Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

# Enhancing Coffee-Based Innovations Through Vietnam - Philippines Co-Creation

Mark Christian Obillo Valdez
1 – University of Perpetual Help System Dalta
mynameisxtian23@gmail.com

Publication Date: June 2, 2026 DOI: **10.5281/zenodo.20503570**

**Abstract**

Coffee is a daily staple for Filipino consumers, yet the industry is increasingly shifting toward value-added and innovative products beyond traditional beverages. At the same time, Vietnam's position as a global coffee producer presents opportunities for cross-border collaboration that can support new forms of coffee-based innovation in the Philippine market. This study examines Filipino consumers' readiness and acceptance of coffee-based innovations developed The Philippine coffee industry faces a critical gap in the development of value-added, cross-border innovations capable of responding to shifting consumer preferences and emerging regional market opportunities. This study examined the level of market readiness, awareness, decision-related factors, willingness to pay, and perceived market potential of Filipino consumers toward coffee-based innovations developed through Vietnam–Philippines co-creation (VN–PH). A descriptive-correlational quantitative research design was employed, utilizing a structured bilingual questionnaire administered to 150 Filipino coffee consumers through purposive sampling in urban and semi-urban areas. Data were analyzed using frequency and percentage distributions, chi-square tests with Cramer's V effect size, and binary and ordinal logistic regression at $\alpha = 0.05$. Results revealed that 94% of respondents were active coffee drinkers and 57% consumed coffee daily, indicating high market readiness. Awareness of Vietnamese coffee emerged as the strongest predictor of acceptance, with a statistically significant large-magnitude association between awareness and prior trial ($\chi^2 = 69.528$, $p < .001$; Cramer's V = 0.69). No single decision factor including taste, price, or health benefits independently predicted consumer intention (all $p > .05$; Nagelkerke $R^2 = .038$), confirming a holistic multi-attribute decision architecture. Willingness to pay clustered in the PHP 101–200 range but did not significantly predict consumer support. Coffee-based snacks, desserts, and fitness products were identified as the strongest non-beverage market categories. The findings support the development of a Vietnam–Philippines Coffee Innovation Strategy Framework (VN–PH CISF) to guide market entry, product development, value proposition design, and pricing strategy for entrepreneurs and industry stakeholders.

**Keywords:** *Vietnam–Philippines co-creation, coffee-based innovations, consumer intention, market readiness, willingness to pay.*

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

## Introduction

Coffee is a mainstay of Filipino daily life which extends to all income groups, age groups and geographies. What is seen in the data is a steady increase in per capita coffee consumption over the past ten years which is a result of the growth of the specialty coffee retail segment, the rise of ready to drink products, and also people's trend towards premium and functional coffee products (Cruz David, 2019). While there is growth in demand See domestic production has plateaued which means the Philippians import about 80% of what it uses (PSA, 2023). Out of this import Vietnam's Robusta based export which is known for its price point and caffeine content has broken into the Philippine instant coffee market and is using that as a base to build out branded product innovation (Nguyen Vo, 2020).

The issue of Filipino consumer awareness of Vietnamese coffee; the which in turn has a statistical relationship to product trial; the multi-attribute which play a role in the VN PH product evaluation; and the product categories beyond traditional drinks which present the greatest non beverage VN PH market opportunity. This study set out to present the quantitative consumer level data which filled in these gaps which obtained from a study of 150 Filipino respondents which in turn used to study market readiness and behavioral intention in the context of VN PH coffee innovation.

## Review of related literature

The global coffee industry has evolved beyond traditional beverage consumption, with increasing demand for value-added and innovative coffee products. Vietnam has established itself as one of the world's leading coffee producers, particularly in Robusta coffee, supported by integrated supply chains, competitive production costs, and strong export capabilities. In contrast, the Philippines faces a growing gap between domestic coffee production and consumer demand, resulting in heavy reliance on imported coffee. This complementary relationship creates opportunities for Vietnam–Philippines (VN–PH) collaboration in developing innovative coffee-based products.

Consumer behavior research suggests that coffee consumption patterns are increasingly influenced by lifestyle, preferences, and value perceptions rather than demographic characteristics alone. Studies have shown that consumers evaluate coffee products using multiple criteria, including taste, price, health benefits, convenience, packaging, and brand reputation. The Theory of Planned Behavior (TPB) explains that purchase intention is shaped by attitudes, social influences, and perceived behavioral control, while Consumer Value Theory (CVT) emphasizes that consumers assess products through functional, economic, experiential, and social value dimensions.

The Diffusion of Innovations (DOI) Theory further suggests that awareness is a critical precursor to product trial and adoption. Research on foreign and co-created products indicates that consumers are more likely to try innovative products when they are familiar with the product's origin, characteristics, and perceived benefits. However, studies examining the relationship between awareness of Vietnamese coffee and consumer acceptance remain limited, particularly within the Philippine market.

Recent literature also highlights the growing diversification of coffee-based products beyond beverages. Coffee-derived snacks, desserts, functional foods, fitness supplements, skincare products, and lifestyle goods have gained popularity across Asian markets due to increasing consumer interest in wellness, convenience, and novel consumption experiences. Despite these trends, limited empirical evidence exists regarding Filipino consumers' perceptions of non-beverage coffee innovations and their willingness to support products developed through cross-border collaboration.

Furthermore, ASEAN literature emphasizes the importance of co-creation and regional partnerships in enhancing value-added agricultural products. While previous studies have focused on supply chains, trade relationships, and firm-level performance, there remains a significant gap in understanding consumer acceptance of co-created agricultural innovations. Consequently, the integration of TPB, DOI, and CVT provides a comprehensive framework for examining consumer readiness, awareness, decision-making factors, and behavioral intentions toward VN–PH coffee-based innovations.

The reviewed literature reveals a lack of consumer-level evidence on Vietnam–Philippines co-created coffee products, particularly regarding awareness, willingness to pay, and market potential for non-beverage coffee innovations. Addressing these gaps can provide valuable insights for product development, market entry strategies, and cross-border collaboration within the ASEAN coffee industry.

**Statement of the problem**

The Philippine coffee industry faces a structural gap in the development of value-added and innovative coffee products that can respond to evolving consumer preferences and emerging market opportunities. While Vietnam possesses strong coffee production capabilities and the Philippines offers a growing consumer market, limited empirical evidence exists regarding Filipino consumers' acceptance of coffee-based innovations developed through Vietnam–Philippines co-creation (VN–PH). This lack of consumer-level data constrains entrepreneurs, industry stakeholders, and policymakers in making informed decisions related to product development, pricing, market entry, and cross-border collaboration.

Specifically, this study sought to answer the following questions:

1. What is the level of market readiness of Filipino consumers for coffee-based innovations developed through Vietnam–Philippines co-creation (VN–PH) in terms of:
   - Coffee consumption frequency;
   - Purchasing location; and
   - Openness to new coffee products?

2. What is the level of awareness and familiarity of Filipino consumers with Vietnamese coffee, and is this level of awareness significantly associated with prior experience in trying Vietnamese coffee products?
3. What is the level of influence of decision-related factors on Filipino consumers' evaluation of VN–PH co-created coffee products, and is this level of influence significantly associated with consumer intention to try such products in terms of:
   - Taste;
   - Price;
   - Health benefits;
   - Packaging;
   - Sustainability; and
   - Brand reputation?
4. What is the level of willingness to pay of Filipino consumers for high-quality VN–PH co-created coffee products, and is this level significantly associated with their intention to support such products?
5. Which coffee-based product categories beyond beverages do Filipino consumers perceive as having the strongest market potential under Vietnam–Philippines co-creation?

**Objectives and/or research hypotheses**

The primary objective of this study was to examine Filipino consumers' readiness and acceptance of coffee-based innovations developed through Vietnam–Philippines co-creation (VN–PH).

Specifically, the study aimed to:

1. Determine the level of market readiness of Filipino consumers for VN–PH coffee-based innovations in terms of:
   - Coffee consumption frequency;
   - Purchasing location; and
   - Openness to new coffee products.
2. Assess the level of awareness and familiarity of Filipino consumers with Vietnamese coffee and determine whether awareness is significantly associated with prior experience in trying Vietnamese coffee products.
3. Evaluate the influence of decision-related factors on Filipino consumers' intention to try VN–PH co-created coffee products in terms of:
   - Taste;
   - Price;
   - Health benefits;
   - Packaging;
   - Sustainability; and
   - Brand reputation.
4. Determine the level of willingness to pay of Filipino consumers for high-quality VN–PH co-created coffee products and examine whether willingness to pay is significantly associated with consumer intention.

5. Identify the coffee-based product categories beyond beverages that Filipino consumers perceive as having the strongest market potential under Vietnam–Philippines co-creation.

**Research Hypotheses**

The following null hypotheses were tested at $\alpha = 0.05$:

**$H_{01}$:** There is no significant relationship between the demographic characteristics of Filipino consumers and their coffee consumption behavior.

**$H_{02}$:** There is no significant association between the level of awareness of Vietnamese coffee and prior experience in trying Vietnamese coffee products among Filipino consumers.

**$H_{03}$:** Decision-related factors (taste, price, health benefits, packaging, sustainability, and brand reputation) are not significantly associated with Filipino consumers' intention to try VN–PH co-created coffee products.

**$H_{04}$:** There is no significant association between the level of willingness to pay and Filipino consumers' intention to support VN–PH co-created coffee products.

## 2. Materials and Methods

**Research Design:** This study employed a **descriptive-correlational quantitative research design** to examine Filipino consumers' perceptions, market readiness, awareness, decision-making factors, willingness to pay, and behavioral intentions toward coffee-based innovations developed through Vietnam–Philippines co-creation (VN–PH). The descriptive component was used to characterize respondents' coffee consumption patterns, awareness levels, product preferences, and willingness to pay, while the correlational component was utilized to determine the statistical relationships among awareness, decision-related factors, willingness to pay, and consumer intention. This design was appropriate because it enabled the researcher to describe key consumer characteristics and assess associations among variables without establishing causal relationships. The study adopted a cross-sectional survey approach, collecting data from respondents at a single point in time through a structured bilingual questionnaire. Statistical analyses, including frequency and percentage distributions, chi-square tests, binary logistic regression, and ordinal logistic regression, were employed to evaluate the research objectives and test the proposed hypotheses.

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

**Participants:** The participants of this study consisted of **150 Filipino coffee consumers** residing in urban and semi-urban areas of the Philippines. Respondents were selected using **purposive sampling**, with active coffee consumption serving as the primary inclusion criterion to ensure that participants possessed sufficient experience and familiarity with coffee products to evaluate Vietnam–Philippines (VN–PH) coffee-based innovations. Urban and semi-urban consumers were targeted because they are more likely to be exposed to diverse coffee brands, specialty coffee products, and innovative product formats. The sample size of 150 respondents was considered adequate for the statistical analyses employed in the study, including chi-square tests and logistic regression. Although the sampling approach may limit the generalizability of the findings to the broader Filipino population, it was appropriate for exploratory consumer behavior research focused on assessing market readiness and acceptance of VN–PH coffee innovations.

**Instruments:**

The study utilized a **structured bilingual (English–Filipino) survey questionnaire** designed to collect data on Filipino consumers' perceptions and behavioral intentions toward Vietnam–Philippines (VN–PH) coffee-based innovations. The bilingual format was adopted to enhance respondent comprehension and ensure accessibility across varying levels of English proficiency.

The questionnaire consisted of four sections:

1. **Demographic Information** – gathered data on respondents' age, gender, occupation, monthly income, and coffee-drinking status.
2. **Coffee Consumption Behavior** – assessed coffee consumption frequency, preferred coffee types, and purchasing locations.
3. **Product Awareness, Interest, and Willingness to Pay** – measured respondents' awareness of Vietnamese coffee, prior experience with Vietnamese coffee products, preferred coffee-based product categories, and willingness-to-pay ranges.
4. **Decision Factors and Consumer Intention** – evaluated the influence of taste, price, health benefits, packaging, sustainability, and brand reputation on product evaluation, as well as respondents' intention to try and support VN–PH co-created coffee products.

To ensure the validity of the instrument, the questionnaire underwent expert review by industry professionals, an academic specializing in consumer behavior, and a statistician. A pilot test involving 20 Filipino coffee consumers was subsequently conducted. Reliability testing using Cronbach's alpha yielded acceptable levels of internal consistency, with a coefficient of **0.76** for the decision-related factors scale and **0.74** for the consumer intention scale, confirming the instrument's suitability for data collection.

**Procedure:** The data collection process was conducted in several stages to ensure the validity, reliability, and ethical integrity of the study. First, the researcher developed a structured bilingual (English–Filipino) questionnaire based on the study objectives, research questions, and the theoretical frameworks underpinning the research. The instrument was subsequently subjected to expert validation by industry practitioners, a consumer behavior academic, and a statistician to

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

assess its clarity, relevance, and alignment with the study objectives. Revisions were incorporated based on the experts' recommendations.

**Data Analysis:**

The collected data were encoded, organized, and analyzed using appropriate statistical techniques to address the research objectives and test the hypotheses at a **0.05 level of significance ($\alpha = 0.05$)**. Descriptive statistics, including **frequency counts and percentage distributions**, were used to summarize respondents' demographic characteristics, coffee consumption behavior, awareness of Vietnamese coffee, willingness to pay, and product preferences.

To examine the relationship between respondents' demographic characteristics and coffee consumption behavior, as well as the association between awareness of Vietnamese coffee and prior product trial, **Chi-square ($\chi^2$) tests of independence** were employed. The strength of significant associations was assessed using **Cramer's V effect size**.

To determine whether decision-related factors (taste, price, health benefits, packaging, sustainability, and brand reputation) were associated with consumers' intention to try VN–PH co-created coffee products, **binary logistic regression analysis** was conducted. In addition, **ordinal logistic regression analysis** was used to examine the relationship between willingness to pay and consumer intention. Regression results were reported using significance values (p-values), odds ratios, and model fit indicators, including **Nagelkerke $R^2$**.

All findings were interpreted as statistical associations rather than causal relationships, consistent with the descriptive-correlational nature of the study. The results were presented through tables and narrative interpretations to facilitate discussion and conclusion drawing.

## 3. Results

Results are organized sequentially, with descriptive data, inferential statistical outcomes, effect size indicators (Cramer's V, Nagelkerke $R^2$, odds ratios), and explicit theoretical integration provided for each research question. All associations are interpreted as relational, not causal.

**Research Question 1: Level of Market Readiness**

| Variable | Category | Count | Proportion |
|---|---|---|---|
| **Coffee Drinker** | Yes | 141 | 94% |
| | No | 9 | 6% |
| **Consumption Frequency** | Daily | 86 | 57% |
| | 2–3 times/week | 29 | 19% |
| | Once/week | 10 | 7% |
| | Rarely | 24 | 16% |
| **Purchase Location** | Coffee shops/cafés | 56 | 37% |
| | Supermarkets | 49 | 33% |
| | Convenience stores | 35 | 23% |
| | Local markets | 7 | 5% |
| | Online | 3 | 2% |

**Table 2. Indicators of Market Readiness (n = 150)**

Table 2 indicates a high level of market readiness. A strong majority (94%) identified as active coffee drinkers, with 57% consuming daily. Coffee shops and cafés (37%) and supermarkets (33%) were the primary purchase channels, indicating consistent exposure to diverse product formats. Chi-square tests revealed no significant association between demographic characteristics and consumption behavior (all $p > .05$; Cramer's $V < 0.15$ for all demographic-consumption pairs). $H_{01}$ was therefore not rejected, consistent with the negligible effect sizes observed. These small effect sizes indicate that coffee consumption in this sample cuts broadly across demographic groups a finding theoretically consistent with TPB (Ajzen, 1991), which holds that established behavioral habits and perceived ease of product acquisition (perceived behavioral control) are more influential than demographic categories in sustaining consumption behavior. The high daily consumption frequency further establishes the behavioral foundation for VN–PH product adoption readiness (Kotler & Keller, 2016; Nguyen et al., 2020).

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

**Research Question 2: Awareness and Acceptance of Vietnamese Coffee**

| Variable | Category | Count | Proportion |
|---|---|---|---|
| **Awareness of Vietnamese Coffee** | Yes | 91 | 61% |
| | No | 59 | 39% |
| **Previously Tried Vietnamese Coffee** | Yes | 64 | 43% |
| | No | 86 | 57% |
| **Interested in Trying VN–PH Product** | Yes | 130 | 87% |
| | Maybe | 18 | 12% |
| | No | 2 | 1% |
| **Support for Filipino VN–PH Brand** | Definitely | 106 | 71% |
| | Probably | 42 | 28% |
| | No | 2 | 1% |

***Table 3. Awareness, Experience, and Acceptance of Vietnamese Coffee (n = 150)***

The data in Table 3 show that 61% of respondents were aware of Vietnamese coffee, while 43% had previously tried Vietnamese coffee products. Chi-square analysis confirmed a statistically significant and large-magnitude association between awareness and prior trial: $X^2(1, N = 150) = 69.528$, $p < .001$, Cramer's $V = 0.6946$. This large effect size (Cohen, 1988: $V \geq 0.50$ = large) indicates that awareness and trial are strongly associated consumers who are aware of Vietnamese coffee are substantially more likely to have already tried it. $H_{02}$ was rejected.

These findings are robustly consistent with DOI (Rogers, 2003), which identifies awareness as the necessary antecedent to the trial stage and predicts that the knowledge-trial association will be strong in markets where the innovation is genuinely unfamiliar to a large segment of the population (39% unaware in this sample). The exceptionally high proportion expressing definite (71%) or probable (28%) support for Filipino-branded products using Vietnamese coffee beans totaling 99% positive support further validates the VN–PH co-branding strategy as a mechanism for converting awareness into acceptance, mitigating the country-of-origin perception challenges documented by Lee and Nguyen (2021). This finding provides the strongest empirical support in the study for awareness-building as the highest-return VN–PH market development investment.

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal
of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

**Research Question 3: Decision-Related Factors and Consumer Intention**

| Decision Factor | Count Selected | Proportion | Exp(B) | p-value |
|---|---|---|---|---|
| Taste | 132 | 88% | 1.42 | .312 |
| Price | 104 | 69% | 1.28 | .287 |
| Health Benefits | 95 | 63% | 1.19 | .421 |
| Sustainability | 54 | 36% | 0.98 | .519 |
| Brand Reputation | 47 | 31% | 1.04 | .398 |
| Packaging | 41 | 27% | 0.89 | .476 |
| **Nagelkerke $R^2$** | .038 | Hosmer–Lemeshow | $p = .621$ | (acceptable) |

**Table 4. Decision Factors, Proportional Selection, and Binary Logistic Regression Outputs for Consumer Intention (n = 150)**

Table 4 shows that taste (88%), price (69%), and health benefits (63%) were the most frequently cited decision factors, followed by sustainability (36%), brand reputation (31%), and packaging (27%). Binary logistic regression, however, showed that none of the individual decision factors was a statistically significant predictor of consumer intention (all $p > .05$). The odds ratios (Exp(B)) for all predictors were close to 1.0, indicating negligible incremental prediction over chance. The overall model explained only 3.8% of variance in intention (Nagelkerke $R^2 = .038$), and the Hosmer–Lemeshow test confirmed acceptable model calibration ($p = .621$). $H_{03}$ was therefore not rejected.

This finding is theoretically and practically important. The failure of any individual attribute to independently predict intention despite their high selection frequency is precisely the pattern that CVT (Holbrook, 1999) predicts: consumers integrate multiple value dimensions holistically, so no single dimension is an independent driver. This conclusion is also consistent with TPB (Ajzen, 1991), which holds that attitude itself a multi-attribute construct rather than any single attribute component predicts intention. Han et al. (2022) observed an identical pattern in Korean coffee innovation consumers, providing cross-cultural empirical support. From a managerial standpoint, this finding signals that VN–PH product developers must build multi-dimensional value propositions simultaneously addressing taste, price, health, and brand narrative, rather than optimizing for a single product attribute.

**Research Question 4: Willingness to Pay**

| WTP Bracket (PHP) | Count | Proportion | Ord. Log. Exp(B) | p-value |
|---|---|---|---|---|
| Less than PHP 100 | 49 | 33% | 1.14 | .341 |
| PHP 101–200 | 81 | 54% | 1.09 | .287 |
| PHP 201–300 | 14 | 9% | | |
| PHP 301 and above | 6 | 4% | | |
| **Nagelkerke $R^2$** | .021 | Negligible fit | | |

**Table 5. Willingness to Pay Distribution and Ordinal Logistic Regression Output for Consumer Intention (n = 150)**

The majority of respondents (54%) reported willingness to pay PHP 101–200 for a high-quality VN–PH co-created coffee product, with 33% preferring below PHP 100. Ordinal logistic regression found that WTP was not a statistically significant predictor of consumer intention (all $p > .05$; Nagelkerke $R^2 = .021$ negligible). Proportional odds ratios for WTP brackets were close to 1.0, confirming the absence of a practically meaningful WTP-intention relationship. $H_{04}$ was therefore not rejected.

This result is consistent with CVT's (Holbrook, 1999) proposition that economic value is only one component of a holistic value evaluation and that its independent predictive power is bounded when other value dimensions are simultaneously active. The finding further aligns with Kotler and Keller's (2016) argument that in product markets with strong experiential and social value dimensions as in specialty coffee price tolerance does not translate directly into behavioral intention. Practically, this means that the PHP 100–200 price band identified by the majority WTP cluster represents a market entry constraint rather than a demand driver: products should be priced within this range to avoid immediate affordability barriers, but pricing strategy alone will not convert WTP tolerance into purchase intention.

**Research Question 5: Perceived Market Potential of Non-Beverage Coffee Categories**

| Non-Beverage Product Category | Count | Proportion |
|---|---|---|
| **Snacks and Desserts** | 117 | 78% |
| Fitness Products | 95 | 63% |
| Skincare Products | 56 | 37% |
| Household Products | 38 | 25% |
| Lifestyle Products | 36 | 24% |

**Table 6. Perceived Market Potential of Non-Beverage Coffee-Based Products (n = 150)**

Coffee-based snacks and desserts (78%) and fitness products (63%) were perceived as holding the strongest non-beverage market potential. Skincare (37%), household products (25%), and lifestyle products (24%) were rated lower but retain notable market interest. These results reflect the global diversification of coffee-based products documented by Smith and Gomez (2022), who identified food-related and functional coffee innovations as the fastest-growing non-

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

beverage coffee category in Asia from 2019 to 2022. The dominance of snacks and desserts in the Philippine sample is consistent with Cruz and David's (2019) observation that food-oriented consumption culture coffee-flavored pastries, spreads, and confectionery is deeply embedded in Filipino daily life. The strong second-place ranking of fitness products (63%) reflects the growing wellness orientation among urban Filipino consumers, providing a clear second-wave product development priority for VN–PH co-creation.

**Summary of Hypothesis Testing**

| $H_0$ | Null Hypothesis | Key Result | Decision |
|---|---|---|---|
| $H_{01}$ | No significant relationship between demographics and consumption behavior [TPB] | p > .05; Cramer's V < 0.15 (negligible) | Not Rejected |
| $H_{02}$ | No significant association between awareness and prior trial of Vietnamese coffee [DOI] | $\chi^2$=69.528, p<.001; V=0.69 (large) | **REJECTED** |
| $H_{03}$ | Decision factors not significantly associated with consumer intention [CVT] | All p>.05; $R^2$=.038 (negligible) | Not Rejected |
| $H_{04}$ | WTP not significantly associated with consumer intention [CVT] | All p>.05; $R^2$=.021 (negligible) | Not Rejected |

**Table 7. Hypothesis Testing Summary**

## 4. Discussion

### Interpretation of Findings

The findings indicate a high level of market readiness among Filipino consumers for Vietnam–Philippines (VN–PH) coffee-based innovations, as evidenced by the high proportion of active coffee drinkers and frequent coffee consumption. The significant relationship between awareness of Vietnamese coffee and prior product trial suggests that awareness is a critical determinant of consumer acceptance and adoption. Consumers who are familiar with Vietnamese coffee are more likely to have tried it and demonstrate greater openness toward VN–PH co-created products.

The results further reveal that no single decision-related factor, such as taste, price, health benefits, packaging, sustainability, or brand reputation, independently predicts consumer intention. This suggests that consumers evaluate coffee innovations through a holistic assessment of multiple product attributes rather than relying on a single criterion. Likewise, willingness to pay was not found to significantly influence consumer intention, indicating that perceived value may be more important than price alone when evaluating innovative coffee products. The strong preference for coffee-based snacks, desserts, and fitness products highlights opportunities for product diversification beyond traditional beverage formats.

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

### Comparison to Existing Studies

The findings support the **Diffusion of Innovations Theory (DOI)**, which emphasizes awareness as a prerequisite for product trial and adoption. The strong association between awareness and prior trial confirms that increasing consumer knowledge can facilitate acceptance of new coffee innovations. The results also align with previous studies suggesting that consumer behavior in coffee markets is increasingly influenced by lifestyle and value perceptions rather than demographic characteristics.

Furthermore, the non-significant influence of individual decision factors supports **Consumer Value Theory (CVT)**, which posits that consumers integrate multiple value dimensions—including functional, economic, experiential, and social values—when making purchase decisions. This finding is consistent with studies showing that no single attribute dominates consumer evaluations of innovative coffee products. The high interest in non-beverage coffee products also reflects broader regional trends toward diversification of coffee-based innovations in Asian markets.

### Implications for Practice and Policy

For entrepreneurs and coffee businesses, the findings suggest that marketing efforts should prioritize awareness-building activities, product education, and storytelling that communicate the benefits of Vietnam–Philippines collaboration. Since consumers evaluate products holistically, firms should focus on delivering balanced value propositions that integrate quality, affordability, health benefits, sustainability, and brand credibility rather than competing primarily on price.

For policymakers and industry stakeholders, the results provide evidence supporting cross-border agricultural innovation and value-added product development initiatives. Government agencies may leverage these insights to promote bilateral partnerships, facilitate technology transfer, and encourage investments in coffee processing and product innovation. The strong consumer interest in non-beverage coffee products also highlights opportunities to support small and medium enterprises (SMEs) engaged in food innovation, functional products, and wellness-related coffee applications.

### Study Limitations

Several limitations should be considered when interpreting the findings. First, the study employed purposive sampling and included only 150 respondents from urban and semi-urban areas, which may limit the generalizability of the results to the broader Filipino population. Second, data were collected through self-reported survey responses, making the study susceptible to response bias and social desirability effects. Third, the research utilized a cross-sectional design, preventing the examination of changes in consumer perceptions and behaviors over time. Finally, the study did not involve actual product prototyping, sensory evaluation, or purchase experiments; therefore, respondents' stated intentions may differ from their actual purchasing behavior in real market settings. Future studies may address these limitations by

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal
of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

employing probability-based sampling methods, larger sample sizes, longitudinal designs, and experimental product testing to provide deeper insights into consumer acceptance of VN–PH coffee innovations.

## 5. Conclusion

Summary of Findings

1. High market readiness was confirmed, with 94% of respondents identified as active coffee drinkers and 57% consuming daily. No significant demographic-consumption association was found ($H_{01}$ not rejected; all Cramer's V < 0.15), confirming that market readiness cuts broadly across demographic groups.
2. Awareness of Vietnamese coffee significantly predicts prior trial with a large effect size ($\chi^2 = 69.528$, $p < .001$; Cramer's V = 0.69). $H_{02}$ was rejected. A total of 99% of respondents expressed definite or probable support for Filipino brands using Vietnamese coffee beans, validating the VN–PH co-branding model.
3. No single decision factor independently predicted consumer intention to try VN–PH products (all $p > .05$; Nagelkerke $R^2 = .038$). $H_{03}$ was not rejected. Taste, price, and health benefits were most frequently cited, but the multi-attribute pattern confirms that holistic value evaluation governs consumer decisions.
4. WTP was predominantly in the PHP 101–200 range (54%) and was not a statistically significant predictor of intention (all $p > .05$; $R^2 = .021$). $H_{04}$ was not rejected. Perceived value extends beyond price as the operative mechanism of consumer support.
5. Snacks and desserts (78%) and fitness products (63%) were perceived as holding the strongest non-beverage market potential under VN–PH co-creation, establishing the priority product development categories for market entry.

Conclusions

The Philippine market presents strong structural readiness for VN–PH co-created coffee innovations. Habitual consumption patterns (57% daily) and established purchasing channels (cafés, supermarkets) establish the behavioral and environmental conditions that TPB (Ajzen, 1991) identifies as prerequisites for new product intention formation. This conclusion validates the commercial rationale for VN–PH market entry.

Awareness-building is the highest-return strategic investment in the VN–PH market development pathway. The large-effect awareness-trial association (Cramer's V = 0.69) is the strongest empirical signal in this study, confirming DOI's (Rogers, 2003) knowledge-to-trial bottleneck prediction and establishing that converting the 39% of unaware consumers into the awareness pipeline will cascade into measurable increases in product trial and acceptance. This conclusion refines ASEAN DOI applications by quantifying the magnitude of the awareness effect in the cross-border coffee co-creation domain a finding absent from prior literature.

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

Consumer decision-making follows a holistic multi-attribute value architecture. The non-significance of all individual decision factors as independent intention predictors, combined with the high frequency of multi-attribute selection, validates CVT's (Holbrook, 1999) proposition that aggregate value perception not any single attribute drives behavioral outcomes. This conclusion contradicts the price-dominance hypothesis advanced by Sheth et al. (1991) for emerging markets, and suggests that Filipino urban coffee consumers have moved beyond purely economic value calculi in their product evaluations.

The price-to-intention relationship is non-significant, confirming that value communication not price competition is the operative VN–PH market penetration strategy. Mid-range pricing (PHP 100–200) establishes an affordability floor, but the conversion of WTP tolerance into actual purchase support requires the delivery of a balanced, multi-dimensional value proposition.

**Proposed Output: Vietnam–Philippines Coffee Innovation Strategy Framework (VN–PH CISF)**

In response to the study's multi-factorial findings, the researcher proposes the Vietnam-Philippines Coffee Innovation Strategy Framework (VN–PH CISF) as the study's applied MBA-level contribution. The framework translates empirical findings into an integrated, decision-support tool for entrepreneurs, industry partners, and development stakeholders.

Online ISSN: 3082-5121
Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields
https://journals.aloysianpublications.com
Volume 2 Issue 6 (2026)

| Strategic Pillar | Evidence Base | Recommended Action |
|---|---|---|
| **1. Awareness & Education** | Cramer's V = 0.69 (large); 39% unaware of Vietnamese coffee | Deploy awareness campaigns (digital media, in-store sampling, co-branded events) to move unaware consumers into the knowledge-trial pipeline |
| **2. Product Development** | Snacks/desserts 78%; fitness products 63%; multi-attribute decision model confirmed | Prioritize co-created snacks, desserts, and functional fitness coffee as first-wave VN–PH products; develop balanced multi-attribute value profiles |
| **3. Pricing Strategy** | 54% WTP PHP 101–200; WTP not independently predictive of intention | Price VN–PH products in the PHP 100–200 band; do not rely on price alone as an adoption driver communicate value comprehensively |
| **4. Value Proposition** | CVT holistic value model confirmed; no single attribute drives intent | Build integrated VPs combining origin narrative (functional), competitive pricing (economic), innovation appeal (experiential), and Filipino brand partnership (social) |
| **5. Market Entry** | High urban readiness; cafés (37%) and supermarkets (33%) are primary purchase channels | Phase 1 urban launch through café partnerships and supermarket placement; leverage existing coffee-purchasing habits to reduce adoption friction |
| **6. Cross-Border Partnership** | 99% express definite or probable support for VN–PH branded products | Formalize Vietnamese supplier–Philippine entrepreneur co-branding agreements; engage ASEAN institutional frameworks for trade facilitation and innovation co-investment |

**Table 8. Vietnam–Philippines Coffee Innovation Strategy Framework (VN–PH CISF)**

## Recommendations

### For Entrepreneurs and the Coffee Industry

First, prioritize urban and semi-urban market entry, where habitual coffee purchasing is established and consumer receptivity to innovation is highest. First-wave VN–PH product launches should focus on coffee-based snacks and desserts coffee biscuits, pastry spreads, and café-style confectionery capitalizing on the 78% perceived market potential finding. Second, build awareness-first marketing campaigns that explicitly communicate Vietnamese-origin quality narratives, repositioning Robusta sourcing from commodity input to premium, traceable collaboration partner, consistent with the co-branding re-framing strategy supported by Tran and Hoang (2023). Third, develop integrated value propositions that simultaneously address taste quality, price competitiveness, health positioning, and brand story not single-attribute campaigns as the empirical evidence confirms that holistic value evaluation governs consumer intention. Fourth, anchor launch pricing in the PHP 100–200 band with strong value-layered communication; avoid both premium and discount-only positioning as independent strategies.

**For Policymakers and Development Institutions**

The evidence of high consumer acceptance of VN–PH co-creation provides empirical grounds for developing bilateral agricultural innovation programs, co-branding certification schemes, and trade facilitation instruments between Vietnam and the Philippines under the ASEAN Economic Community framework. Investment in consumer awareness campaigns for Vietnamese coffee potentially co-funded by both governments would accelerate the awareness-trial pipeline demonstrated by the large effect size (Cramer's V = 0.69) and yield high market development returns relative to investment. Regulatory frameworks supporting VN–PH product origin labeling and quality co-certification would address the country-of-origin perception challenges identified in the literature (Lee & Nguyen, 2021).

**For Vietnamese Coffee Exporters**

The Philippine market is receptive to Vietnamese coffee inputs when these are framed within Filipino-branded co-creation rather than direct-to-consumer imports. Vietnamese exporters should pursue joint venture and co-branding agreements with Philippine food and beverage companies as the preferred market entry mode, selecting product formats compatible with snack and dessert applications (soluble Robusta extracts, cold brew concentrates, flavored coffee powders) consistent with the dominant market potential finding. Direct-to-consumer premium single-origin strategies are less aligned with the identified WTP distribution and should be reserved for Phase 2 market development after brand familiarity is established.

**For Future Researchers**

Future studies should employ nationally representative probability-based samples to improve generalizability, and experimental or conjoint analysis designs to establish causal attribute-intention relationships. Qualitative investigations of the cognitive mechanisms linking Vietnamese coffee awareness to acceptance would deepen the theoretical contribution of the DOI application in the VN–PH context. Longitudinal tracking studies following actual VN–PH product launches would enable revealed-preference validation of the stated-preference findings reported here.

## References

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

ASEAN Secretariat. (2022). ASEAN economic community blueprint 2025. https://asean.org

Breidert, C., Hahsler, M., & Reutterer, T. (2006). A review of methods for measuring willingness-to-pay. Innovative Marketing, 2(4), 8–32.

Cohen, J. (1988). Statistical power analysis for the behavioral sciences (2nd ed.). Lawrence Erlbaum Associates.

Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). SAGE Publications.

Cruz, J. P., & David, M. E. (2019). Coffee consumption patterns and preferences of Filipino consumers. Asia-Pacific Journal of Business and Management, 8(2), 45–58.

Galvagno, M., & Dalli, D. (2014). Theory of value co-creation: A systematic literature review. Managing Service Quality, 24(6), 643–683. https://doi.org/10.1108/MSQ-09-2013-0187

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage Learning.

Han, S., Kim, J., & Park, Y. (2022). Consumer acceptance of coffee-based functional products: A multi-attribute value analysis in Asian markets. Journal of Functional Foods, 94, Article 105132. https://doi.org/10.1016/j.jff.2022.105132

Holbrook, M. B. (1999). Consumer value: A framework for analysis and research. Routledge.

International Coffee Organization. (2023). Coffee report and outlook. https://icocoffee.org/documents/cy2023-24/Coffee_Report_and_Outlook_December_2023_ICO.pdf

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

Lee, H., & Nguyen, T. (2021). Country-of-origin effects and consumer acceptance of Vietnamese coffee exports in ASEAN markets. Asian Journal of Marketing, 15(3), 88–107.

Ministry of Agriculture and Environment of the Socialist Republic of Vietnam. (2025). Vietnam coffee export statistics. https://www.mard.gov.vn

Nguyen, T. T., Pham, L. T., & Tran, H. Q. (2020). Consumer behavior in coffee consumption: Evidence from Southeast Asia. Journal of Food Products Marketing, 26(4), 234–250.

Nguyen, T. H., & Vo, H. T. (2020). Value chain upgrading in Vietnam's coffee industry. Asian Journal of Agriculture and Development, 17(2), 1–15.

Philippine Statistics Authority. (2023). Selected statistics on agriculture: Coffee. https://psa.gov.ph

Prahalad, C. K., & Ramaswamy, V. (2004). The future of competition: Co-creating unique value with customers. Harvard Business School Press.

Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. Journal of Business Research, 22(2), 159–170. https://doi.org/10.1016/0148-2963(91)90050-8

Smith, A., & Gomez, R. (2022). Innovation trends in coffee-based products beyond beverages. International Journal of Food Innovation, 8(1), 45–60.

Somboonsuke, B., Wetprasit, N., & Chamsai, J. (2018). Value-added agriculture and rural development in ASEAN economies. Kasetsart Journal of Social Sciences, 39(2), 253–259. https://doi.org/10.1016/j.kjss.2017.12.004

Tran, Q. T., & Hoang, V. N. (2023). Value-added strategies in ASEAN agri-food sectors: Evidence from coffee-producing countries. Journal of Agribusiness in Developing and Emerging Economies, 13(1), 89–105.