visitors. The objectives of this study is to identify the characteristics of this agritourism seen from the perception of tourists towards "K Farmers" CPA and the “K Farmers” achievements of the indicators of sustainable tourism destinations.

2. Materials and methods

2.1. Materials

The research was conducted in a coffee agritourism business managed by “K Farmers”, located in Mekarmanik Village, Cimenyan District, Bandung District. The design used in this research is qualitative with case study approach. The qualitative design connects the empirical data to a study's initial research questions and ultimately as the logical sequence to its conclusions. The specific design features from the broad philosophical and theoretical perspectives to the quality and validation of a study [15,16]. In qualitative research, any component of the design may need to be reconsidered or modified during the study in response to new developments or to changes in some other component.

In collecting and analysing data, developing and modifying theory, elaborating or refocusing the research questions, and identifying and addressing validity threats, there usually all going on more or less simultaneously each influencing all of the others [16]. A research strategy comprises an all-encompassing method-covering the logic of design, data collection, techniques, and specific approaches to data analysis in case study [17]. The respondents were the visitors to the “K Farmers” CPA who had visited at least once in 2019 and provided an e-mail address in the visitor data. The sample in this study was a non-probability with the accidental sampling technique. The number of samples used in this study was 45 respondents. The questionnaire given to the respondents was contained 29 questions, namely 13 questions regarding visitor characteristics and 16 questions regarding visitors' perceptions of agritourism. This depiction of visitor perceptions was based on visitors' perceptions of the attractions, accessibility, facilities, and support services of agritourism [18]. Each answer to the visitor's perception was given an assessment or scoring using a Likert scale, namely Strongly Disagree (STS) is given a score of 1, Disagree (TS) 2, Doubt (R) 3, Agree (S) 4, and Strongly Agree (SS) with a score of 5.

2.2. Methods

The data we re analysed using descriptive analysis to expose the characteristics and perceptions of the “K Farmers” CPA visitors and see the achievement of tourism destination criteria by describing the state of agritourism on the results of interviews and site observations base. The data were analysed by the indicator of perception indicator, with the formula:

\[
\text{Index Value} = \frac{(F_1 \times 1) + (F_2 \times 2) + (F_3 \times 3) + (F_4 \times 4) + (F_5 \times 5)}{5}
\]

where:

F1 : number of strongly disagree response  
F2 : number of disagree response  
F3 : number of doubt response  
F4 : number of agree response  
F5 : the number of respondents who answered strongly agree

Then the index is grouped into three criteria, namely low, medium, and high categories. The perception index value obtained is:

9 – 20 : Low  
21 – 32 : Moderate  
33 – 45 : High

3. Results and discussion
The “K Farmers” CPA is one of “K Farmers” leisure business units. This agritourism is located in area of Manglayang Mountain, Bandung Regency, with an 1,200 meters altitude above sea level and an average temperature of 20 °C, with an agritourism area of 2.5 hectares. This agritourism is a small batch with a maximum number of visitors for each batch of 20-30 people. This agritourism is not intended as a mass tourist destination, but it has a predetermined target market, namely coffee connoisseurs or coffee lovers, and people in the coffee industry. The main attraction offered by the CPA “K Farmers” in agriculture sector is education about civet coffee by observing the care of the civets carried out by “K Farmers” directly.

The tourism objects offered by this are (1) Gather at the Bumi K meeting point, which is located at Jln. Balong No. 55, Cimenyan, Bandung, (2) Coffee stories explained directly from K Farmers starting from coffee cultivation to the post-harvest process, (3) Civet Feeding, where visitors feed and interact with the "K Farmers" civet, (4) "Take Cherries" is a fun game where visitors compete in choosing the right and good cherry coffee, (5) "Guardian Coffee" is an activity to grow coffee plants together with the aim of increasing visitors’ awareness of coffee plants as conservation plants, (6) Eating lunch together in the garden, and (7) the basics of cupping and brewing, including the provision of materials on how to brew coffee properly and knowledge of coffee cupping and the flavours contained in coffee.

The first part contains questions about the visitor's characteristics of the “K Farmers” CPA. The characteristics of agritourism visitors are shown in Table 2. Based on Table 2, it is known that agritourism visitors as a whole have an age range of 21 to 40 years and are dominated by men. This could be due to the fact that in general, respondents to studies on coffee consumption were dominated by male respondents [19,20]. The majority of visitors come from outside Bandung District, are unmarried and have no family dependents. Lastly, agritourism visitors have the last education level of SMA and S1 with the majority at the age of students and college students those born in 1995-2010 or Generation Z [21].

| Number | Characteristics of Respondents | N  | Percentage (%) |
|--------|--------------------------------|----|----------------|
| 1      | Age                            |    |                |
| 21 – 30|                                | 36 | 80             |
| 31 – 40|                                |  9 | 20             |
| 2      | Gender                         |    |                |
| Male   |                                | 27 | 60             |
| Female |                                | 18 | 40             |
| 3      | Domicile                       |    |                |
| Bandung City |                          | 13 | 29             |
| Bandung District |                          |  3 |  7             |
| Outside Bandung District |              | 29 | 64             |
| 4      | Marital Status                 |    |                |
| Married |                                | 11 | 24             |
| Single  |                                | 34 | 76             |
| 5      | Dependents in the Family       |    |                |
| 0      |                                | 34 | 76             |
| 1 – 2  |                                |  9 | 20             |
| 3 – 4  |                                |  2 |  4             |
| 6      | Last Education Level           |    |                |
| High School |                              | 16 | 36             |
| Undergraduate |                          | 29 | 64             |
| 7      | Profession                     |    |                |
| Civil Servant |                            |  6 | 13             |
| Private employees |                      | 14 | 31             |
| Entrepreneur |                            |  6 | 13             |
Based on income, it is known that visitors have various income levels with the majority of the monthly income ranges from IDR 1,000,000 to IDR 2,500,000.00. Likewise, the monthly visitor expenditure level is also dominant in the range of IDR 1,000,000.00 to IDR 2,500,000.00. The price of tour packages offered by K Farmers starts from IDR.150,000 per person. Thus, it can be said that the “K Farmers” CPA is in demand by various groups of visitors and the package prices set are affordable for visitors.

The lifestyle of visitors can be seen from the hobbies, the communities they participate in, activities carried out during holidays, and the information media used by visitors. The majority of visitors have a hobby of watching movies, and the dominant community followed by visitors is the student community.
During holidays, the majority of visitors choose to visit natural attractions, so that there is a match between the activities offered by the “K Farmers” CPA with the preferences of visitors in activities carried out during holidays. As most visitors choose to use social media as their source of information, the “K Farmers” CPA should develop their social media in terms of promotion, especially the promotion of their coffee agritourism.

The second part of the questionnaire is about visitors' perceptions about the “K Farmers” CPA. This perception is divided into visitors' perceptions of the attractions, accessibility, facilities, and support services of agritourism. The perception of visitors to agritourism attractions shown in Table 3.

Table 3. Visitor perceptions of agritourism attractions.

| No. | Agritourism Attractions                                           | Total score | Index value | Category |
|-----|------------------------------------------------------------------|-------------|-------------|----------|
| 1   | Attraction in agritourism is very interesting                    | 174         | 35          | High     |
| 2   | The scenery in the K Farmers coffee is very beautiful           | 189         | 38          | High     |
| 3   | The available attractions have supported the desire to know coffee | 176         | 35          | High     |
| 4   | Feel satisfied with the attractions available                   | 169         | 34          | High     |
|     | Total                                                           | 708         | 35          | High     |

Overall, visitors' perceptions of the attractions in “K Farmers” CPA are in the high category, with an index value is 35. Therefore, it can be said that the attractions are very good. Visitors also feel that the available attractions have supported the visitors' desire to increase their knowledge about coffee. Thus, the goal of the “K Farmers” CPA in educating visitors about coffee can be achieved properly.

Table 4. Visitor perceptions of agritourism accessibility.

| No. | Agritourism accessibility                                           | Total score | Index value | Category |
|-----|------------------------------------------------------------------|-------------|-------------|----------|
| 1   | The location is easy to reach                                     | 159         | 32          | Moderate |
| 2   | Feel comfortable on the way to the location because of the beautiful surrounding scenery | 170         | 34          | High     |
| 3   | Don't mind having to pay additional transportation costs when visiting | 151         | 30          | Moderate |
|     | Total                                                           | 480         | 32          | Moderate |

Table 4 shows that the perception of visitors regarding the accessibility of the “K Farmers” CPA included in the medium category, with an index value is 32. That is due to the location of agritourism, which according to visitors, is not too easy to reach, and incomplete agritourism packages available so that visitors feel few object to providing their accommodation or increasing the cost accommodation by using other transportation services. However, visitors still enjoy the trip to the agritourism location. It is because the scenery around the trips to a beautiful agritourism location makes visitors comfortable.

The perception of visitors about agritourism facilities in Table 5 as a whole is well, with a perception index value of 33. In general, according to visitors, the existing facilities are very well and cleanliness is very well maintained, especially in the facilities for places of worship and parking lots at agritourism locations. Meanwhile, in the bathroom facilities, visitors feel that these facilities are still be improved to be better.
Table 5. Visitor perceptions of agritourism facilities.

| No | Agritourism facilities                                                                 | Total Score | Index Value | Category |
|----|--------------------------------------------------------------------------------------------|-------------|-------------|----------|
| 1  | In general, the facilities on agritourism are good available                               | 167         | 33          | High     |
| 2  | Bathroom facilities at the agritourism location are good                                   | 156         | 31          | Moderate |
| 3  | The facilities for places of worship at the agritourism location are good available        | 165         | 33          | High     |
| 4  | Cleanliness of facilities is well maintained                                               | 177         | 35          | High     |
| 5  | The parking lot at the agritourism location is good available                               | 163         | 33          | High     |
|    | Total                                                                                     | 828         | 33          | High     |

Table 6. Visitor perceptions of agritourism support services.

| No | Agritourism Support Services                                                                 | Total Score | Index Value | Category |
|----|--------------------------------------------------------------------------------------------|-------------|-------------|----------|
| 1  | The tour packages provided are quite complete                                                | 161         | 32          | Moderate |
| 2  | The promotion carried out by the agritourism is good                                       | 154         | 31          | Moderate |
| 3  | The agritourism is easy to contact                                                          | 164         | 33          | High     |
| 4  | My complaints about agritourism can be responded well                                       | 170         | 34          | High     |
|    | Total                                                                                      | 649         | 32          | Moderate |

The perception of visitors about agritourism support services is in the moderate category, with an index value of 32. Visitors feel that the “K Farmers” CPA is easy to contact, and visitors’ complaints can be responded well. However, visitors felt that the tour packages provided by the “K Farmers” CPA was incomplete since the attractions at the “K Farmers” CPA was not same, depending on the time of the visit and the tour package chosen by the visitor. Apart from that, visitors also felt that the promotions applied by the “K Farmers” CPA was not great enough. This is because the design of agritourism development is still ongoing, so there are still some services that have not been implemented optimally, especially on information about agritourism. Fixing this issue, the “K Farmers” CPA plans to have regular promotions on social media.

After the visitor’s perception has been identified, then the next step is to identify the characteristics of the “K Farmers” CPA through the achievement of sustainable tourism destinations criteria. Based on the Sustainable Tourism Destinations Guidelines in the Tourism Minister Regulation No. 14 in 2016, the tourism destinations criteria have been achieved by the “K Farmers” CPA shown in Table 7.

The “K Farmers” CPA has started the operations in October 2017, and during its operation, the agritourism business development strategy is still in the design stage. This development strategy is divided into three terms, specifically long term, medium term, and short term. All terms have regarded to environmental, economic, social, cultural, quality, safety, and health issues. This agritourism activity is directly managed and monitored by the owner and operational manager of “K Farmers”, who coordinates with the local community and government. Regarding the legal provisions, “K Farmers” have complied with the legal requirements as a farmer group with registered agritourism as one of the business units it manages.
Table 7. Achievement of sustainable tourism destination criteria for agritourism k farmers coffee plantation.

| No | Criteria                                                      | Achieved | Not achieved |
|----|---------------------------------------------------------------|----------|--------------|
| 1  | Strategy of Sustainable Destination                          | ✓        |              |
| 2  | Organization of Destination Management                       | ✓        |              |
| 3  | Monitoring                                                   | ✓        |              |
| 4  | Management of Seasonal Tourism                               | ✓        |              |
| 5  | Adaptation to Climate Change                                 | ✓        | ✓            |
| 6  | Criteria for Inventory of Asset and Tourist Attractions      | ✓        |              |
| 7  | Planning Arrangements                                        | ✓        |              |
| 8  | Access for All                                               | ✓        |              |
| 9  | Property Acquisition                                         | ✓        |              |
| 10 | Satisfaction of Visitor                                      | ✓        |              |
| 11 | Standards of Sustainability                                  | ✓        |              |
| 12 | Safety and Secure                                            | ✓        |              |
| 13 | Management of Crisis and Emergency                           | ✓        |              |
| 14 | Promotion                                                    | ✓        |              |

In developing and implementing agritourism, “K Farmers” has not collaborated with the Tourism Office or the Ministry of Tourism, so there is no further understanding of sustainable tourism assessment, especially on standards sourced from the Ministry of Tourism. This point becomes the reason why the criteria for adaptation to climate change and crisis and emergency management were not achieved. Meanwhile, the inventory criteria were not achieved due to the general inventory of assets owned by K Farmers, namely the entire business units it owns. The location of agritourism is in a mountainous area with topographical conditions that are less supportive for persons with disabilities and individuals with special needs, which becomes the reason for not achieving access criteria for all.

4. Conclusions

Based on the findings, the perception of the “K Farmers” CPA visitors overall are well. Some improvements need to be made by “K Farmers” based on the perception of visitors, namely the access and support services for agritourism. Meanwhile, based on the criteria for sustainable tourism destinations, the “K Farmers” CPA has achieved all the existing criteria, except for adaptation to climate change; access for all; crisis and emergency management; and tourism assets and attractions inventory.

This research implies that agritourism business owners need to pay attention to sustainable destination guidelines as a reference in developing their business and realize the management of protection, utilization, and development of the area as a sustainable tourism destination. This research is inseparable from limitations or obstacles. The limitations experienced are the sample research is small, and communicating with visitors whose arrival cannot be determined is difficult. A suggestion for further research is to increase the number of samples, add indicators to each variable to clarify the explanation.
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