Journal Of Economic and Economic Education
Publish By Era Digital Nusantara
Volume 1 No 1 June 2024
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Factors Influencing Consumer Preferences for Espresso and Omni Roasted Coffee: A Comprehensive Analysis

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Abstract
This qualitative study conducted in Buraydah, Saudi Arabia, explores coffee customers' shifting preferences, with a focus on the growing popularity of espresso and multi-roasted coffee. Through interviews with consumers, baristas, and coffee roasters, the study investigates the motivations behind these choices, which include health concerns, flavor exploration, and a dislike for highly acidic coffees. The findings highlight the appeal of concentrated flavor, higher caffeine concentration, and the ability to appreciate the varied qualities of coffee beans from different places. Omni roasted coffee, with its medium-dark roast, has a balanced flavor profile that works well with a number of brewing methods. The concept of coffee terroir, which highlights the distinct flavors associated with individual origins, influences customer preferences. These findings have ramifications for coffee growers and baristas, who can meet shifting customer needs by acquiring high-quality beans and perfecting brewing procedures. This study leads to a better knowledge of changing coffee preferences and gives practical insights for industry stakeholders.

Keywords: *Acidic coffees, Consumer preferences, Flavor exploration, Health consciousness, Omni roasted coffee, Specialty Coffee,*

INTRODUCTION

Coffee consumer preferences are evolving dramatically, with espresso and multi-roasted coffee becoming increasingly popular. This trend can be attributed to a number of factors, including growing health consciousness, a desire for flavor exploration, and an allergy to very acidic coffees (Van Loo *et al.*, 2015; Mokrysz, 2016). Understanding these aspects is essential for coffee manufacturers and baristas in order to respond to changing consumer preferences. One important aspect influencing customers' desire for espresso and pour over coffee is their increased health consciousness. These brewing methods use a greater coffee-to-water ratio, resulting in a more concentrated brew. This concentration allows customers to enjoy coffee's full-bodied flavor and greater caffeine level. Moderate caffeine use has been demonstrated in studies to have a variety of health benefits, including increased alertness and cognitive performance (Sökmen *et al.*, 2008). As a result, customers prefer espresso and pour over coffee as ways to consume coffee for its useful benefits.

Another motivator is consumers' desire to sample the various flavors and smells present in various coffee beans. Individuals may genuinely appreciate the particular features of coffee from specific locations by avoiding excessive additives such as sugar or flavored syrups. This move represents a desire for a more real and unadulterated coffee experience, one that allows the intricacies of each coffee bean to be completely enjoyed. This is consistent with the concept of "coffee terroir," which states that coffee beans cultivated in different places have diverse flavors and fragrances due to differences in soil, climate, and processing methods (Illy & Viani, 2005; Lambot *et al.*, 2017).

Pour over brewing has grown in popularity as a way to reduce the bitterness associated with espresso. Pour over brewing produces a smoother and less bitter cup of coffee while yet preserving the required caffeine spike by employing a higher water-to-coffee ratio. This can be explained by the extraction parameters used in pour over brewing, such as brew time and water temperature, which might influence the extraction of bitterness-causing chemicals (Moon *et al.*, 2009; Rahman *et al.*, 2024). Controlling these characteristics enables customers to adapt their coffee to their preferred flavor profile.

On the other hand, omni roasted coffee has a balanced flavor profile that appeals to a wide range of palates due to its medium-dark roast. This roasting method combines the best characteristics of lighter and darker roasts, resulting in a more complex flavor profile. Because of its balanced flavor profile, omni roasted coffee is excellent for a variety of brewing methods, including pour over and espresso. This adaptability simplifies the coffee brewing procedure for users, appealing to individuals who enjoy experimenting with different brewing processes or who alternate between pour over and espresso based on their tastes or time restrictions (Fischer, 2022; Lapcíková *et al.*, 2023; Stuckey, 2012).

Furthermore, consumer preferences for distinct brewing processes are determined by each method's perceived benefits and shortcomings. Pour over brewing, for example, may be linked with a lighter-bodied and more nuanced flavor profile, whereas espresso brewing is frequently associated with a stronger and more concentrated flavor. The ability of omni roasted coffee to produce pleasing results across a variety of brewing methods makes it an enticing option for those looking for consistency in their coffee experience (Brown, 2014; Simlansky, 2017).

Due to their perceived unpleasant or harsh flavor, consumers often avoid very acidic coffees. This aversion is shown in the desire for omni roasted coffee with a mild acidity level. The balance obtained by the omni roasting method ensures that the coffee does not taste overly acidic. Coffee's high acidity levels can be attributable to a variety of factors, including coffee bean origin, processing processes, and roast level (Moon *et al.*, 2009; Prescott, 2013). Customers can enjoy a more balanced and appealing cup of coffee by choosing multi roasted coffee.

The desire for espresso and omni roasted coffee is related to the concept of coffee terroir, which implies that the exact geographic region where coffee is grown contributes to its distinct flavor qualities. Coffee beans from various locales and microclimates can have diverse flavors and fragrances (Lambot *et al.*, 2017). As customers gain knowledge and interest in coffee, they seek out specific origin coffees to discover the intricacies of flavor profiles associated with various countries.

With its medium-dark roast degree, Omni roasted coffee allows for a balance of flavors, capturing the subtle characteristics of the coffee beans without dominating them. This equilibrium is critical for consumers who want to enjoy the diversity of flavors given by specialty coffees. The roast degree has been proven in studies to have a direct impact on the chemical makeup of coffee, regulating the synthesis of numerous volatile chemicals responsible for aroma and flavor (Angeloni *et al.*, 2021; Moon *et al.*, 2009). The omni roast maintains a fine balance that highlights the intrinsic tastes of the coffee beans while also improving the overall coffee experience.

Understanding consumer preferences for espresso and multi roasted coffee has ramifications for the entire coffee industry. Coffee roasters can concentrate on obtaining and promoting high-quality beans with rich flavor profiles and distinct geographical characteristics. Producers can address the demand for exploration and authenticity in coffee by offering a variety of origin coffees and highlighting the terroir component (jones, 2016; Samoggia & Riedel, 2018). Baristas and coffee professionals can also benefit from consumer preferences by improving their brewing procedures and advising clients. They can create coffee menus that showcase the flavor profiles of various brewing processes, allowing customers to discover and appreciate the universe of coffee flavors. Consumer awareness for the complexities and intricacies of coffee can be enhanced further through education and sensory experiences (Hermawan & Iskandar, 2016; Kummer, 2003).

Factors like as increased health concern, a desire for flavor exploration, and sensitivity to extremely acidic coffees can all be related to the growing preference for espresso and omni roasted

coffee. Consumers want a more concentrated and tasty coffee experience, and they value the distinct characteristics of coffee beans from various places. With its medium-dark roast degree, omni roasted coffee appeals to a wide range of palates and brewing methods, giving consistency and balance. The concept of coffee terroir influences customer preferences as people attempt to discover the flavors associated with various origin coffees. Understanding these tastes has ramifications for coffee producers and baristas, who may meet consumer demands by procuring high-quality beans and providing brewing technique assistance, cultivating an appreciation for the rich and complicated world of coffee.

METHOD

Interviews were performed with customers of all ages, as well as baristas and coffee roasters from three prominent specialty coffee establishments, in the qualitative research conducted in Buraydah, Al Qassim, Saudi Arabia. The consumer interviews sought to elicit preferences, experiences, and motives linked to specialty coffee consumption, taking into account the diverse viewpoints of different age groupings. Interviews with baristas and coffee roasters also gave useful information about the sourcing, roasting techniques, and brewing methods used in these places. The investigation covered a wide range of approaches to specialty coffee by using three well-known specialty coffee shops. The interviews with consumers, baristas, and coffee roasters in these places yielded a lot of data for studying trends, tastes, and practices in the Buraydah specialty coffee sector.

RESULT AND DISCUSSION

The Emergence of Specialty Coffee Culture in Buraydah, Saudi Arabia: Novel Approaches and Cultural Significance

Specialty coffee has seen a phenomenal rise in popularity around the world, enthralling coffee enthusiasts with its distinct flavors and precise craftsmanship. This article examines the emerging coffee culture in Buraydah, Saudi Arabia, focusing on new ways and the cultural relevance of specialty coffee. This article intends to shed light on the lively specialty coffee market in Buraydah by exploring the historical context, unique waves of coffee consumption, and upcoming trends (Maspul & Almalki, 2023).

Coffee, on the other hand, has significant historical origins in Saudi Arabia, where the kingdom was among the first producers and drinkers of the beverage. For generations, the ritual of brewing and serving coffee, known as "*qahwa*," has been an important aspect of Saudi Arabian culture (Maspul & Almalki, 2023). Coffee consumption in Buraydah has changed over time, reflecting changing preferences and global trends. Buraydah's coffee culture has evolved in waves, each marked by different developments in consumer preferences and approaches to coffee drinking. Beginning in the early twentieth century, traditional coffee shops generally sold Arabic-style coffee laced with spices such as cardamom and saffron (Maspul, 2023). However, as Buraydah became more receptive to outside influences and the emergence of global coffee chains, a second wave formed, introducing Western-style coffee drinks such as cappuccinos and lattes.

The third wave of coffee culture, which has gained traction in recent years, deviates from the typical coffee experience. This wave focuses on the origin, quality, and craftsmanship of coffee, while also encouraging sustainability and direct trade partnerships with coffee producers (Maspul, 2022). This surge has resulted in the emergence of specialty coffee shops in Buraydah, which specialize on procuring high-quality beans, precision roasting procedures, and novel brewing methods. Buraydah's specialty coffee scene exemplifies creative techniques to catering to the changing tastes and preferences of coffee connoisseurs. Local coffee shops have welcomed unusual flavor profiles, experimenting with the incorporation of traditional Saudi spices into

specialized coffee blends. This blend of classic and modern flavors offers a unique sensory experience that appeals to both domestic and international clients.

Furthermore, to improve the coffee-drinking experience, Buraydah's specialty coffee shops have adopted cutting-edge brewing processes and equipment. These businesses prioritize the art of extraction to ensure optimal flavor extraction, using pour-over technologies such as V60 and Chemex, as well as modern espresso machines with accurate temperature and pressure control (Córdoba *et al.*, 2021). In Saudi Arabian culture, coffee has long been connected with social gatherings and hospitality. Specialty coffee shops in Buraydah have evolved into thriving social hubs, hosting intellectual debates, artistic manifestations, and community participation. Regular events such as coffee cupping sessions, latte art competitions, and educational workshops are held at these coffee shops, establishing a sense of community and encouraging coffee culture among residents and tourists.

The specialty coffee scene in Buraydah reflects the growing admiration for coffee craftsmanship, creativity, and cultural relevance. The city's coffee culture has progressed beyond traditional Arabic-style coffee to embrace global specialty coffee trends. Buraydah's specialty coffee shops have created a unique and immersive coffee experience for inhabitants and visitors alike by mixing local flavors, innovative brewing techniques, and a commitment to sustainability. As the specialty coffee movement grows, Buraydah is at the vanguard of this global coffee revolution, reflecting Saudi Arabian coffee's rich traditions while embracing innovation and excellence.

A Comprehensive Analysis of the Factors Influencing Consumer Preferences for Espresso and Omni Roasted Coffee

Consumer tastes for espresso and omni roasted coffee have shifted significantly in the coffee business. This shift can be linked to a variety of factors, including increased health concern, a desire for flavor exploration, and a dislike for excessively acidic coffees. Understanding these elements is critical for coffee manufacturers and baristas to cater to consumers' changing tastes. Using pertinent theories and studies, this article presents a complete explanation of the causes for the popularity of espresso and multi roasted coffee.

Preference for Espresso and Pour Over Coffee

1. Health Consciousness and Caffeine Content

   The increased health consciousness among customers is one important factor for the preference for espresso and pour-over coffee. These techniques of brewing use a greater coffee-to-water ratio, resulting in a more concentrated brew. This concentration allows customers to enjoy the full-bodied flavor and increased caffeine content that coffee has to offer. Moderate caffeine use has been demonstrated in studies to provide a variety of health benefits, including enhanced alertness and improved cognitive performance (Sökmen *et al.*, 2008). As a result, customers prefer espresso and pour-over coffee to consume coffee for its useful benefits.

   Furthermore, the rise of alternate milk options in coffee consumption has been attributed to health consciousness. Because of health concerns or dietary preferences, many customers are now opting for plant-based milks such as almond, oat, or soy milk (McClements *et al.*, 2019). These milk substitutes are frequently used in espresso-based beverages because they compliment the powerful flavors of espresso while accommodating a variety of dietary restrictions or preferences. This health-conscious trend, as well as the taste for increased caffeine levels in espresso and pour-over coffee, has important ramifications for coffee manufacturers and baristas. They can meet this consumer need by offering a greater range of coffee blends with varied caffeine levels, as well as providing caffeine content information for their products. To further connect with health-conscious consumer tastes, coffee shops should

investigate the incorporation of functional ingredients, such as adaptogens or vitamins, into their espresso and pour-over offerings.

2. Flavor Exploration and Authenticity

Another element influencing customers' choice for espresso and multi roasted coffee is their desire to sample the various flavors and fragrances found in different coffee beans. Individuals may genuinely appreciate the particular features of coffee from specific locations by avoiding excessive additives such as sugar or flavored syrups. This move represents a desire for a more real and unadulterated coffee experience, one that allows the intricacies of each coffee bean to be completely enjoyed.

This is consistent with the concept of "coffee terroir," which states that coffee beans cultivated in different places have diverse flavors and fragrances due to differences in soil, climate, and processing methods (Illy & Viani, 2005). Just as wine enthusiasts value the concept of terroir in grapes, coffee lovers are increasingly appreciating the idea that the origin of coffee beans influences their flavor profiles. This has fostered an increase in interest in single-origin coffees, which are sourced from a specific geographic region or even a unique farm. Consumers can embark on a sensory journey that allows them to understand the depth and diversity of coffee by discovering different origins and flavor profiles.

To meet this need for taste exploration and authenticity, coffee companies might concentrate on procuring high-quality beans from specific locations and promoting the distinctive flavors associated with each origin. They can provide thorough explanations of their coffee options' flavor profiles and features, allowing customers to make informed decisions based on their preferences. Additionally, coffee shops can provide brewing methods that increase the expression of these flavors, such as pour-over or French press, which allow for better control over the extraction process.

This emphasis on flavor exploration and authenticity not only improves the coffee experience for consumers, but it also opens up new prospects for coffee producers and farmers. Coffee farmers can differentiate their products in the market and potentially command better prices by emphasizing the particular features of their coffee beans. This, in turn, can help to promote sustainable practices and the preservation of distinctive coffee-growing regions.

3. Mitigation of Bitterness through Pour Over Brewing

Pour-over brewing has grown in popularity as a way to reduce the bitterness associated with espresso. Pour-over brewing produces a smoother and less bitter cup of coffee while yet preserving the required caffeine spike by employing a higher water-to-coffee ratio. This method allows for a more regulated extraction procedure, resulting in a more balanced and tasty cup of coffee. The extraction of chemicals such as caffeine and chlorogenic acids during the brewing process is principally responsible for the bitterness in coffee. When coffee is brewed using methods such as espresso, where a limited amount of water is blasted under high pressure through a compacted bed of coffee grounds, there is a greater potential of over-extraction, resulting in a more pronounced bitterness.

Pour-over brewing, on the other hand, entails slowly pouring hot water over a bed of coffee grounds. This allows for more contact time between the water and the coffee, resulting in a more balanced extraction. Furthermore, using a paper filter in pour-over brewing traps oils and sediment that might contribute to bitterness, resulting in a cleaner and less bitter cup of coffee. According to research, the extraction factors involved in pour-over brewing, including as brew duration and water temperature, play a critical impact in affecting the extraction of bitter chemicals (Getaneh *et al.*, 2020). Coffee individuals can personalize their brewing procedure to get their preferred taste profile, whether it's a brighter and more acidic cup or a smoother and less bitter one, by modifying these settings.

Furthermore, the ability to reduce bitterness through pour-over brewing allows for more coffee experimentation and invention. Coffee roasters and baristas can experiment with different coffee bean kinds and roast styles to find the optimal mix of flavor complexity and bitterness. Alternative brewing devices and techniques, such as the Japanese-style "Siphon" or the immersion-based "Clever Dripper," can also provide alternative approaches to obtaining a smooth and tasty cup of coffee. Pour-over brewing reduces bitterness and improves the overall flavor experience of coffee. Pour-over brewing allows coffee drinkers to tailor their coffee to their preferred flavor profile by allowing for a more controlled extraction process and the adjustment of brewing parameters, resulting in a smoother and less bitter cup of coffee.

Versatility of Omni Roasted Coffee

1. Balance of Flavor Profiles

   Omni roasted coffee has a balanced flavor profile that appeals to a wide range of palates due to its medium-dark roast. This roasting method combines the best characteristics of lighter and darker roasts, resulting in a more complex flavor profile. The medium-dark roast strikes a balance between lighter roasts' sharp acidity and delicate aromas and heavier roasts' rich, caramelized undertones. Because of its balanced flavor profile, omni roasted coffee is excellent for a variety of brewing methods, including pour-over and espresso. This adaptability simplifies the coffee brewing process for users, catering to individuals who enjoy experimenting with different brewing processes or who alternate between pour-over and espresso based on their tastes or time restrictions.

   When brewed with pour-over methods, omni roasted coffee can have a bright acidity and nuanced taste nuances, including as floral or fruity overtones, that are characteristic of lighter roasts. When used for espresso, however, the medium-dark roast brings out the deeper, stronger flavors, such as chocolate or caramel notes, while preserving a delightful acidity that cuts through milk-based beverages. With a single bag of multi roasted coffee, coffee lovers can experiment with a variety of flavor profiles. They can experiment with various brewing procedures and extraction parameters to highlight specific flavor notes or produce unusual combinations. Using a coarser grind and altering the brewing duration, for example, can increase the brightness and floral aspects of pour-over brewing, whilst a finer grind and shorter extraction can enhance the richness and sweetness of espresso preparation.

   Furthermore, the versatility of omni roasted coffee allows coffee roasters and enterprises to produce signature blends or single-origin products that cater to various brewing preferences. They may curate blends that emphasize the harmonic balance of tastes in omni roasted coffee, appealing to a wider customer base, by carefully choosing and roasting coffee beans. The adaptability of multi roasted coffee stems from its ability to provide a balanced flavor profile that is compatible with a variety of brewing processes. The medium-dark roast combines the greatest characteristics of both lighter and darker roasts, providing complexity and versatility. This versatility allows coffee enthusiasts to explore multiple brewing procedures and generate individualized flavor experiences, while also giving opportunity for coffee enterprises to develop and respond to varying consumer preferences.

2. Consumer Preferences and Brewing Method

   Consumer preferences for distinct brewing processes are determined by each method's perceived benefits and shortcomings. Pour-over brewing is often linked with a lighter-bodied and more nuanced flavor profile, whereas espresso brewing is often associated with a stronger and more concentrated flavor. The adaptability of omni roasted coffee, which produces satisfying results in a variety of brewing methods, makes it an enticing alternative for consumers looking for consistency in their coffee experience. Each brewing process extracts distinct chemicals from the coffee grinds, resulting in flavor and strength variances. Espresso brewing delivers a concentrated and powerful cup of coffee due to high pressure and quick

extraction times. Pour-over brewing, on the other hand, provides for a more regulated extraction with a higher water-to-coffee ratio, resulting in a lighter-bodied more nuanced cup.

Because of its adaptability, omni roasted coffee is an excellent choice for users who prefer both pour-over and espresso brewing methods. They can enjoy consistent flavor profiles across different brewing procedures, giving them more freedom in their coffee production. This versatility accommodates to coffee drinkers' different preferences and brewing procedures, ensuring a pleasant and enjoyable coffee experience. The versatility of omni roasted coffee, on the other hand, gives forth novel opportunities for coffee firms and baristas in generating distinct coffee offerings. Coffee roasters can create unique blends or single-origin coffees for certain brewing processes, capitalizing on the flavors and qualities that each roasted coffee provides to each method. This method enables the creation of trademark beverages that showcase the best features of the coffee's flavor profile while emphasizing the strengths of the brewing method.

Furthermore, the variety of multi roasted coffee can motivate coffee enthusiasts to experiment and be creative. They can experiment with unusual brewing methods and techniques, including as cold brew or other brewing apparatus, to improve the flavor profile of omni roasted coffee. This experimenting can result in new and intriguing flavor experiences, pushing the limits of what is possible with coffee brewing. Omni roasted coffee's versatility caters to consumer preferences for various brewing methods, giving consistent flavor characteristics across pour-over and espresso procedures. This versatility also allows coffee businesses and lovers to innovate, developing unique coffee offerings and experimenting with novel brewing methods. As a result, customers can have a more variety and delightful coffee experience.

Aversion to High Acidity

Due to their perceived unpleasant or harsh flavor, consumers often avoid very acidic coffees. This aversion is shown in the desire for omni roasted coffee with a mild acidity level. The balance obtained by the omni roasting method ensures that the coffee does not taste overly acidic. Coffee's high acidity levels can be attributable to a variety of factors, including coffee bean origin, processing processes, and roast level (Getaneh *et al*., 2020). Coffee's acidity is an important feature that contributes to its overall flavor profile. However, excessive acidity can turn off many customers. It can provide a sour or sharp flavor that overpowers other flavor characteristics, resulting in an uneven cup of coffee. As a result, customers frequently seek out coffees with a milder acidity level, which delivers a more harmonic and delightful taste experience.

Omni roasted coffee addresses this resistance to excessive acidity. The omni roasting technique tries to establish a compromise between the crisp acidity of lighter roasts and the rich, caramelized tastes of heavier roasts. This balanced roasting method guarantees that the coffee preserves a moderate level of acidity without being too acidic. As a result, consumers can enjoy a cup of tasty and well-rounded fully roasted coffee without being overwhelmed by acidity. Several factors determine the level of acidity in coffee. The origin of the coffee beans is important since coffees from different locations can have varied acidity profiles. Because of the lengthier maturity process and the synthesis of complex carbohydrates, beans sourced from high-altitude regions frequently have a higher acidity. Acidity levels in coffee can also be affected by processing methods such as washed or natural. Furthermore, the degree of roast impacts acidity, with lighter roasts retaining more acidity than darker roasts.

Customers can enjoy a more balanced and appealing cup of coffee by choosing multi roasted coffee. This appeals to a broader variety of coffee lovers who dislike very acidic coffees. The moderate acidity level of omni roasted coffee results in a pleasant and well-rounded flavor profile that highlights the unique features of the beans without overloading the palate. As a result, omni-roasted coffee is a versatile and affordable option for coffee individuals looking for a more

balanced and satisfying coffee experience. High acidity in coffee is a typical consumer desire. This quest for balance is reflected in the choice for omni roasted coffee with a moderate acidity level. The coffee maintains a harmonious flavor profile thanks to the multi roasting process, making it suited to people looking for a more balanced and enjoyable cup of coffee. By overcoming the objection to excessive acidity, omni roasted coffee provides a tasty and pleasurable option for coffee enthusiasts.

The Role of Coffee Terroir and Flavor Complexity

The desire for espresso and omni roasted coffee is also related to the concept of coffee terroir, which proposes that the exact geographic area where coffee is grown contributes to its distinct flavor qualities. Coffee beans from various locales and microclimates can have diverse flavors and fragrances. As customers gain knowledge and interest in coffee, they seek out specific origin coffees to discover the intricacies of flavor profiles associated with various countries.

The complexity of coffee flavors is greatly influenced by coffee terroir. Altitude, soil composition, climate, and production procedures are all factors that contribute to the different properties found in coffee beans. Beans cultivated at higher elevations, for example, often have more pronounced acidity and floral or fruity notes, whereas beans grown at lower altitudes may have a heavier body and chocolate or nutty flavors. The interaction of these environmental conditions and the genetic makeup of the coffee plant results in a wide diversity of flavors.

Omni roasted coffee, with its medium-dark roast degree, allows for a balance of flavors, catching the subtle characteristics of the coffee beans without dominating them. This balance is critical for consumers who wish to taste the richness of flavors offered by specialty coffees. According to studies, the roast degree has a direct impact on the chemical makeup of coffee, regulating the synthesis of several volatile chemicals responsible for aroma and flavor (Getaneh *et al.*, 2020). The omni roast strikes a precise balance that highlights the intrinsic characteristics of the coffee beans, boosting the whole coffee experience.

Furthermore, the omni-roasted coffee technique allows for unique flavor discovery. To highlight specific flavor attributes, coffee shops and baristas might experiment with different origin coffees and roast styles. They can curate one-of-a-kind offers that highlight the diversity of coffee terroir, allowing consumers to discover and enjoy the complexities of flavor complexity across different areas. This strategy not only satisfies coffee consumers' increased interest, but it also promotes sustainability and helps coffee growers by exposing their distinctive products.

The desire for flavor complexity and the choice for espresso and omni roasted coffee are in line with the concept of coffee terroir. Coffee terroir, which includes characteristics like geographic location and microclimate, leads to the wide variety of flavors found in coffee beans. The omni roast level maintains a balance between highlighting the intrinsic tastes of the beans and dominating them. This strategy allows consumers to investigate the intricacies of flavor profiles associated with other locales, generating a greater appreciation for the richness of specialty coffees.

Implications for the Coffee Industry

Understanding consumer preferences for espresso and multi roasted coffee has ramifications for the entire coffee industry. Coffee manufacturers can concentrate on obtaining and promoting high-quality beans with rich flavor profiles and distinct geographical characteristics. Producers can address the demand for exploration and authenticity in coffee by offering a variety of origin coffees and highlighting the terroir component. Coffee producers can build direct ties with coffee farmers in various countries to accommodate to consumer tastes for espresso and omni roasted coffee. This improves traceability and guarantees that high-quality beans with different flavor profiles are available. Producers and farmers can work together to establish sustainable farming practices that retain the distinct qualities of the coffee terroir. Coffee manufacturers can generate a varied range of specialty coffees that pique the curiosity of consumers seeking flavor complexity and authenticity through these collaborations.

Baristas and coffee professionals can also capitalize on consumer preferences by improving their brewing procedures and advising clients. They can design coffee menus that accentuate the flavor characteristics of various brewing processes, demonstrating the versatility of espresso and omni-roasted coffee. They can, for example, offer espresso flights with beans from several regions, allowing guests to taste the variations of flavor associated with each provenance. Baristas may assist consumers navigate the world of coffee flavors and make informed decisions based on their preferences by giving educational tools and personalized recommendations.

Consumer appreciation for the vast range of coffee flavors is greatly enhanced by education and sensory experiences. Customers can learn about the origins, processing methods, and flavor profiles of various coffees by attending cupping sessions and tasting events hosted by coffee enterprises. These experiences allow consumers to interact with the coffee business and gain a better knowledge of the difficulties involved in producing high-quality coffee. Coffee shops may establish a dedicated consumer base that actively seeks out unique and flavorful coffee experiences by encouraging a spirit of discovery and exploration. Innovative technology can also be used to improve consumers' coffee experiences. Virtual reality (VR) or augmented reality (AR) applications, for example, can be built to transport coffee enthusiasts to coffee plantations and processing facilities, allowing them to see the complete journey from bean to cup. This immersive experience has the potential to strengthen consumers' connections to the coffee they drink while emphasizing the importance of terroir and flavor complexity.

Understanding consumer preferences for espresso and multi roasted coffee has enormous consequences for the coffee business. Coffee makers can match the need for exploration and authenticity by acquiring high-quality beans with flavor complexity and distinctive regional characteristics. Baristas and coffee specialists can capitalize on consumer preferences by enhancing brewing procedures, curating menus, and advising clients. Consumer appreciation for the many flavors of coffee can be increased through education, sensory experiences, and novel technologies. By seizing these opportunities, the coffee industry can cultivate an exploratory culture and enrich the overall coffee experience.

CONCLUSION

The study, which was carried out in Buraydah, Saudi Arabia, provides important insights into the changing preferences of coffee drinkers. Health conscience, flavor experimentation, and a preference for less acidic choices can all be related to the increased popularity of espresso and omni roasted coffee. Customers are drawn to the concentrated flavors and increased caffeine concentration of espresso and pour over brewing methods, which allow them to appreciate the distinct nuances of coffee beans from various areas. Omni roasted coffee's medium-dark roast appeals to a wide range of palates and brewing processes, delivering a balanced and consistent flavor experience.

The concept of coffee terroir, which emphasizes the influence of geographic origin on flavor profiles, is important in shaping customer preferences. These findings have practical consequences for coffee producers, who can focus on acquiring high-quality beans with different flavor profiles, as well as for baristas and coffee professionals, who can perfect their brewing procedures and educate customers about the vast universe of coffee flavors. Overall, this research contributes to a better knowledge of coffee consumers' changing demands and provides significant information for industry stakeholders striving to match these changing tastes.

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