

ROLE OF CUSTOMER ENGAGEMENT IN SHAPING PURCHASE MOTIVES: BASIS FOR IMPROVING ONLINE STRATEGY

ABSTRACT

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Coffee flights have emerged as a popular and authentic way for consumers to experience a variety of coffee flavors. As the coffee industry continues to introduce creative offerings to attract diverse audiences, this trend has gained significant traction on social media. Visually appealing content, interactive posts, and user engagement—especially on platforms like Facebook—have played a key role in driving consumer interest. However, despite high levels of online interaction, many coffee businesses still struggle to convert digital engagement into actual sales. The study adopted a quantitative-correlational approach to investigate the link between customer engagement and purchasing motivations. A total of 20 respondents participated in the survey. To analyze the data, the researchers applied statistical tools including frequency and percentage, weighted mean, and Pearson's r to assess whether a significant relationship exists between customer engagement and purchase motives. Findings indicated that most respondents were female young adults aged 18 to 29 who regularly purchase coffee, reflecting a loyal and interested consumer group. The study also found a statistically significant moderate positive correlation between customer engagement and purchase motivation. Key factors such as emotional attachment, brand loyalty, information seeking, alternative evaluation, and final purchase decisions all showed meaningful associations. This suggests that customers who are more actively engaged with a brand tend to demonstrate stronger motivations to purchase. The study revealed that while consumers often interact with brands and conduct online research before purchasing, many still question the reliability of the information available. Social media serves as a useful tool for discovering and comparing products, yet building trust in digital content remains a challenge. To overcome this, researchers recommend that coffee shops adopt a well-rounded online strategy that features authentic storytelling, meaningful customer engagement, and incentive-based programs. Establishing credibility through consistent and targeted messaging can help coffee shops foster long-term customer relationships and increase brand loyalty.

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