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Preface

Coffee consumption has evolved beyond being merely a choice of beverage to become a multi-faceted phenomenon linked to social interaction, lifestyle, the pursuit of experience and the expression of identity. The fifth-wave coffee movement, which has gained prominence particularly in recent years, represents a new approach within the coffee sector through the use of high technology, boutique coffee environments, customer-centricity, experience design and a philosophy of continuous improvement. In this context, HoReCa establishments—encompassing hotels, restaurants, and cafés—stand out as one of the most visible areas of application for this transformation.

This study examines the factors influencing consumer preferences regarding HoReCa establishments that have adopted the fifth-wave coffee movement, and whether these preferences vary according to demographic variables. Within the scope of the research, factors such as the taste of the coffee, the technological equipment used, aesthetic presentation, personalised brewing methods, the atmosphere of the venue, opportunities for socialising, representation of social identity, and sustainability were evaluated. Furthermore, the role played by the findings in explaining consumers' tendencies towards

such establishments was interpreted within the framework of the Expanded Self Theory.

The growing prominence of experience-oriented consumption today has led to coffee consumption becoming one of the ways in which individuals express themselves. Consequently, the fifth-wave coffee movement influences not only coffee production and serving processes but also consumer expectations, business strategies and marketing approaches. It is intended that this research, conducted in this context, will contribute both to businesses operating in the coffee sector and to the relevant literature. In particular, it is considered significant for a better understanding of consumer profiles, enabling businesses to develop strategies tailored to their target audiences and gain a competitive advantage.

It is assessed that the findings obtained from the research will serve as a guide for HoReCa businesses adopting the fifth-wave coffee approach in accurately analysing consumer expectations, improving service design, and creating effective marketing strategies. Furthermore, it is expected that this study will serve as a resource for future research on coffee trends, consumer behaviour, and the HoReCa sector.

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Introduction

Coffee consumption has been characterised by specific trends throughout the period from the early 20th century to the present day. According to a study conducted by the company Allegra (2019), covering the period from the mid-2010s to the present; the proliferation of boutique coffee environments, a focus on excellence and continuous improvement, customer-centricity, the use of technology, and a focus on creating experiences for customers, alongside changes in purchasing behaviour and motivations (Tüzün, 2018), this period has been described as the 5th wave coffee movement. As the 5th wave coffee movement is a new concept and a lack of literature on the subject has been identified, the focus of this research is the 5th wave coffee movement. This is because, whilst coffee service providers today meet individuals' need for socialisation (Alnar, 2021), entrepreneurs wishing to establish a coffee business are unable to secure sufficient financial support (Tüysüz, 2020). However, what defines the fifth-wave coffee experience is not so much the product consumed as the venue itself, and producers play a key role in the design of these venues (Anlı and Yavan, 2019). Yet, the number of coffee venues that individuals view as an escape from the pressures of a hectic work schedule, stress and anxiety remains limited. For example, in the hotel sector—a

component of the tourism industry—the issue of stress affects employees across all positions, including both blue-collar and white-collar staff (Kumaş and Çallı, 2022), and employees in all departments are exposed to it at varying levels (Kumaş, 2020) However, it is known that individuals are unable to fully identify the sources of their stress and tend to adopt an evasive attitude (Kumaş and Çallı, 2024). Consequently, it can be surmised that individuals choose coffee consumption venues to spend pleasant time in an effort to escape these negative environments.

Within the scope of this research, the fifth-wave coffee movement has been examined from the perspectives of both consumers and business owners. The subject of the research is the potential variation in consumers' preferences for businesses adopting the fifth-wave coffee movement according to demographic variables. To this end, consumers of hotels, restaurants, and cafés (HoReCa) in Istanbul that have adopted the fifth-wave coffee movement will form part of the study's sample.

Consequently, this study aims to examine consumers of hotels, restaurants and cafés (HoReCa) in Istanbul that have embraced the fifth-wave coffee movement, with the aim of identifying potential differences in their preferences for these establishments based on demographic variables. The findings obtained from the research will be interpreted within the framework of the Expanded Self Theory. This will enable businesses serving different groups to determine marketing strategies based on consumer profiles.

1. Coffee Plant

Originating in Ethiopia, coffee is an endemic plant. It grows naturally at altitudes ranging from sea level to two thousand metres. The plant is green in colour and bears red berries, from which the beans are extracted. A single tree yields between one and a half and two and a half kilograms of fruit. Although there are many subspecies of the coffee plant, the most common are Coffea Arabica and Coffea Robusta. The stimulating and invigorating properties of coffee are among its most notable characteristics (Serim, 2015:21). Coffee is a plant that grows in warm countries and climates and resembles the laurel plant. The coffee tree reaches its most productive phase between the ages of 8 and 12. It has oval leaves approximately 10 to 12 centimetres long and small white flowers with a jasmine-like scent. When the coffee fruit ripens, it turns red. Inside the fruit, there is a pair of coffee beans. Five to ten of these beans weigh one gram. Rarely does a single round coffee bean emerge from a single coffee fruit. For this reason, it is a sought-after type of bean as it retains its aroma better than standard coffee beans during the roasting process. The yellowish-green coffee beans are roasted at 200 degrees for 8 to 12 minutes. During the roasting process, the beans lose 20 per cent of their weight and expand to between

15 and 20 per cent of their original size. The caffeine content in coffee beans is 0.9 per thousand (Serim, 2015:21).

Coffee is roasted to enhance its aroma. In its raw state, it is not as aromatic as it is after roasting. Coffee should be processed and ground whilst fresh after roasting. Otherwise, the aroma may be lost. In the 2000s, 90% of the coffee trade involved Coffea Arabica and Coffea Liberica. The Coffea Arabica tree grows to a height of 5 to 8 metres, is spherical in shape, and has a diameter of 1.6–1.8 centimetres. The Coffea Arabica's native habitat is the mountains of Ethiopia, and coffee is harvested in the tropical regions of Ethiopia. The Coffea Liberica tree, on the other hand, can grow up to 15 metres tall, with leaves reaching up to 30 centimetres in length. The tree's fruits are oval-shaped and can be up to 2.5 centimetres long (Baytop, 2001:44). The Coffea Robusta plant, on the other hand, is primarily found in regions of Asia and Oceania with a tropical climate, at altitudes of 600 to 800 metres. The plant, which can reach a height of 10–12 metres, produces beans that are smaller and rounder than those of Coffea Arabica and contain a higher caffeine content. Due to its woody flavour, it is not particularly favoured by coffee growers (Günal, 2001:177). However, it is said that Coffea Liberica is an important component of the global coffee trade. It is claimed that Coffea Arabica accounts for 70% of the coffee consumed worldwide (Koz, 2011:14).

2. A Brief History of Coffee and Coffee Consumption

Regarding the etymology of the word 'coffee', a quotation is taken from the dictionary titled 'Kamus Tercümesi'. It is known that the original meaning of the word 'coffee' was 'wine' and that this meaning derives from the word 'kahy', which means 'to quench thirst'. Today, however, it is consumed for pleasure and enjoyment, and in various languages, the word carries meanings such as satisfaction, pure milk and aroma (Bostan, 2001:202). The Arabic word 'qahwa', used for coffee, also means wine. Furthermore, it is known that the word "bunn" is also used to refer to coffee beans. As for the origin of the word "coffee", it is said to be of Hebrew origin and to mean "dark". Additionally, Arabic linguists believe the word derives from the verb "qahiya", meaning "to lose one's appetite" (Tunç, 2014:3-4).

Coffee arrived in Islamic lands in the mid-15th century. This was because it was emphasised that coffee kept the body alert and vigorous during worship and reading (Bostan, 2001:203). Once the spread of coffee began, the Arabs started to investigate its origins. However, conflicting information has emerged on this subject (Hattox, 1988:12). For example, Abu al-Tayyib al-Gazzi recounts that Solomon was the first

person to benefit from coffee during his travels. According to the account, Solomon arrived in a town where people had fallen ill with an unknown disease; on the orders of the angel Gabriel, he roasted coffee beans in Yemen, prepared a drink from them, and gave it to the sick, thereby curing them. Abu al-Tayyib concludes his account by noting that coffee was completely forgotten until the beginning of the 16th century AD (Hattox, 1988:12). There is also a story that the angel Gabriel brought coffee to the Prophet Muhammad to cure his illness (Heise, 2001:15-16). As for the discovery of coffee in Europe, in the 17th century a shepherd noticed a change in the behaviour of the sheep in his flock and concluded that this change was due to the consumption of the coffee plant (Hattox, 1988:12-13). According to Hattox, the legends surrounding the history of coffee converge on two key points. The first is that its history is rooted in Yemen; the second is that in most accounts, coffee is associated with Sufis. This is because coffee plays a significant role in the religious practices of Sufis. The plant they used, known as 'kat', was made neither from coffee beans nor their husks, yet it had an effect similar to coffee and was called 'qahwa' (Hattox, 1988). It is therefore possible to say that there are controversial arguments regarding the emergence and spread of coffee.

It is known that coffee consumption began in Egypt in 1510 and subsequently spread to Istanbul in the following years (Koz and Kuzucu, 2015:35). During the Ottoman period, coffee became a familiar feature through coffeehouses. Following the opening of the first coffeehouses in Istanbul in the 16th century, many more were established. Consequently, unlike the slow progression of coffee consumption in the Middle East, it is fair to say that coffee spread rapidly across Ottoman territories. Coffee began to gain popularity during the Ottoman period with the proliferation of coffeehouses, where people could socialise (Karababa and Ger, 2011:745).

Although there are debates in the literature regarding the rise in coffee's popularity, the fact that coffee consumption served as a means of socialising is a clear justification. Indeed, coffeehouses were also favoured as meeting places for writers (Baykal, 1981:258–259). During the reign of Sultan Suleiman the Magnificent, the Ottomans brought both shores of the Red Sea under their control, securing access to the ports of Ethiopia and Yemen. Ottoman control over the region led to the resolution of local issues and an increase in both coffee production and the profits derived from it (Koz and Kuzucu, 2015:37).

Coffee reached Europe through politics and wars. Pierre de la Roque, who arrived in Istanbul in 1644, took the basic equipment used in coffee-making to Marseille, where he served this healthy beverage to his guests. The beverage initially attracted interest from a limited circle, primarily comprising doctors. Over time, it gained popularity across social strata. During that period, coffeehouses served as meeting places for intellectuals, and coffee was consumed as a beverage by a small segment of society. Süleyman Ağa, the Ottoman ambassador, introduced coffee to the French nobility in 1669; upon his return to the Ottoman Empire, the chief coffee master remained in Paris and opened a coffeehouse (Kuzucu and Koz, 2015:101; Yılmaz, 2011:591–593).

3. Coffee Trends

As coffee began to be consumed as a popular beverage, numerous traditional and modern brewing and consumption methods emerged. Coffee generations were first addressed by Skeie (2003). In the 18th century, with the imposition of excessive taxes on tea in England, coffee consumption began as a means of protest (Josh, 2018). During this period, coffee consumption increased and, over the years, it became a popular beverage and a means of socialising. For people who spent a great deal of time grinding and roasting coffee at home, the emergence of the first commercial coffee shops through Folgers and Maxwell House created a surge in popularity (Josh, 2018). Subsequently, over the years, distinct coffee waves emerged.

During the first wave of coffee, coffee could be taken home in vacuum-sealed packets and was available in instant forms (Kiewiet, 2016). In this period, consumption was prioritised over quality. Consumption increased thanks to the discovery of the vacuum-sealed packaging system by Austin and R.W. Hills, which enabled coffee to be packaged (Akkaya, 2019). The rise in coffee consumption eventually necessitated the production of higher-quality coffee to generate revenue for businesses, as greater profits were required (Josh, 2018). Consequently, instant coffees began to lose their popularity (Kotler et al., 1999). For example, Max Morgenthaler spent

seven years working on preparing coffee in a form that could be consumed simply by adding water, resulting in the creation of the product Nescafé, which was introduced to the market as an alternative to tea in restaurants. In the 2000s, international coffee chains entered our country, leading to a revival in coffee consumption in Turkey (Hsiao, 2019).

During the second wave of coffee, in the 1960s in the US, Alfred Peet's approach to coffee—viewing it not merely as a drink but as a craft—came to the fore. Criteria such as the source of the coffee and the most suitable roasting method were of great importance in the second wave of coffee. The emergence of Starbucks played a significant role in this movement. Starbucks was established in 1984 by Alfred Peet, who expanded the brand by acquiring knowledge of coffee roasting techniques. During this phase, espresso began to be consumed frequently (Akkaya, 2019). American-style coffee consumption began with the initiatives of CEO Howard Schultz, who transformed Starbucks from a business that merely sold coffee beans to restaurants. In Turkey, however, it entered people's lives with the opening of the first Starbucks branch in 2003. This allowed people to discover shops where they could both relax and work (Kaptan, 2013). Thanks to Starbucks, coffee consumption has evolved from merely representing a product to becoming an experience (Merdin, 2017). 'Latte art'—which enables the creation of various symbols on coffee through the combination of espresso and frothed milk—also emerged during the second wave (Noemi, 2015). During this wave, businesses such as Starbucks also provided training in barista skills and sign language (Anlı and Yavan, 2019).

The third wave coffee era emerged due to a special interest in coffee and an increase in consumers' awareness of the subject (Dinçer et al., 2016). In this wave, the key focus is on making consumers feel special (Guevara, 2017). A key

characteristic of third-wave coffee businesses is sourcing coffee based on its origin (Kiewiet, 2016). At the same time, consuming high-quality coffee with a strong brand image is a key feature of this wave (D'Costa, 2011). Indeed, under the scale established by the Specialty Coffee Association of America (SCAA) to grade speciality coffees, those scoring 80 points or above are classified as speciality coffee. In this wave, as both consumers and business owners belong to a highly conscious demographic, consuming and serving good coffee is of paramount importance (Liu, 2016). Furthermore, at this stage, it is also important for the coffee to be single-origin, organic, and sourced through fair trade (Liu, 2016). Third-wave coffee shops embrace a small-business culture, with shops located in side streets and small premises (Akkaya, 2019); their interior design features dark-coloured walls, patterned tiled floors and the use of wood (Uluengin, 2016).

The fourth-wave coffee era represents a sustainable, traceable and technology-integrated version of the third-wave coffee movement. Whilst innovation and an experimental focus are key in the fourth wave (Yavuz, 2023), new brewing technologies are utilised. At the same time, environmentally friendly production is emphasised. Fair trade remains a key consideration in the fourth wave. Under the fair trade framework, coffee is not merely sold as a consumer product; rather, it is treated as part of a package that includes other items such as books and music (Hartmann, 2011).

In the fifth-wave coffee era, high-quality coffees are served in a standardised manner using state-of-the-art machinery. Saruhan Holding, which defines itself as the first representative of the fifth-wave coffee movement, aims to maintain its standard quality through an innovative brewing system utilising state-of-the-art technology (Coffee Magazine, 2020). The coffee movements are summarised in Table 1 below.

Table1: Coffee trends

FOCUS	1ST GENERATION TRADITIONAL COFFEE CULTURE	2nd Generation Branded Chains	3rd Generation Artisan Coffee	4TH GENERATION: THE SCIENCE OF COFFEE	5th Generation Coffee Business
Period	20th century	Mid-1990s	Mid-2000s	Early 2010s	Post-2010
Characteristics	-Commodity-driven -Mass consumption -Dominance of bulk-brewed filter coffee -The introduction of instant coffee	-The rise of branded chain concepts -The spread of coffee shop culture -The customisation of espresso-based products -The development of third-wave coffee house environments -Globalisation	-Craft-focused -The importance of micro-roasting -Recognition of coffee craftsmanship -Ensuring transparency	-Scientific methods and principles -Accuracy and measurement in brewing -A deep understanding of the characteristics of coffee and ingredients -Attention to water chemistry -Advanced equipment	-The proliferation and characterisation of boutique coffee environments -Focus on excellence and continuous improvement -Commercially focused -Customer-centric -Investment in technology and team development
Operator type	Retail/supermarket brands	Coffee house/chain brands	Independent artisan cafés and roasters	In-house speciality roasting	Concepts that spark interest
Defining the characteristic	Functional	Lifestyle	Craft	Science	Desire
Defining the customer experience	Refuelling	Pleasure	Love	Research	Experience

Source: (Allegra, 2019).

4. The Theory of the Expanded Self

The concept of self is closely associated with the concept of personality within the field of psychology. Perceived as the way an individual defines themselves, the self constitutes the sum of the individual's responses regarding how they view themselves from an external perspective. Self is examined in two dimensions: the real self and the ideal self accepted by society (Odabaşı and Barış, 2004). Within the framework of the self, the concept of self-monitoring clarifies the theory. Individuals who engage in high levels of self-monitoring are those who care about how they are perceived by others and value the opinions of others. Individuals with low levels of self-monitoring, on the other hand, act in the way they wish to be rather than focusing on the thoughts of others (Odabaşı and Barış, 2004). The consumer's concept of self is explained and categorised in Table 2.

Table2 : The consumer's self-concept

	Real Self	**Ideal Self**
Self-concept (inner self)	How I see myself	How I want to see myself
Social self (external self)	How do others see me	How do I want others to see me

Source: (Hawkins et al., 1998).

According to Table 2, how we see ourselves and how society sees us constitute our true self, whilst how we wish to see ourselves and how we wish to be perceived by others constitute our ideal self. Our thoughts about ourselves form our inner self, whilst others' thoughts about us form our outer self. As individuals are social beings, they spend their lives navigating between their true self and their ideal self.

The Expanded Self Theory was first proposed by Russell Belk (Belk, 1989:139; Belk 1988:2). The theory emerged in response to the changes wrought by postmodern conditions on consumers. In other words, a series of expectations—such as the desire for ostentation, belonging to a group, and avoiding exclusion—form the starting point of this theory. According to Belk, individuals come to regard the products they purchase as if they were part of themselves after a certain period. In other words, the products they purchase are viewed as part of their personality and as characteristics that define them. Consequently, this new sense of self is defined as the 'extended self' (Belk, 2016:130). The extended self is not merely shaped by the objects and items in an individual's surroundings; the thoughts and attitudes of the people around them also shape the extended self (Mittal, 2006:551). This is because, as an individual is a social being, they are able to form a sense of unity with the people around them. The thoughts of the individual's social environment regarding the individual form their avatar—that is, a reflection—within the social environment (Belk, 2016:2013). Consequently, the extension of the self depends on the objects and characteristics the individual possesses in both the real and virtual worlds (Perez et al., 2010:220). Eckhardt (2000) has described the individual's interaction with the objects they possess as follows.

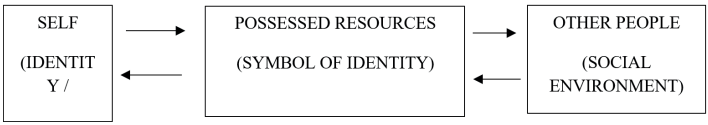


Figure1 : The mediating effect of possessions on the self and the environment (Eckhardt, 2000)

According to Figure 1, there is a two-way interaction between the individual, the possessions they own, and other people. Individuals position themselves in society—either positively or negatively—based on how they define themselves, what others think of them, and the possessions they own.

The theory was initially developed to explain consumer behaviour. Subsequently, its relationships with concepts such as perceived self and ideal self were examined (Noble and Walker, 1997; Tian and Belk, 2005:298). In subsequent years, the extended self was linked to the virtual environments provided by digital technologies, drawing on Belk's definition of avatars in virtual environments (Schultz, 2014:142–245). Furthermore, the self varies according to time, place and the person with whom one is communicating (Aaker, 1999). For example, people tend to define their identities and personality traits in relation to entities and objects they feel close to and love (Solomon, 2004). Similarly, individuals who are likely to engage in purchasing behaviour tend to align their ideal selves with brands through which they can define themselves (Sirgy, 1982). In studies on product-self and image congruence, variables such as brand preference, loyalty, and attitudes towards advertising, sponsorships, the image and preference of the point of sale, personality traits, and purchasing tendencies, as well as cultural differences, have been utilised (Yağcı and Çabuk, 2018).

In this study, the extended self-concept theory will be utilised to explain the levels of variation in consumers' preferences for hotels, restaurants and cafés (HoReCa) that embrace the fifth-wave coffee movement, based on demographic data. This is because the theory emphasises that, as members of society, individuals' preferences and decisions are shaped by the influence of other members of society. At this point, this research will make it possible to explain which demographic factor exerts a potential influence on individuals' self-concepts, thereby accounting for the differences in their decisions. This is because, when making choices regarding hotels, restaurants and cafés, individuals may cite a range of factors—such as the use of technology, popularity, and distinctiveness from other coffee establishments—as reasons for their preference for 5th-generation coffee businesses.

5. Background of the Research

Although coffee consumption carries a traditional connotation for Turkish societies, particularly in the context of 'Turkish coffee', the inclusion of modern coffee varieties means that self-service establishments today represent a habit individuals choose to socialise, relieve stress and enjoy their time. Consequently, drinking Turkish coffee represents a flavour and ritual to which Turks are accustomed by virtue of their nationality. Indeed, in Istanbul, individuals consume the most Turkish coffee and filter coffee, predominantly in chain restaurants (Yüksel et al., 2022). The reasons why individuals choose the venues where they consume coffee are significant for businesses to strengthen their marketing strategies. In this way, consumers will shape their consumption preferences by receiving higher-quality service. Indeed, Akyıldız and colleagues (2023) divided coffee consumption venues into two categories—consumption and reading areas—to create a distinctive impact on customer satisfaction, highlighting the necessity of elements such as acoustics, lighting and comfort in reading areas, for example. However, on the other hand, the pandemic period, during which individuals were unable to leave their homes, initiated a process that led them to attempt making the coffee they enjoyed in cafés at home (Danışmaz, 2021). In other words, customer and potential consumer satisfaction

remains a priority under all circumstances. Indeed, 'customer-centricity', a component of the 5th wave of coffee, has brought to the fore business models that prioritise customer satisfaction whilst considering environmental sensitivity—a concept reflecting the Marketing 5.0 philosophy (Sasanadigital, 2025). Indeed, sustainability holds a significant place within coffee movements (Allegra, 2019). Consequently, the aim here is to examine environmentally conscious businesses alongside the fifth-wave coffee movement. This is because individuals who exhibit environmentally conscious behaviour expect similar conduct from the restaurants they visit. Individuals identify the businesses they patronise with their own sense of self. In recent years, the service sector has been defined in the literature as HoReCa (Hotel, Restaurant, Café), encompassing hotels, restaurants and cafés. Almost all HoReCa-themed studies in the literature address environmental sustainability. The concept of sustainability is not limited solely to environmental sustainability; gastronomic sustainability is also included. For example, in a study on the food crisis by Urgancı (2022), date and carob seeds were tested as alternatives to coffee beans, and it was concluded that they were well-received . Consequently, the reasons why consumers choose a service are shaped by their identification with the quality of service they have previously received or witnessed through others. Thus, consumers will tend to choose a similar service again. For example, using date seeds instead of coffee beans seems reasonable to an individual who advocates for food sustainability; this will influence satisfaction and increase the likelihood of repeat purchases. In general, it can be said that coffee consumption is undertaken to escape negative conditions and emotions such as stress, to enjoy one's time, to socialise, and to feel special. At this point, a range of factors—such as the sustainability approach during coffee production, its flavour, presentation, and the atmosphere of the environment in which it is consumed—play

a decisive role in individuals' coffee consumption preferences. However, it is not known which criteria related to coffee, by appealing to which group within the target audience, play a role in HoReCa preferences.

6. Research Question, Hypothesis Development and Research Model

In recent years, coffee has become one of the most popular topics in the literature. One of the key points emphasised by the fifth-wave coffee movement is the customer experience (Allegra, 2019). Indeed, in self-service coffee shops, when customers feel valued, they tend to overlook low service quality and the experience itself, and are more likely to return (Bayhan and Akdağ, 2024). Moreover, coffee shops have been described as locations that individuals visit under the pretext of drinking coffee (Kahya and Çiftçi, 2022). However, coffee consumption preferences also vary due to social and cultural differences between the X, Y and Z generations (Doğan and Atsız, 2024). This is because the spaces individuals find appealing essentially reflect the social values and cultures to which they belong, thereby fostering a sense of connection (Augé, 2016). Indeed, within the third-wave coffee movement, individuals perceive coffee consumption venues as indicators of social status (Türkyılmaz, 2020). According to the theory of the 'idle class', coffee venues serve as a tool for individuals to communicate their personal tastes to others via social media posts (Genç and Çakırtaş, 2024). Consequently, the design of coffee venues is a primary criterion

for individuals to experience a quality coffee experience. On the other hand, in the coffee retail sector, tactile satisfaction, sound and taste trigger the tendency towards purchase-driven behaviour (Ertem, 2022). Consequently, effective design in the venues where individuals go to consume coffee can enable the business to achieve sustainable profitability by motivating the consumer to take action . In this study, regarding hotels, restaurants and cafés (HoReCa) – which represent coffee consumption venues – the literature predominantly focuses on waste management (Torrejón-Ramos et al., 2025; Sigala et al., 2025; Gladysz et al., 2020; Vizzoto et al., 2020; Wang et al., 2018), sustainability (Ceynowa et al., 2023; Di Pierro, 2023; Buczacki et al., 2021), food safety (Casolani and Del Signore, 2016), ecological footprint (Li et al., 2019; Wang et al., 2018), supply chain (García Madurga et al., 2021) and emotional intelligence among employees (Çetin and Karakaş, 2021). However, the HoReCa concept has not been addressed in conjunction with the fifth-wave coffee movement. Yet, in the fifth-wave coffee movement, sustainability in coffee production is another attractive factor for potential consumers. This is because individuals feel the need to express and define their identities by choosing coffee-serving establishments where they can socialise, particularly those businesses that stand out for their environmental consciousness. This is because consumers predominantly share the venues they visit via their social media accounts, thereby conveying their consumption preferences and presenting an image of themselves through the venues they frequent. Furthermore, in the literature, consumer preferences regarding coffee-serving establishments have not been examined in relation to demographic variables, with the exception of one study (Köse et al., 2022). According to the research findings closest to the design of this planned study, whether university students are female or male does not create a difference in their coffee preferences (Köse et al.,

2022). However, the aforementioned study addressed only coffee consumption preferences and only the gender variable. In this study, however, all criteria influencing customers' preferences—encompassing not only coffee choice but also the establishment itself—within the scope of the fifth-wave coffee movement in hotels, restaurants and cafés offering coffee services will be examined in relation to three different demographic variables. The topic will be addressed from the perspective of both consumers and business owners aligning their establishments with the fifth-wave coffee concept. Furthermore, only one of the studies in the literature on this subject (Genç and Çakırtaş, 2024) employs a theoretical approach. Consequently, this study plans to interpret the findings based on the Expanded Self Theory, which has not previously been associated with this topic. Coffee consumers, who will be examined according to demographic variables, are thought to be able to use the coffee experience as an agent of their expanded self—viewing coffee consumption prepared using specialised methods within the context of the fifth-wave coffee movement (an innovative approach for businesses), spending time in distinctive coffee venues, and regarding sustainability concerns in coffee production as a determinant of social status. Consequently, to address a gap in the literature, this study will determine the consumer preferences of hotels, restaurants and cafés offering coffee services aligned with the 5th wave coffee movement, based on demographic differences, whilst identifying the reasons why business owners are turning to the 5th wave coffee movement. In this way, businesses will be able to develop exclusive marketing strategies for coffee consumers. This is because possessing a distinctive brand in coffee- businesses enhances brand trust, loyalty and positive word-of-mouth communication (Burcuoğlu and Akyüz, 2022). Consequently, this will enable coffee businesses to gain a competitive advantage. In line with the literature,

the research question has been formulated as follows: *"Do consumers' preferences for HoReCa (hotel, restaurant, café) establishments adopting the 5th wave coffee trend differ according to demographic criteria?"* Hypotheses have been developed in light of the research question. The hypotheses developed are listed below:

- H_1: Consumers' preference for HoReCa (hotel, restaurant, café) establishments adopting the 5th generation coffee trend differs significantly by gender.
- H_2: Consumers' preference for HoReCa (hotel, restaurant, café) establishments adopting the 5th generation coffee trend differs significantly by age group.
- H_3: Consumers' preference for HoReCa (hotels, restaurants, cafés) adopting the 5th generation coffee trend differs significantly according to educational status.
- H_3 : Consumers' preference for HoReCa (hotels, restaurants, cafés) adopting the 5th generation coffee trend differs significantly according to income level.

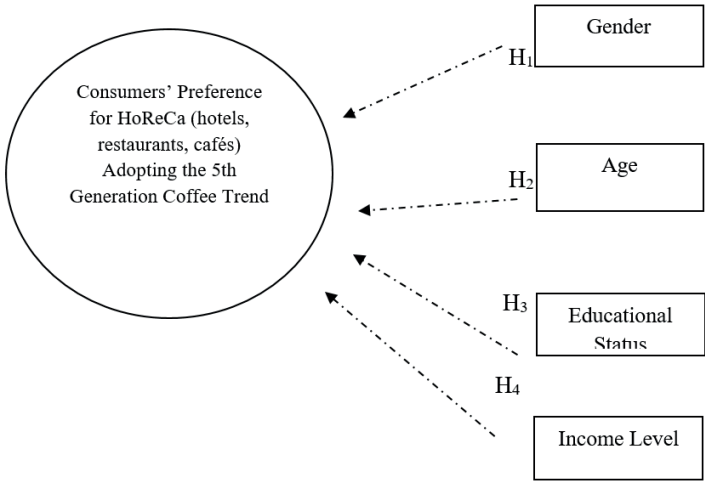


Figure2 : Research model

In the research model shown in Figure 2, the independent variables are 'gender, age, educational status and income level', whilst the dependent variable is 'Consumers' Preference for HoReCa (hotels, restaurants, cafés) Establishments Adopting the 5th Wave Coffee Movement'. Consequently, whilst the dependent variable—which represents an abstract concept—is depicted within a circle, the concrete variables—"age, gender, educational status and income level"—which can be clearly distinguished by numerical values, are shown within a square. As a difference test was applied in this study to determine significant differences according to demographic variables, unidirectional dashed lines extending from the independent variable to the dependent variable have been used. Advanced statistical methods will be employed in hypothesis testing. In this regard, a Two-Way Analysis of Variance will be applied.

7. Methodology

7.1. Purpose

In light of the literature, the research question is formulated as follows: *"Do the preferences of consumers for HoReCa (hotel, restaurant, café) establishments adopting the 5th wave coffee trend differ according to demographic criteria?"* In light of the research problem, this study aims to determine the potential differences in consumer preferences at hotels, restaurants and cafés (HoReCa) in Istanbul that have adopted the 5th wave coffee movement, based on demographic factors. Furthermore, it is anticipated that this study may contribute to the literature by proposing alternative research hypotheses that could be developed to enhance consumer preferences in establishments adhering to the fifth-wave coffee philosophy and to generate economic benefits for business owners. To this end, consumers of hotels, restaurants and cafés (HoReCa) in Istanbul that have adopted the fifth-wave coffee movement constitute the study's sample. A questionnaire was administered to HoReCa consumers. It is planned to interpret the research findings using the Expanded Self-Concept Theory. This is because individuals may perceive the 5th-wave coffee movement as a status symbol within the context of its high-tech usage, sustainability, and attention-grabbing social media sharing.

7.2. Significance

As this study aims to determine whether HoReCa consumers' preferences for businesses adopting the fifth-wave coffee movement differ according to demographic variables, it is important for businesses to be able to classify consumer preferences. This is because businesses can thereby identify consumer profiles and plan their service offerings accordingly. This would make it possible to ensure consumer satisfaction and encourage repeat purchasing behaviour. By ensuring consumer satisfaction and differentiating themselves from competitors, businesses will be able to gain a competitive advantage.

According to the findings of a study conducted by Özkan and Övür (2022) on a Turkish coffee brand, it was found that businesses are failing in the area of digital public relations. Consequently, the findings of this research demonstrate its importance, as they will enable businesses operating in various sectors of the tourism industry—such as hotels, restaurants and cafés—to develop effective marketing strategies tailored to consumer profiles, thereby benefiting both consumers and business owners.

7.3. Original Value

The examination of the fifth-wave coffee movement and the HoReCa phenomenon in conjunction with demographic variables in this study demonstrates its originality. Furthermore, as these concepts have only recently been addressed in the literature, the existing gap in the literature lends originality to this study. The fact that these related concepts are examined together in this study constitutes its originality. The fact that a quantitative research design will be followed in this study adds to its originality. Consequently, whilst a quantitative design is being followed within the scope of this research;

based primarily on Allegra (2019) and in the light of the general literature, and by incorporating expert opinions, a scale has been developed regarding consumer preferences of HoReCa consumers in the context of the 5th wave coffee movement. When examining the 5th wave coffee movement (Allegra, 2019), the following themes emerge: the taste of coffee (experimental flavour), the machinery used in coffee production, aesthetic presentation, personalised brewing methods, venue atmosphere, venue and socialisation, representation of social identity, and sustainability in coffee production. The statements included in the scale were prepared in light of these themes. It is anticipated that the findings obtained from this research will contribute to the scientific literature.

Within the scope of this research, the fifth-wave coffee movement has been examined from the consumers' perspective. Individuals' preferences for the fifth-wave coffee movement indicate that they may be satisfied with aesthetic coffee presentations offered through various technological machines. Consequently, the results of this research suggest that the intensity of consumer preferences, based on demographic variables, will lead businesses providing coffee services to invest more in machinery. Consequently, whilst business owners will see an increase in revenue, there will also be a rise in the use of technology. Moreover, as individuals' preferences for consuming coffee at home will require the coffee machines they purchase for their homes to be both feature-rich and practical to use, this will bring about technological advancement as well as economic growth for businesses operating in the coffee sector.

The examination of the 5th wave coffee movement and the HoReCa phenomenon in conjunction with demographic variables, along with the identification of the reasons why business owners are turning to the 5th wave coffee movement

concept, demonstrates the originality of this research. Furthermore, as these concepts have only recently been addressed in the literature, the existing gap in the literature lends originality to this study. The fact that these related concepts are examined together in this study constitutes its originality.

7.4. Social, Economic, Scientific Contribution

The fifth-wave coffee movement, which is the subject of this research, creates environments that facilitate social interaction. Consequently, hotels, restaurants and cafés that align with the fifth-wave coffee movement will generate revenue through the strong market they create with their coffee services, thereby contributing to the regional and national economy. This is because coffee venues opened thanks to investors will open doors to various sectors that will support domestic tourism through a multiplier effect. Coffee venues, which serve as common meeting points for specific groups—such as university students or residents of a neighbourhood—at particular destinations, will enable individuals to spend pleasant time together and strengthen social bonds. It is believed that this research may yield a social contribution through the strong bonds developed between individuals, which is one of the social benefits of tourism. Within the scope of this research, a scale has been developed regarding the preferences of HoReCa consumers aligned with the 5th wave of coffee, based on the coffee trends identified by Allegra (2019) and in light of the general literature, whilst also incorporating expert opinions. When examining the 5th wave coffee movement (Allegra, 2019), the following themes emerge: the taste of coffee (experimental flavour), the machinery used in coffee production, aesthetic presentation, personalised brewing methods, venue atmosphere, venue and socialisation, representation of social identity, and sustainability

in coffee production. The statements included in the scale have been prepared in light of these themes. It is anticipated that the findings obtained from service users through this research may contribute to the scientific literature.

7.5. Limitations

Within the scope of this research, the fact that preferences are examined in relation to demographic variables, and that age, gender, educational status and income level have been selected from among these, constitutes the limitations of the study. The fact that the research data will be obtained solely from consumers identified using the Convenience Sampling technique in hotels, restaurants and cafés in Istanbul is another constraint of the study. The fact that the scale was developed based on the literature within the scope of the study constitutes a limitation in terms of the results to be obtained.

7.6. The Scale Used in the Study

In this study, data will be collected using a quantitative method. The scale to be used in the quantitative dimension of the study has been prepared by the authors in accordance with the literature and in a manner suitable for the study's objective. During the scale preparation process, expert opinions from specialists well-versed in the research topic were utilised. Care was taken to ensure that each question pertained to a single topic. The scale consists of 16 items and is a 5-point Likert-type scale ranging from "1-Strongly Disagree" to "5-Strongly Agree". The scale items are listed below:

1. I prefer to drink tasty coffee.
2. I prefer to try coffee varieties I have not tried before.
3. I prefer establishments that use high-tech machines to prepare coffee.

4. I prefer coffee prepared using high-tech machines.
5. I prefer coffee served with an aesthetic presentation.
6. I prefer coffees with an aesthetic presentation because they make me feel valued.
7. I prefer coffees that suit my taste rather than ordinary options.
8. I prefer to try coffees prepared using different brewing methods.
9. I prefer to drink coffee in venues with eye-catching and unique designs.
10. I prefer to drink coffee in a pleasant atmosphere.
11. I prefer to socialise whilst drinking coffee in pleasant surroundings.
12. I prefer to spend time drinking coffee in venues with a pleasant atmosphere.
13. I prefer such places because drinking coffee in pleasant and well-appointed venues makes me feel special.
14. I prefer to drink coffee in aesthetically pleasing venues and share it on social media.
15. I prefer options that use alternative beans which help prevent food waste in coffee production.
16. I prefer to consume coffee grown without harming the environment.

Thanks to the hypotheses developed to achieve the aim of this research, the study possesses an 'explanatory' nature as it will reveal the cause-and-effect relationship. In the quantitative dimension of this research, inductive reasoning prevails during the scale development process, whilst deductive reasoning dominates when testing the hypotheses. Expert opinions

were utilised during the process of finalising the scale form. Participants who volunteer to complete the questionnaire will be included in the research sample during the data collection process. In the initial phase of the data collection process, a pilot study comprising at least 50 participants (Çokluk, 2010)—a requirement for tests such as regression—is planned. The target is to reach 384 participants (Sekaran, 2000), a figure applicable even for the largest populations.

This study will follow a quantitative research design. Consequently, within the scope of this research, a scale has been developed to assess consumer preferences regarding the 5th wave coffee movement among HoReCa consumers, based primarily on Allegra (2019) and the general literature, whilst also incorporating expert opinions. When examining the 5th wave coffee movement (Allegra, 2019), the following themes emerge: the taste of coffee (experimental flavour), the machinery used in coffee production, aesthetic presentation, personalised brewing methods, venue atmosphere, venue and socialisation, representation of social identity, and sustainability in coffee production. The statements included in the scale have been prepared in light of these themes. It is believed that the findings obtained from this research may contribute to the literature. The development of the scale within the scope of this research demonstrates its originality.

7.7. Population and Sample

The population of the study consists of all consumers of hotels, restaurants and cafés in Istanbul. The sample, however, comprises individuals identified using the Convenience Sampling Technique. During the data collection phase of the study, the aim is to reach 384 individuals (Sekaran, 2000), a sample size capable of explaining the largest possible population. In this context, the aim is for approximately 400 HoReCa consumers in Istanbul to form the general sample

of this study. Within the scope of this study, the consideration of consumer preferences in relation to demographic variables, and the selection of age, gender, educational status and income level from among these, constitutes the limitation of the study.

8. Findings and Interpretation

During the data collection phase of the pilot study, data were collected from a total of 55 participants. To enable tests such as regression analysis, a minimum of 50 participants is required (Çokluk, 2010). Consequently, care was taken to ensure that at least 50 participants were reached in the pilot study. Due to reasons such as missing entries in the collected questionnaire forms, 4 questionnaire forms were excluded from the analyses. The data obtained from 51 participants were examined to analyse the results of the pilot study. Thus, the minimum threshold of 50 was met. As a 95% confidence level and a 0.05 significance level are typically considered in the social sciences when interpreting research findings, these criteria were also adopted in this study. The data were analyzed using the SPSS program.

In order to arrive at the most appropriate scale format during the pilot phase, the first step involves identifying missing data and, where necessary, imputing missing values. It was found that there were no missing values in the Likert-type items shown in Table 3.

Table3 : Analysis of missing data in Likert-type items in the pilot study

Univariate Statistics

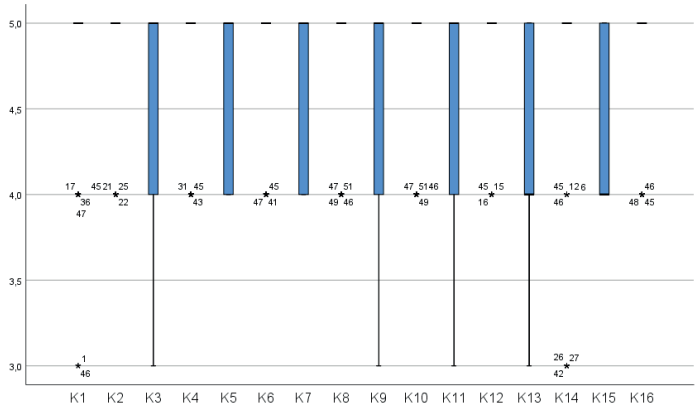
	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes [a, b] Low	No. of Extremes [a, b] High
K1	51	4.7255	,53211	0	,0	.	.
K2	51	4.8627	,34754	0	,0	.	.
K3	51	4.4902	,61229	0	,0	0	0
K4	51	4.7647	,42840	0	,0	.	.
K5	51	4.5490	,50254	0	,0	0	0
K6	51	4.7843	,41539	0	,0	.	.
K7	51	4.5686	,50020	0	,0	0	0
K8	51	4.7843	,41539	0	,0	.	.
K9	51	4.5294	,54233	0	,0	0	0
K10	51	4.7843	,41539	0	,0	.	.
K11	51	4.4510	,61037	0	,0	0	0
K12	51	4.8824	,32540	0	,0	.	.
K13	51	4.4314	,57463	0	,0	0	0
K14	51	4.7647	,58611	0	,0	.	.
K15	51	4.4510	,50254	0	,0	0	0
K16	51	4.8235	,38501	0	,0	.	.

a. Number of cases outside the range (Q1 – 1.5 × IQR, Q3 + 1.5 × IQR).

b. . indicates that the interquartile range (IQR) is zero.

A boxplot test was conducted in the pilot study to identify outliers. As shown in Table 4, the results of the boxplot test indicate that outliers were not excluded from the scale during the pilot phase.

Table4 : Boxplot test results for the scale variable during the pilot analysis phase



The reliability of a test or scale indicates that the data obtained from that scale will also be reliable. A high level of reliability does not necessarily indicate a high level of validity. However, a scale with a high level of validity will possess a high level of reliability. Thus, a close relationship between validity and reliability can be observed (Coşkun et al., 2015:24). In the literature, a Cronbach's Alpha value of up to 0.50 is considered acceptable (Coşkun et al., 2015:124). However, a Cronbach's Alpha (α) value for a scale falling within the range $0.80 \leq \alpha < 1.00$ indicates a high degree of reliability (Kalaycı, 2017:405).

Table 5 shows that the Cronbach's Alpha value obtained from the test conducted prior to factor analysis to determine the scale's reliability was 0.626. In this case, it is possible to state that the scale is sufficiently reliable.

Table5 : Reliability results of the pilot study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,626	,626	16

To determine whether there is conceptual closeness between the items of the scale, inter-item correlations are examined. Table 6 shows the correlation values between items following the reliability test. In scale development and adaptation studies, it is expected that item correlation values will be greater than 0.20 and that all values will be positive (Kalaycı, 2017:405). It can be seen that all items in the scale have positive values. None of the items in the scale achieved a value above 0.20. However, these items were not removed from the scale during the pilot phase. As the far-right column in Table 6 indicates that removing all items would not result in a significant difference in reliability, the decision was made not to proceed with item removal. Consequently, it is evident that there is no single item whose removal would enhance reliability. For this reason, no items were removed from the scale during the pilot study phase.

Table6 : Pilot study item correlation values and alternative Cronbach's Alpha values

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
K1	,345	0.594
K2	-0.085	,646
K3	,292	,603
K4	,056	,635
K5	,446	,578
K6	,008	,640
K7	,394	,587
K8	,239	,612
K9	,481	,569
K10	,378	,594
K11	,425	,576
K12	,350	,602
K13	,209	,617
K14	,016	,656
K15	,074	,636
K16	,293	,606

Factor analysis refers to the process of reducing a large number of statements that share a common meaning to a smaller number in order to enhance their comprehensibility and interpretability (Coşkun et al., 2015:264). To interpret the KMO value obtained from the validity analysis conducted for this purpose, the classification established by Kalaycı (2017) was taken into account. According to this classification, the minimum KMO value generally considered appropriate by researchers is 0.70. However, this value may be accepted down to 0.50 (Coşkun et al., 2015:268).

Looking at the results of the Bartlett Sphericity Test for the scale in Table 7, it can be seen that the KMO value is 0.599 and the Bartlett value is less than 0.05. Therefore, this indicates that the scale has the necessary adequacy for factor analysis at a 'sufficient' level.

Table7 : Pilot study KMO results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.599
Bartlett's Test of Sphericity	Approx. Chi-Square	373.674
	df	120
	Sig.	,000

As shown in Table 8, the pilot analysis yielded five dimensions on the scale, and the scale's overall explanatory power was found to be 69%. It is expected that the explanatory power of the total variance in scales should be 50% or higher (Coşkun et al., 2017). Therefore, it is possible to state that the scale has sufficient explanatory power.

Table8 : Explanatory power of the scale during the pilot analysis phase

Total Variance Explained

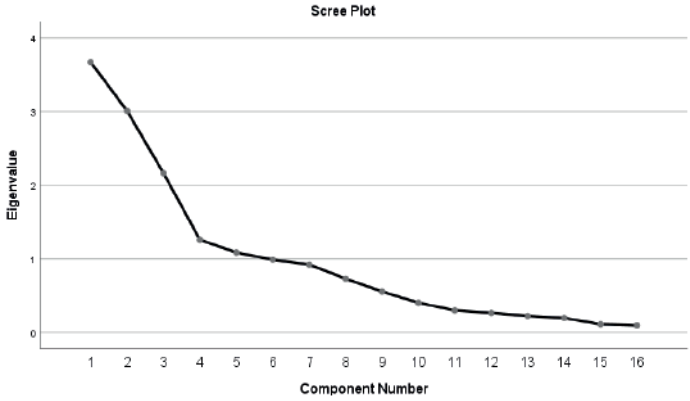
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3,671	22,943	22,943	3,671	22,943	22,943	2,712
2	3,009	18,804	41,747	3,009	18,804	41,747	2,706
3	2,163	13,522	55,269	2,163	13,522	55,269	2,849
4	1,259	7,868	63,137	1,259	7,868	63,137	2,563
5	1,087	6,795	69,932	1,087	6,795	69,932	1,668
6	,990	6,185	76,117				
7	,923	5,770	81,887				
8	,732	4,576	86,463				
9	,557	3,481	89,944				
10	,404	2,524	92,468				
11	,302	1,885	94,353				
12	,267	1,669	96,022				
13	,226	1,413	97,435				
14	,199	1,241	98,676				
15	,114	,711	99,387				
16	,098	,613	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, the sums of squared loadings cannot be added to obtain the total variance.

Table 9 shows the dimensions of the scale. According to the scree plot results, it is evident that the scale consists of 5 dimensions in the pilot phase.

Table9 : Scree plot results from the pilot analysis



When assessing the validity of the scale, Exploratory Factor Analysis (EFA) is used to examine whether each item possesses sufficient factor loadings. The factor loadings and dimensions are detailed in Table 9 below.

In the literature, for studies with a sample size of 50 or more, minimum factor loadings are expected to be 0.722 (Coşkun et al., 2015). According to the results in Table 10, in this scale comprising 16 items, some items failed to achieve sufficient loadings during the pilot study phase. However, it was considered that postponing the final decision on removing these items until after the second round of reliability and validity testing during the research process would yield more accurate results.

Table10 : Pilot study AFA results

Pattern Matrix[a]

	Component				
	1	2	3	4	5
K11	,942				
K13	,901				
K9	,536				
K15	,443				
K1		,954			
K3		,744			
K12		,698			
K16		,512			
K4			,876		
K2			,802		
K6			,757		
K8			,589		
K7				,937	
K5				-,903	
K14					,684
K10					,569

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalisation.
a. Rotation converged in 9 iterations.

Following the pilot study, a total of 405 questionnaires were collected within the scope of the research. After excluding questionnaire forms with missing information and those where adequate coding had not been carried out, the remaining data obtained from a total of 398 individuals were analysed to arrive at the final results of the research. Before proceeding to the analysis stage, it is necessary to identify missing data in order to obtain accurate and reliable results. As shown in Table 11, it was determined that there was no missing data in the Likert-type items of the scale.

Table11 : Analysis of missing data in Likert-type items in the final study

Univariate Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes[a] Low	No. of Extremes[a] High
K1	398	4.2990	,71933	0	,0	2	0
K2	398	4.4899	,76025	0	,0	10	0
K3	398	4.1055	,77357	0	,0	9	0
K4	398	4.4523	,69288	0	,0	2	0
K5	398	4.0553	,78523	0	,0	14	0
K6	398	4.4372	,67322	0	,0	0	0
K7	398	4.2437	,66461	0	,0	2	0
K8	398	4.4497	,64370	0	,0	0	0
K9	398	4.1633	,75847	0	,0	6	0
K10	398	4.4271	,65320	0	,0	1	0
K11	398	4.0829	,78439	0	,0	13	0
K12	398	4.4698	,61701	0	,0	0	0
K13	398	4.1884	,66368	0	,0	0	0
K14	398	4.5226	,61324	0	,0	0	0
K15	398	4.1533	,68384	0	,0	6	0
K16	398	4.4648	,62888	0	,0	0	0

a. Number of cases outside the range (Q1 – 1.5 × IQR, Q3 + 1.5 × IQR).

It has been concluded from Table 11 shown above that there are no missing values in the data and that reliable results can be obtained during the analysis phase. However, to be certain of this, a boxplot analysis must also be carried out. According to the boxplot test shown in Table 12, it can be seen that there are no outliers in the items.

Table12 : Boxplot test result for the scale variable at the final analysis stage

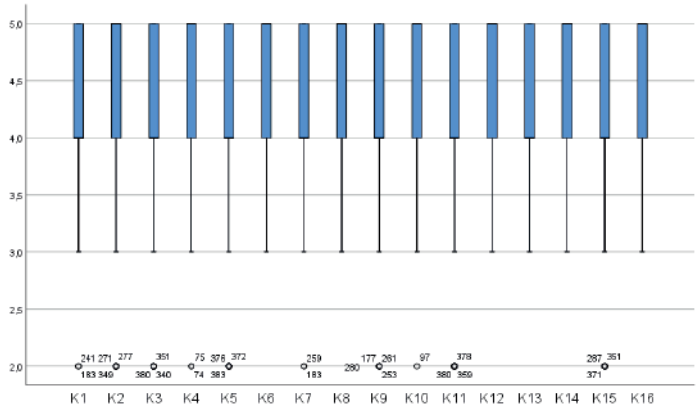


Table 13 presents the missing data test for categorical variables. It was determined that there were no missing values in the data analysed during the final stage of the study.

Table13 : Missing data analysis of items comprising categorical data in the final study

Univariate Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes[a] Low	No. of Extremes[a] High
Gender	398	1.5151	0.50040	0	,0	0	0
Age	398	3.8266	1.11215	0	,0	0	0
Status	398	2.7789	,81939	0	,0	0	0
Income	398	2.7889	1.03621	0	,0	0	0

a. Number of cases outside the range (Q1 – 1.5 × IQR, Q3 + 1.5 × IQR).

It has been concluded from Table 13 shown above that there are no missing values in the data and that reliable results

can be obtained during the analysis phase. However, to be certain of this, a boxplot analysis must also be performed. According to the boxplot test shown in Table 14, it can be seen that there are no outliers in the items.

Table14 : Boxplot results for categorical variables in the final analysis stage

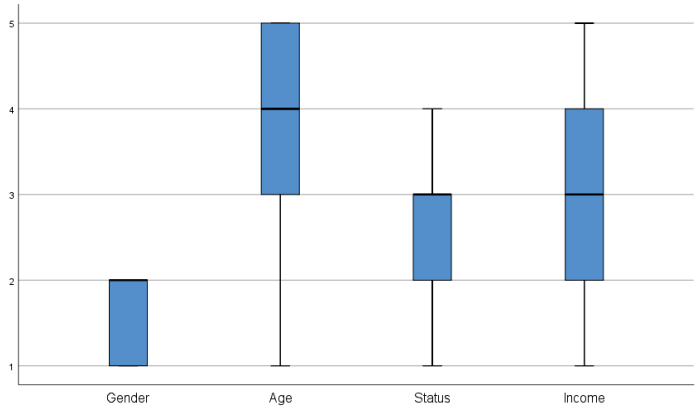


Table 15 shows that the value obtained from the Cronbach's Alpha test, conducted prior to factor analysis to determine the scale's reliability, is 0.829. In this case, it is possible to state that the scale is sufficiently reliable.

Table15 : Reliability results following the final study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,829	,826	16

To determine whether there is conceptual closeness between the items of the scale, inter-item correlations are examined. Table 16 shows the correlation values between

items following the reliability test. In scale development and adaptation studies, it is expected that item correlation values will be greater than 0.20 and that all values will be positive (Kalaycı, 2017:405). It can be seen that all items in the scale have positive values. It is observed that only one item in the scale falls below the 0.20 threshold. However, no hasty decisions were made regarding the removal of items from the scale. As shown in the far-right column of Table 16, the values of all items are close to one another. Consequently, it appears that there is no single item whose removal would significantly increase reliability. For this reason, no items were removed from the final scale.

Table16 : Final study item correlation values and alternative Cronbach's Alpha values

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
K1	,533	0.814
K2	,466	,818
K3	,521	,814
K4	,388	,823
K5	,627	,807
K6	,446	,819
K7	,371	,824
K8	,419	,821
K9	,490	,817
K10	,450	,819
K11	,496	,816
K12	,415	,821
K13	,284	,828
K14	,349	,825
K15	,343	,825
K16	,363	,824

Factor analysis refers to the process of reducing a large number of statements that share a common meaning to a smaller number in order to enhance their comprehensibility

and interpretability (Coşkun et al., 2015:264). To interpret the KMO value obtained from the validity analysis conducted for this purpose, the classification established by Kalaycı (2017) was taken into account. According to this classification, the minimum KMO value generally considered appropriate by researchers is 0.70. However, this value may be accepted down to 0.50 (Coşkun et al., 2015:268).

According to Table 17, when examining the results of the Bartlett Sphericity Test for the scale, the KMO value is 0.838, and the Bartlett value is found to be less than 0.05 and thus significant. This indicates that the scale possesses the necessary adequacy for factor analysis at a 'good' level.

Table17 : Final study KMO results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.838
Bartlett's Test of Sphericity	Approx. Chi-Square	1660.479
	df	120
	Sig.	,000

As shown in Table 18, the final analysis yielded four dimensions on the scale, and it can be seen that the scale's explanatory power is 55% . It is expected that the explanatory power of the total variance in scales should be 50% or higher (Coşkun et al., 2017). Therefore, it is possible to state that the scale has sufficient explanatory power.

Table18 : Explanatory power of the scale at the final analysis stage

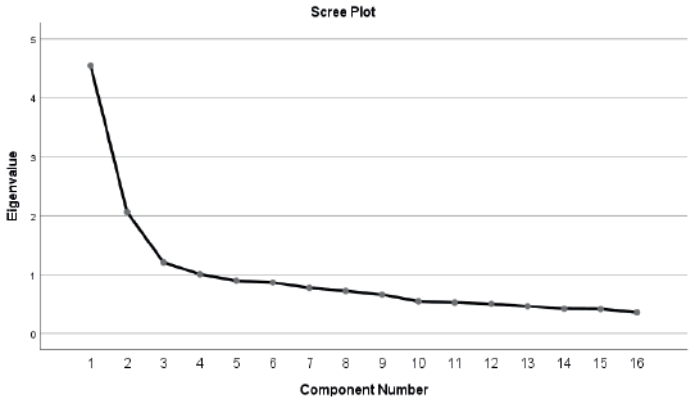
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,548	28,425	28,425	4,548	28,425	28,425
2	2,061	12,884	41,309	2,061	12,884	41,309
3	1,208	7,552	48,862	1,208	7,552	48,862
4	1,007	6,292	55,154	1,007	6,292	55,154
5	,898	5,612	60,766			
6	,868	5,425	66,191			
7	,777	4,855	71,046			
8	,726	4,539	75,585			
9	,661	4,134	79,719			
10	,548	3,422	83,141			
11	,529	3,303	86,444			
12	,505	3,155	89,600			
13	,464	2,897	92,497			
14	,423	2,646	95,143			
15	,417	2,605	97,747			
16	,360	2,253	100,000			

Extraction Method: Principal Component Analysis.

Table 19 shows the dimensions of the scale. According to the results, it can be seen from the number of breakpoints that four dimensions have emerged in the scale.

Table19 : Scree plot result of the final analysis



When assessing the validity of the scale, Exploratory Factor Analysis (EFA) is used to examine which items form dimensions and whether each item possesses sufficient factor loadings. The factor loadings are shown in Table 20 below. In the literature, for studies with a sample size of 100 or more, minimum factor loadings are expected to be 0.298 (Coşkun et al., 2015). Consequently, in this scale comprising a sample of 398 participants, items with overlapping factor loadings were removed from the scale. Items with a difference of 0.20 between overlapping items were excluded. Items 1 and 7 in the scale were therefore removed for this reason.

Table20 : Final AFA results

Pattern Matrix[a]

	Component			
	1	2	3	4
K2	,829			
K4	,795			
K6	,681			
K3	,517			
K15		,752		
K13		,721		
K9		,701		
K11		,668		
K5		,609		
K1	**,351**	**,381**		
K14			,666	
K12			,580	,248
K7		**,391**	**-,465**	**-,299**
K10				-,736
K16				-,715
K8				-,593

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalisation.
a. Rotation converged in 17 iterations.

Table 21 shows that the Cronbach's Alpha value obtained from the test conducted prior to applying factor analysis to determine the scale's reliability was 0.807. In this case, it is possible to state that the scale is sufficiently reliable.

Table21 : Reliability results following the final item selection

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,807	0.805	14

As shown in Table 22, the results of the Bartlett Sphericity Test for the scale indicate that the KMO value is 0.825, whilst the Bartlett value is less than 0.05 and is therefore significant. This demonstrates that the scale meets the necessary criteria for factor analysis at a sufficient level.

Table22 : KMO results of the final study following item removal

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.825
Bartlett's Test of Sphericity	Approx. Chi-Square	1385.095
	df	91
	Sig.	,000

As shown in Table 23, the final analysis yielded three dimensions on the scale, and the scale's explanatory power was found to be 51%. It is expected that the proportion of total variance explained by scales should be 50% or higher (Coşkun et al., 2017). Therefore, it is possible to state that the scale possesses sufficient explanatory power.

Table23 : Explanatory power of the scale following item removal during the final analysis stage

Total Variance Explained

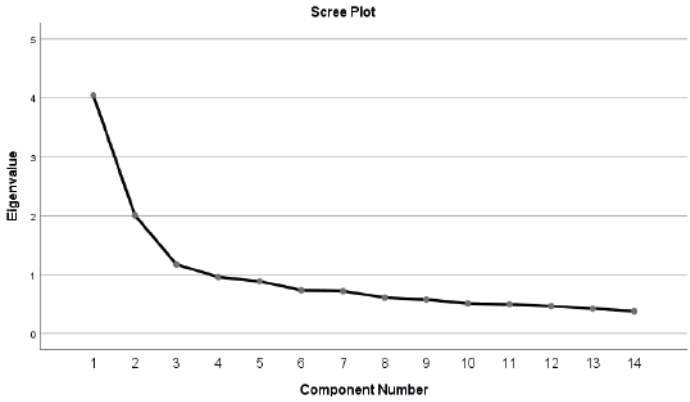
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,046	28,899	28,899	4,046	28,899	28,899	2,917
2	2,008	14,340	43,239	2,008	14,340	43,239	2,839
3	1,173	8,376	51,615	1,173	8,376	51,615	2,958
4	,962	6,869	58,483				
5	,887	6,338	64,822				
6	,736	5,259	70,081				
7	,723	5,166	75,247				
8	,609	4,352	79,599				
9	,576	4,118	83,717				
10	,512	3,661	87,377				
11	,497	3,549	90,926				
12	,466	3,331	94,257				
13	,425	3,036	97,293				
14	,379	2,707	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, the sums of squared loadings cannot be added to obtain the total variance.

Table 24 shows the dimensions of the scale. According to the results, it can be seen from the number of breakpoints that three dimensions have emerged in the scale.

Table24 : Scree plot result of the final study following item removal



When assessing the validity of the scale, Exploratory Factor Analysis (EFA) is used to examine which items form dimensions and whether each item possesses sufficient factor loadings. The factor loadings are shown in Table 25 below. In the literature, studies with a sample size of 100 or more are expected to have minimum factor loadings of 0.298 (Coşkun et al., 2015). Consequently, as all items in this scale, comprising a sample of 398 participants, had sufficient factor loadings, no further items were removed from the scale at this stage.

Table25 : Final AFA results

Pattern Matrix[a]

	Component		
	1	2	3
K2	,874		
K4	,756		
K6	,736		
K3	,468		
K13		,776	
K15		,732	
K11		,692	
K9		,668	
K5		,601	
K16			,677
K14			,663
K8			,659
K12			,639
K10			,525

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalisation.

a. Rotation converged in 8 iterations.

According to the results of the Kolmogorov-Smirnov test, $p > 0.05$ should have been the case for a normal distribution; however, as this condition was not met, it was concluded that normality was not satisfied. Nevertheless, in the social sciences, it would be appropriate to examine the values of skewness and kurtosis. The sample size in the study was 398; as this number of individuals ($n > 50$) meets the criteria, the Kolmogorov-Smirnov test was selected for the normality of the distribution. For the normality of the distribution, the Kolmogorov-Smirnov value must be $p > 0.05$. According to Table 26, this condition is not met.

Table26 : Results of the normality test for the data (Kolmogorov-Smirnov)

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ave_scale	,096	398	,000	,962	398	,000

a. Lilliefors Significance Correction

To reach a definitive conclusion regarding normal distribution, it is recommended that Q-plot tables be evaluated (Coşkun et al., 2015). Q-plot tables are shown in Figures 3 and 4 below. According to the Q-pilot result shown in Figure 3, the data follow a specific trend and appear to be close to a normal distribution.

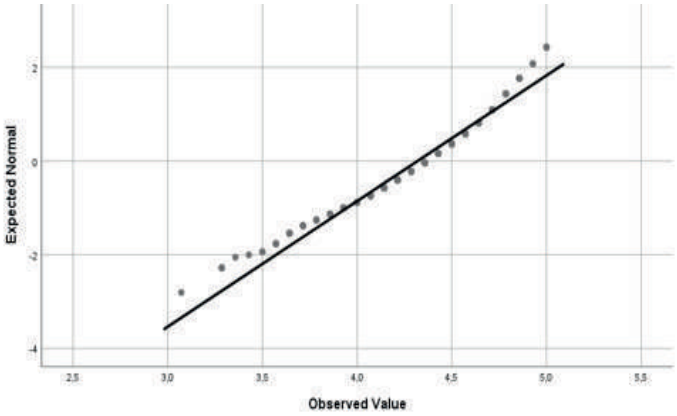


Figure3 : Q-plot result

Figure 4 shows how much the data deviates from the general line. As the data is distributed in a specific pattern along the line above the 0.0 point, it can be said that a normal distribution is achieved.

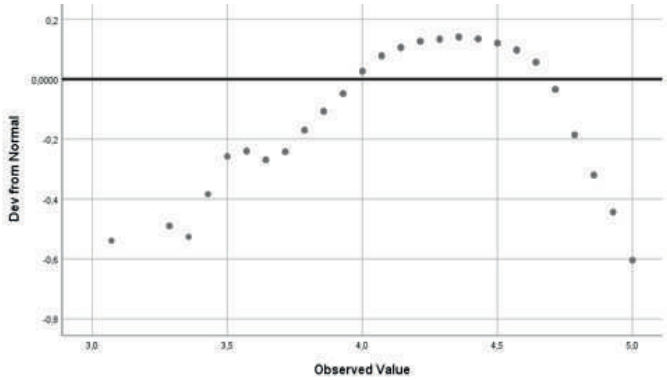


Figure4 : Simplified Q-Pilot result

In the social sciences, in addition to the Kolmogorov-Smirnov value and Q-pilot results, it is also necessary to examine the skewness and kurtosis values as a clear indication of whether the normal distribution condition is met. Therefore, skewness and kurtosis values represent the final stage for normal distribution and constitute the last step in a series of stages to be utilised when making a decision. For normal distribution, the skewness and kurtosis values must fall within the range ($-1 < x < +1$) (Kalaycı, 2017). However, according to Tabachnick and Fidell (2013), this range should be between ($-1.5 < x < +1.5$), whilst values within the range ($-2 < x < +2$) are also considered acceptable (George and Mallery, 2010; Yalız, 2013:100). To ensure reliable results, the mean score of the scale must be calculated before examining the normality distribution. For this reason, the overall mean of the scale was first calculated. To ensure reliable results, it is recommended that the skewness and kurtosis values of the scale as a whole be checked. In this case, the mean of the HoReCa Scale was calculated. As shown in Table 27, the mean skewness and kurtosis values were found to be within the range of -1.435 to 1.415, and it was determined that each item of the scale

met the criteria for a normal distribution. Normal distribution is a necessary criterion for conducting parametric analyses in hypothesis testing. Furthermore, the scale must be of a Likert type. This scale meets all the conditions required for the application of parametric tests.

In this study, the scale was designed as unidimensional. However, the analyses concluded that the scale comprises three dimensions. The dimensions of the scale identified through the analyses have been named according to the scale's content.

Table27 : General information about the scale

Dimensions and Items of the HoReCa Scale	Cronbach's Alpha	KMO	Eigenvalue	Explainability	Factor loadings	Kolmogorov-Smirnov	Skewness	Kurtosis
	,807	**0.825**		**51.615**		**,000**	**,670**	**,107**
Technology Dimension	,733	,748	2,248	56,205		,000	-1,108	,993
K2					,874		-1,435	1,415
K4					,756		-970	,039
K6					,736		-,790	-,512
K3					,468		-,480	-,373
Socialisation Dimension	,762	,801	2.565	51,305		,000	-,133	-605
K13					,776		-,230	-,776
K15					,732		-,489	,234
K11					,692		-,556	-,131
K9					,668		-,491	-,477
K5					,601		-,537	-,116
Aesthetic Dimension	,668	,729	2,152	43,045		,000	,681	-0.098
K16					,677		-,752	-,434
K14					,663		-,910	,122
K8					,659		-,751	-,469
K12					,639		-,726	-,448
K10					,525		-,764	-,228

It can be seen that the percentages of the data collected regarding 'gender', 'age', 'educational status' and 'income status' among the demographic variables shown in Table 28 have a balanced distribution within themselves.

Table28 : Demographic variables

Demographic Characteristics		Number (n)	Percentage (%)
Gender	Female	193	48.5
	Male	205	51.5
Age	18–25	14	3.5
	26–35	39	9.8
	36–45	85	21.4
	46–55	124	31.2
	56 and over	136	34.2
Educational Status	Primary education	22	5.5
	Secondary education	121	30.4
	Undergraduate	178	44.7
	Postgraduate	77	19.3
Income Level	22,000 tl and under	63	15.8
	22,001–43,000 between	74	18.6
	43,001-64,000 between	146	36.7
	64,001 and over	115	28.9

The mean of the scale was calculated prior to proceeding to hypothesis testing. In the stage of testing categorical variables using advanced statistical analysis, a two-way analysis of variance (ANOVA) was conducted; for the homogeneity condition, a p-value > 0.05 is expected. According to Table 29, the data meet the homogeneity condition with a value of 0.837. Furthermore, although the scale emerged as three-dimensional in the AFA analyses during the hypothesis tests, in accordance with the aim of this study, the scale was treated holistically and subjected to analysis as a single dimension.

Table29 : Homogeneity results of two-way analysis of variance

Levene's Test of Equality of Error Variances[a]

Dependent Variable: ave_scale

F	df1	df2	Sig.
,850	108	289	**,837**

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + Age + Status + Income

Table 30 presents the results of a two-way analysis of variance (ANOVA), an advanced statistical analysis method, which determined whether categorical variables created a significant difference in HoReCa preferences. In other words, a p-value of <0.05 indicates the detection of a significant difference. Therefore, According to Table 30, no significant difference was detected in terms of gender, age and education level. However, a significant difference was detected for income level ($p < 0.05$) due to the p-value of 0.012. Consequently, H1, H2 and H3 were rejected, whilst only H4 was accepted.

Table30 : Results of the two-way analysis of variance

Tests of Between-Subjects Effects

Dependent Variable: ave_scale

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta-squared
Corrected Model	3.248[a]	12	,271	2,006	,023	,059
Intercept	379,146	1	379,146	2,810,343	,000	,880
Gender	,069	1	,069	,509	,476	,001
Age	,687	4	,172	1,273	,280	,013
Status	,988	3	,329	2,441	,064	,019
Income	1,765	4	,441	3,272	**,012**	,033
Error	51,941	385	,135			
Total	7,478,480	398				
Corrected Total	55,188	397				

a. R-squared = 0.059 (Adjusted R-squared = 0.030)

As a difference was identified in Table 31 based on income level, it is necessary to determine the source of this difference. In this case, a Post Hoc test was conducted. The Bonferroni test was applied among the Post Hoc tests. The test results revealed a significant difference between those with an income of 22,000 or below and those with an income between 22,000.01 and 43,000.

Table31 : Results of the Bonferroni test for income level

Multiple Comparisons

Dependent Variable: ave_scale

Bonferroni

(I) Income	(J) Income	Mean Difference (I-J)	Standard Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
22,000 and below	22,001–43,000	-1,901*	,06332	**,017**	-,3580	-,0222
	Between 43.0001 and 64.000	-,0507	,05568	1,000	-,1984	,0969
	64,001 and over	-,0845	,05790	,872	-0.2380	,0690
22,001 – 43,000 range	22,000 and below	,1901*	,06332	,017	,0222	,3580
	Between 43.0001 and 64.000	,1394	,05271	,051	-0.0004	,2792
	64,001 and above	,1057	,05505	,334	,0403	,2516
Between 43,000.01 and 64,000	22,000 and below	,0507	,05568	1,000	,0969	,1984
	Between 22,001 and 43,000	-0.1394	,05271	,051	-,2792	,0004
	64,001 and above	-,0337	,04606	1,000	-0.1559	,0884

64,001 and over	22,000 and below	,0845	,05790	,872	,0690	,2380
	Between 22,001 and 43,000	,1057	,05505	,334	-2,516	,0403
	Between 43.0001 and 64.000	,0337	,04606	1.000	-0.0884	,1559

Based on observed means.
The error term is Mean Square Error (MSE) = 0.136.
*. The mean difference is significant at the 0.05 level.

Figure 5 shows the model resulting from the research. The significance value for hypothesis H1 is $p > 0.476$. The significance value for hypothesis H2 is $p > 0.280$. The significance value of hypothesis H3 is $p > 0.064$. Consequently, as the significance values of these hypotheses are greater than $p > 0.05$, the hypotheses have been rejected. Only hypothesis H4, with a value of 0.012 and a significance value of $p < 0.05$, has been accepted.

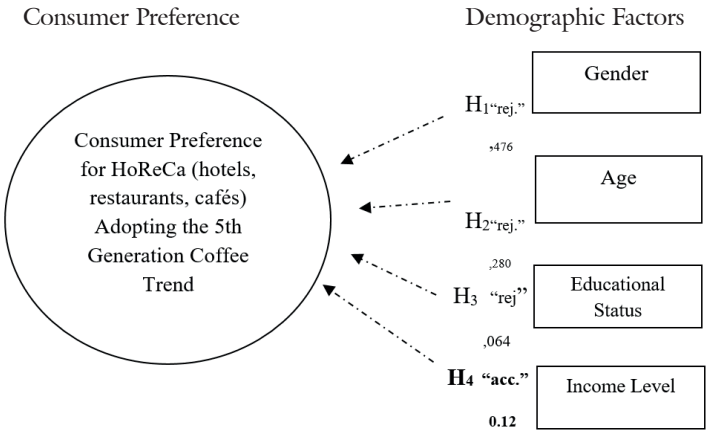


Figure5 : Model resulting from the research

According to Table 32, three out of the four hypotheses established within the scope of the research based on demographic data have been rejected. The hypothesis regarding differentiation by income level has been accepted.

Table32 : Hypothesis tests based on the analyses

Hypotheses	Hypothesis Test Results
H_1 : Consumers' preference for HoReCa (hotel, restaurant, café) establishments adopting the 5th wave coffee trend differs significantly by gender.	**Rejected**
H_2 : Consumers' preference for HoReCa (hotel, restaurant, café) establishments adopting the 5th generation coffee trend differs significantly by age group.	**Rejected**
H_3 : Consumers' preference for HoReCa (hotels, restaurants, cafés) adopting the 5th generation coffee trend differs significantly according to educational status.	**Rejected**
H_4 : Consumers' preference for HoReCa (hotels, restaurants, cafés) adopting the 5th generation coffee trend differs significantly according to income level.	**Accepted**

9. Discussion

Coffee consumption venues are regarded as spaces for socialising (Durmaz, 2020). In this study, consumers of hotels, restaurants and cafés (HoReCa) in Istanbul that have adopted the 5th generation coffee trend were examined to determine the potential differences in their preferences for these establishments according to demographic variables. The research findings revealed that consumers' HoReCa preferences differed solely based on income level. Consequently, the results suggest that as individuals' incomes increase, there is a tendency towards greater demand for fifth-wave coffee venues. Indeed, a study on the reasons for preferring new-generation coffee venues found that individuals consider factors such as décor, lighting and the venue's popularity (Akbaba and Gökkaya, 2023). Consequently, it is evident that individuals' leisure-oriented expectations can only be met if their income level is high. A similar situation applies to the business preferences of third-generation coffee consumers. Consumers demonstrate a purchasing intention by balancing hedonistic and utilitarian values (Cankül and Abiş, 2023). For instance, individuals' desire to take photographs at popular luxury coffee venues and share them on social media accounts is driving demand for new-generation coffee establishments. However, according to Aguirre's (2016) research, when examining consumers'

demands for coffee establishments, it was found that the fourth of eight factors was the amount of money spent. In this context, it could be argued that income is not a particularly significant factor in coffee shop preferences; however, when the reasons underpinning fifth-wave coffee consumption are considered holistically, it does not appear feasible to view income independently of factors such as hedonism and ostentation. Indeed, it has been found that coffee preferences are shaped more by psychological effects than by functional characteristics such as the stimulating effect of coffee (Kim and Jang, 2017). Furthermore, service quality (Karimi, 2019) and physical environmental conditions (Kement, 2019) influence purchasing behaviour in coffee preferences. Consequently, choices regarding coffee consumption are discretionary and shaped by individuals' freedom of spending. On the other hand, this study found no difference in preferences for fifth-wave coffee establishments based on age. However, Çekiç's (2022) study revealed differentiation among the X, Y and Z generations. Consequently, it would be beneficial to revisit and elaborate on the differentiation of fifth-generation coffee establishments across age groups. This would enable businesses to shape their marketing strategies.

10. Conclusion and Recommendations

This study aimed to examine consumers of hotels, restaurants and cafés (HoReCa) in Istanbul that have adopted the fifth-wave coffee movement, with the objective of identifying potential differences in their preferences for these establishments based on demographic variables. Four hypotheses were formulated within the scope of the research. Upon examining the patterns of differentiation by gender, age, educational status and income level, it was found that consumers' HoReCa preferences differed only according to income level. It was determined that this differentiation occurred between those with an income of 22,000 or below and those with an income between 22,001 and 43,000. Consequently, it has emerged that fifth-wave coffee consumption is linked to disposable income. In other words, whilst individuals with an income of 22,000 or below engage in more limited consumption, as income rises to the 22,001–43,000 range, a focus on quality and experience comes to the fore. According to the expanded self-concept theory, which forms the basis of this research, as individuals' incomes increase, they view themselves as members of fifth-wave coffee establishments—as a sign of this—and wish to represent themselves as individuals who embrace environmental and fair-trade principles and have a preference for quality service. At

the same time, fifth-wave coffee consumers have demonstrated through their preferences that they favour technology-driven coffee consumption. Recommendations regarding this topic are listed below:

- As the research findings indicate that there are differences in coffee establishment preferences across income levels, businesses would benefit from profitability by analysing potential consumers and adjusting their coffee prices accordingly. This is because it is evident that individuals tend to choose fifth-wave coffee venues as a symbol of their self-image. In other words, being a consumer of fifth-wave coffee venues implies being environmentally conscious, keeping up with technology, having an interest in aesthetics, being a gourmet consumer, and being an experience enthusiast. As all these factors distinguish individuals from others, they are willing to pay a premium for this experience. This is because consumers engage in this purchasing behaviour not out of necessity, but out of a curiosity to experience something new.
- According to the research findings, it has been established that coffee consumption patterns are shaped by income levels; consequently, individuals with relatively higher income levels tend to consume more coffee. It is also possible to suggest that the higher stress levels experienced by those in the high-income group contribute to this trend. This is because fifth-wave coffee consumption is viewed as a means for individuals to define themselves in relation to society and is largely seen as a hedonistic consumption tool. Consequently, it is recommended that coffee establishments be transformed into centres of attraction by creating a comfortable and secluded environment for individuals

in the high-income group, incorporating new designs with details such as colour, scent and lighting.

- It is considered that various theories could shed light on the subject within the scope of this research. At this point, the topic can be addressed from different perspectives, such as the theory of planned behaviour and social exchange theory, which can explain individual behaviour.
- Data for this study was collected in Istanbul, and the findings indicate that HoReCa preferences vary according to income levels. This is because Istanbul is a region dominated by a relatively high-income group. Consequently, it is considered that the scope of the research could be broadened. Data could be collected from a different location. The results of such a study might reveal variations based on different demographic factors rather than income. Findings could have been obtained to develop different marketing strategies for businesses.
- As a differentiation in preferences for fifth-generation coffee shops based on income has been identified, it is thought that a relationship with hedonic consumption levels could be tested in future research. This is because individuals' consumption preferences driven by pleasure may lead them to choose fifth-generation coffee shops. Indeed, the finding from this study that differences in individuals' income levels influence their preferences for fifth-generation coffee businesses may, in the light of the expanded self-concept theory, lead to an integration of qualities such as being technology-oriented, having an environmentally conscious approach, and possessing a style distinct from other businesses.

- Although the AFA analyses of the scale during hypothesis testing yielded three dimensions—technology, socialisation and aesthetics—the scale was analysed as a single dimension in accordance with the objectives of this study. It is envisaged that in future studies, the dimensions of the scale could be examined separately to formulate hypotheses. In this way, the reasons why individuals prefer fifth-generation coffee businesses—whether they are driven by socialising, a fascination with technology, or an interest in aesthetics—could be identified in greater detail, thereby enabling marketing strategies to be tailored more specifically.

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The^{5th} Generation Coffee Trend and the Horeca Phenomenon as an Innovative Approach

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