

Culture Ethnographic Study of Cafe Consumers

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ABSTRACT: This research is motivated by changes in social habits, ideas and behavior in normal social interactions. Especially in terms of using technology. In cyberspace, people can create any identity or existence they choose, but in reality they feel lonely. This often happens in public places, especially cafes. This research focuses on the phenomenon of cafe consumer behavior who is more focused on gadgets than enjoying the company of colleagues, using a type of ethnographic research that involves description and analysis of linguistic patterns from certain groups of people who have similar cultures. Using a Simple Research Design Method with Triangulation Theory (Rofiah & Bungin, 2021). In the process of collecting data and for socialization, reflections will be captured when they are in a situation without communication. This research was conducted in cafes in Indonesia with certain considerations. This sampling approach aligns with the social dynamics of cafes as diners interact with others to find out their orders. The findings of this research are an Ethnographic Study of Cafe Consumer Culture in Indonesia that Cafe Culture, Focus on Gadgets, Perception, Motivation, Information, Addiction, Filling free time, Peers, Professional, Personal Reasons, Lifestyle, Likes hanging out, Groups.

KEYWORDS: Consumer Behavior; Culture; Ethnographic Study; Café; Consumers

I. INTRODUCTION

Technology is useful for facilitating many elements of people's daily lives. People benefit from the ease of being able to communicate and perform remote tasks quickly. This is in accordance with Chadwick et al., (2023) statement that technological advances have now penetrated global contact and human communication. This shows that technological progress does have advantages. There are negative influences that accompany it apart from the positive impacts that are realized. Hacker et al., (2020) one of them is that as a result of being too engrossed in online activities, a person can lose the capacity to interact with other people in society. This condition is often referred to as being alone together, tending to enjoy themselves without paying attention to the surrounding environment (Rahmani et al., 2022).

Alone together is a situation where individuals come together but they spend less time interacting with each other and more time using their gadgets ((Mao & Chang, 2023). Alone together occurs when people's behavior and behavior is influenced by the availability of communication technology, such as the internet (Pirhonen et al., 2020). This behavior shows a problem as a disease, namely that people are starting to lose touch with reality due to the domination and creation of technology. People lose sensitivity to their environment. The way people interact has changed significantly as a result of these technological innovations (Mao & Chang, 2023).

However, using technology has a risk side for teenagers in the development of psychological problems that occur in gadget addiction, and learning lessons slowly. Excessive electronic use can also change the behavior of these young people; examples of this behavior include introversion, selfie-taking, difficulty focusing in the real world, anti-social behavior, and social deviance (Kiss et al., 2020). Rofiah et al., (2023) support this by claiming that the alone together phenomenon is actually caused by the use of social media and its extreme use. According to Concina et al., (2024) Sociologically, technology is a related factor that influences every human action, behavior and activity. The way in which people relate to each other and engage with each other can be changed by information and communications technology. Developmental people may lack time to adapt as a result of rapid technology.

Santos et al., (2024) defines the phrase "alone together" as a situation where someone is in a situation with other people but chooses to be alone so that togetherness is less meaningful. In accordance with Kottmann, (2022), loneliness is not the result of

Culture Ethnographic Study of Cafe Consumers

being alone but rather from the absence of relationships as a result of underdeveloped interpersonal skills. Morrow, (2020) Factors that precede and maintain feelings of being alone together are personality and situational factors that can increase the emergence of loneliness. Someone who feels shy is more nervous when they are in the midst of people and situations they have just met, because it is difficult to make new acquaintances. In this case, people who are trapped in a social condition will reject other people because of their lack of skills in the social field.

Askarizad & Safari, (2020) outlines case studies of social habits, ideas, and behavior in normal social interactions. Especially when it comes to using technology. In cyberspace, people can create any identity or existence they choose, but in reality they feel lonely. According to Thulin et al., (2020), loneliness is a mental and emotional condition defined by feelings of isolation and a lack of deep connections with other people. This often happens in public places, especially cafes.

There have been more improvements in recent times, both in technology and culinary. Some modern establishments, especially those offering coffee shops, have recently opened. Competition between cafes will increase as more and more coffee shops appear. People usually spend more time outside the home. For practical and convenient reasons, people usually visit restaurants to gather with family and friends just to relax in the midst of their busy lives. One of the many options is a cafe. Cafes are said to provide more than just food and drinks. but also to provide facilities that can provide comfort for customers. It's not surprising that cafe visitors can forget time there (Weber et al., 2020).

Café is a French word which means coffee drink. However, as cafes develop, they are now more than just coffee shops that sell various kinds of food and drinks. Cafes seem to have developed and can be found everywhere, with various concepts ranging from home-style cafes to classic designs to modern styles. The food and drinks available are varied, ranging from various sweets, snacks, main meals, and of course various types of processed drinks, the majority of which are coffee-based (Kriegel et al., 2023).

Hangout culture is a medium for socializing, hangouts are usually held in friendly places where people can gather with colleagues, friends or family, such as cafes, coffee shops and other places. This creates a need for lifestyle modification. The millennial generation has adopted a cafe lifestyle because of the impact of social life. This encourages lifestyle changes to become a necessity (Halkiopoulos et al., 2022). This culture has entered the millennial generation in cafes due to the influence of social life. This is of course followed by many cultures that follow it, both positive and negative (Barron et al., n.d.). Hangouts or cafes have taken over as the go-to place for people to spend their free time, and this applies even to the millennial generation. One of the facilities available at the cafe is free wifi, which allows visitors to connect their gadgets to the available wifi (Finlay et al., 2021). However, they do not realize that using the free wifi provided by the café owner makes them develop their own cultural attitude or alone together culture, an attitude that not only has a social influence but also has an impact on values and morals (Han, 2020). Attitude is the ability of customers to consistently determine whether they like or dislike someone (Simkin & Schmidt, 2023).

Meanwhile, consumer behavior according to Mason et al., (2021) is individual activity which includes people who are directly involved in consuming and obtaining products or services in the decision-making process. So this implies that the act of examining people, groups, and organizations to select, utilize, and create goods, services, ideas, or experiences in order to fulfill their desires is known as consumer behavior. Most cafe visitors sit in groups with their friends and they are busy with their gadgets or cellphones, interacting little with their friends. Cafe visitors are often distracted by their electronics and don't pay attention to their friends who are talking. They don't pay attention to the situation and feelings of talking to friends, they are more engrossed in their devices and don't pay attention to their surroundings. This is because a person's lifestyle preferences are determined by the way they choose, employ, or consume goods (Yim et al., 2021). In other words, why do some cafe customers tend to use gadget technology rather than interacting with colleagues? Furthermore, this research focuses on phenomena Cafe consumer behavior is more focused on gadgets than enjoying being with colleagues. It is hoped that this research will be useful as information to find out how cafe consumers focus more on gadgets than enjoying being with their deans, thus adding to scientific studies of consumer behavior and reference material for further research. Apart from that, it is hoped that it will provide input for people who want to open cafe businesses in particular.

II. THEORITICAL REVIEW

Alone Together Culture

Alone Together is an expression describing the emergence of an asocial type as a result of people becoming increasingly engrossed in their own world when using cellphones and computers to browse the internet. Lewis, (2021) "People become separated by reality because social networking sites and technology dominate us and make us less social, or in other words, people become alienated from each other. Technology really distances us from real humans or social contact while giving us the impression that we are communicating more effectively directly with residents.

Culture Ethnographic Study of Cafe Consumers

According to research Taylor et al., (2023), when someone is with other people they feel lonely, but that person chooses to be silent with themselves so they don't feel the meaning of togetherness. Loneliness is not created by loneliness; however, relationship insecurity results from a lack of ability to build connections. Witnessing what is happening right now with the rampant feeling of loneliness will definitely have an effect on the individual who is experiencing it. Because the virtual world is more interesting than the real world, a person will feel more connected to their environment. Humans' ability to establish social relationships with their environment is increasingly deteriorating, forcing them to rely on communication in cyberspace. Individuals who have felt lonely for a long time Later in life, some people may become loners. Because he didn't want to tell anyone about this or that story. This incident was something that everyone could witness in their entire life.

This phenomenon is something that everyone can witness in everyday life. One of them often sits in the living room, but is more comfortable with his own activities, which is usually called being alone. According to Chakraborty & Garg, (2023), this kind of solidarity is unnecessary because people find interesting aspects when they are alone. Next, someone will do various activities that will make someone really calm. These objects, such as gadgets or other objects, are often outside the house. Every change in behavior must have an underlying reason. Such a person can enter this position himself. Someone who feels lonely in the context of many other people is the idea of being alone together. Simultaneously, loneliness is a person's condition to feel lonely in their own situation (Pintar, 2023). Feeling alone can not only occur in one scenario, it can also occur in several situations, which are called single situations. Lonely people together are lonely, and lonely people are not always lonely. People who are lonely together choose to stay calm with themselves because the current relationship feels empty, someone doesn't like someone. Loneliness includes more than loneliness. This does not mean that the two are different, but rather that they are limited in themselves and can be considered comparable (Kalkhoff et al., 2020).

Consumer behavior

Consumer Behavior emphasizes that to understand consumers and to make the best marketing plans, we must understand what consumers think (cognition), feel (affection), what they feel (Karpen & Conduit, 2020). What they do (behavior), as well as where (surroundings) impact and are influenced by what customers do, feel and think (Kim & Tang, 2020).

According to Hosta & Zabkar, (2021), consumer behavior is "The dynamic interaction between influence, cognition, behavior and environmental events in which humans carry out exchange aspects in their lives." This means that consumer behavior is defined as a dynamic interaction between affect, cognition, behavior, and the environment.

Consumer behavior, on the other hand, is defined by (Shavitt & Barnes, 2020) as actions directly related to the receipt, consumption and expenditure of money for goods and services, as well as any hidden processes resulting from these activities.

Khan, (2020) list the following elements that influence customer behavior:

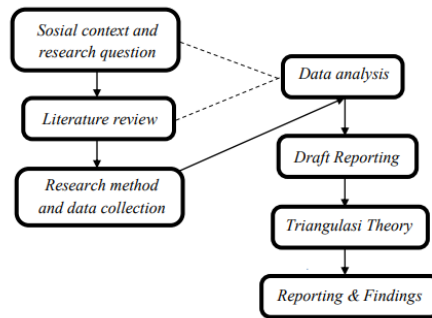
- a) Cultural Factors
- b) Social Factors
- c) Personal Factors
- d) Psychological Factors

III. RESEARCH METHODS

This research uses a type of ethnographic research involving description and analysis of linguistic patterns from certain groups of people who have the same culture (Wutich, et al, 2021). As a process combined with positive results (Agar, 1980). The main concept in ethnography is a method for studying individuals who come from the same culture and written output resulting from investigations as a method In-depth observation of groups is a key component of ethnography, which generally involves researchers studying participants as they go about their daily lives in society and see and talk with business people. Ethnographers evaluate data from many data sources that have been collected to provide a picture of a group's culture (Sinha, 2021). Therefore, readers can learn about culturally similar groups from both participants and the researcher's patronage.

This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:

Culture Ethnographic Study of Cafe Consumers

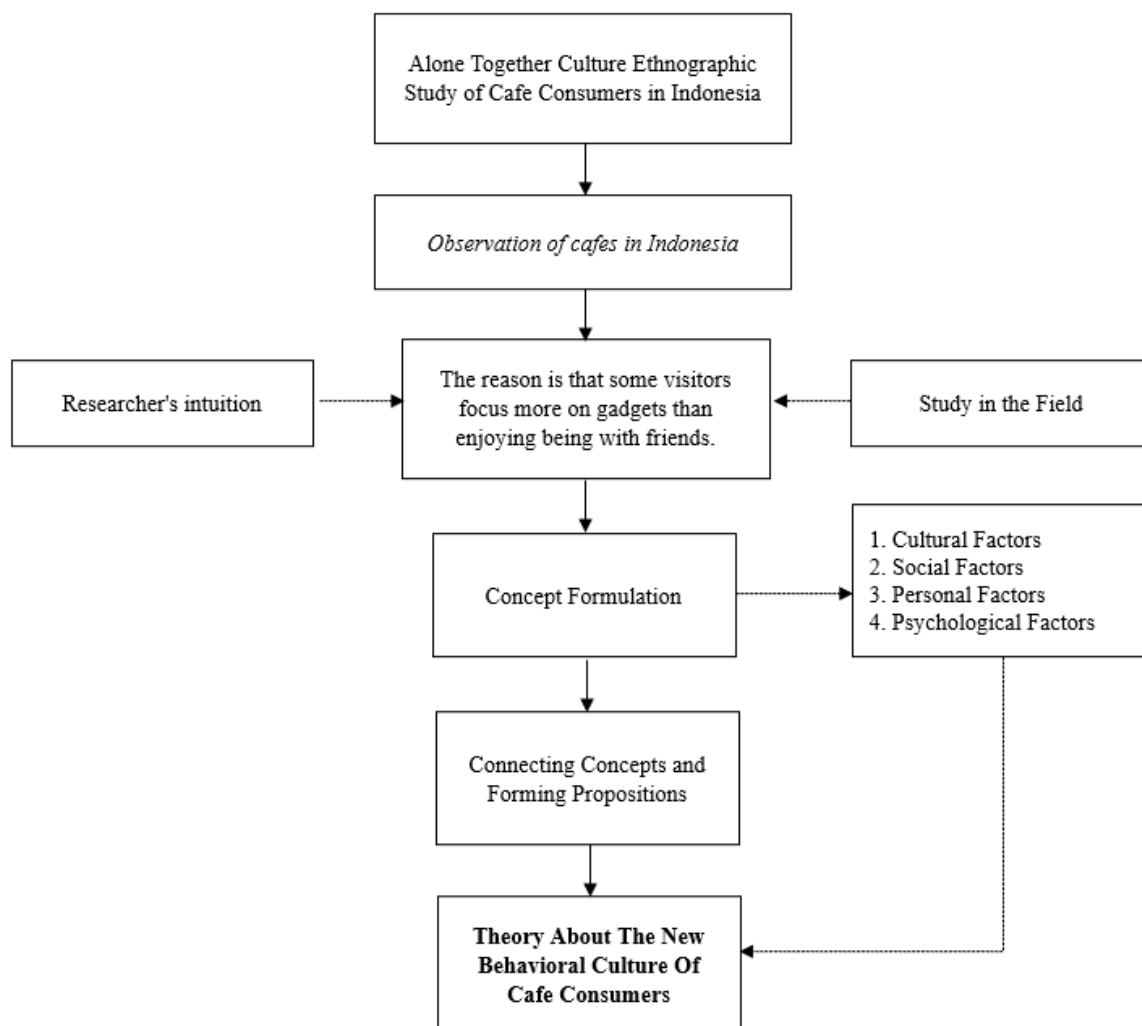


Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Line of Thought

The framework of this research can be described as follows:



Source: Researcher, (2024)

Culture Ethnographic Study of Cafe Consumers

Research Locus & Data Collection Technique

The methodological approach reflects an inductive research design, relevant to understanding consumption in relation to context (Bhimani, 2020). The researchers examines self-consumption practices in contrast to coffee consumption and literary sociality (which typically places an emphasis on the collective as determined by social interaction). The initial inductive phase was informed by an in-depth study of the context of coffee drinking and involved the researcher visiting the coffee shop as a group of consumers about the experience, the presence of other consumers and informal 'backstage' consultations. In terms of scope, there was no a requirement to limit how consumers express their experiences, as breadth and depth of description are sought. Ethnographic and ethnomethodological studies using behavioral analysis seek explanations of self-expression and coffeehouse sociality (McCamley, C., & Morland, 2021), using data derived from participant observation and self-reporting through interviews. We propose that exploration of group consumption requires An alternative methodology for gaining understanding of experiences, by inviting participants to self-reflect. The important thing is, we determine that participants must be in groups

In the data collection process and for socialization reflections that will be captured while they are in a situation without communication. Primary data collection was carried out in cafes in Indonesia for a period of 10 months between March 2023 and December 2023; two were dedicated to coffee specialties, the other was the first independent food and drink event where the cafe was visited by consumers in groups; Second, do research inside a coffee shop may inadvertently influence the behavior of others in the premises disrupting the sociality of the coffee shop. Many small independent coffee shops are conducive to behavioral research. The practicalities of sampling, explaining informed consent and data collection are likely to influence consumers who do not take part in the research and change their behavior (especially if other consumers feel they are in the observation space). Café considerations are conducive to purposive sampling, where the researcher as instrument (Josselson et al., 2003) uses conversation and knowledge exchange to search for participants. This sampling approach aligns with the social dynamics of cafes as diners interact with others to gain knowledge of their orders (Löhr, K., Weinhardt, M., & Sieber, 2020).

Triangulation

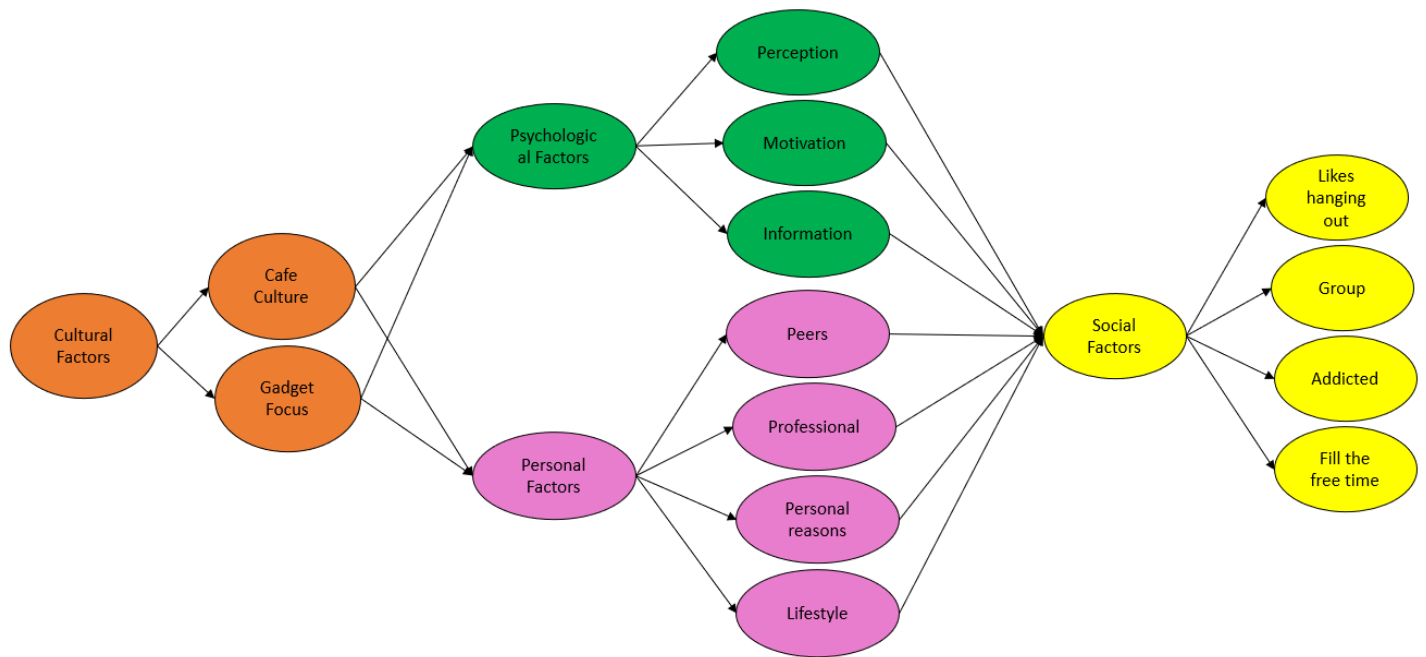
Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021).

IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

V. RESULTS AND DISCUSSION



Source: Research proposition, 2024

Cultural Factors

The most basic factor that influences a person's desires and behavior is their culture. A culture consists of smaller, more specialized subcultures that help its members identify and become better socialized. Nationalities, religions, racial groups, and geographic regions all fall under subcultures. Cultural factors influence consumer behavior in a variety of ways, including culture, subculture, and the consumer's own socioeconomic status. One factor that is strong enough to influence behavior is culture. The most important factor influencing a person's desires and behavior is their culture. Like in the surrounding environment, playing with gadgets in cafes has become a culture that develops in cafes.

These are the results of an interview with B, one of the informants who said:

"Yes, because in that place it has become a habit to gather in cafes while playing on cellphones"

Meanwhile, Brother R, another informant from this research, said:

"Yes, from time to time it has become more and more commonplace to gather in cafes to play gadget."

Brother P, one of the other informants from this research, continued to say:

"Yes, playing with gadgets in coffee shops is something that is common and has become a habit for young people"

Brother A, one of the other informants from this research, continued:

"Yes, sometimes grandma café iso doesn't work on project assignments and playing gadgets requires more internet so she doesn't run out of quota," Brother V added to A's words:

"Yes, what's more, there is wifi available in the cafe, so when people come to the cafe, the main thing they look for is wifi."

Social Factors

A person's social group consists of all groups that directly or indirectly influence their decisions or behavior. These are all social groupings that individuals belong to and participate in. Some basic social groupings, including friends, family, neighbors, and coworkers. Primary groups are often unstructured. Secondary groups, which tend to be more formal and rarely engage in meetings, include religious, professional, and trade organizations.

The most important and influential group is friends, consumer behavior is also influenced by social elements, including the existence of reference groups, family, and a person's social position and status. Regarding the influence of social groups as reference groups, in this case customers often have groups that model behavior, such as family, co-workers, or other groups. This includes cafe consumer behavior, whether they like to come to the cafe or not.

This is as the result of an interview conducted with an informant named B said:

"Not all of you are friends"

This is as the result of an interview conducted with an informant named R said:

"Yes, the majority like to come to cafes"

Culture Ethnographic Study of Cafe Consumers

This is as the result of an interview conducted with an informant named P said:

"Friends like to come to the café, family likes to stay at home"

This is as the results of an interview conducted with one informant named A said:

"It's not bad, but not all, if the family goes to a cafe at a reunion"

This is as the results of an interview conducted with one informant named A said:

"Mostly friends anyway"

Social considerations, in addition to reference groups, can influence consumer behavior. For example, people who come to a cafe just to play gadgets may be influenced by their position and social position among other people. The attitudes and behavior of young people are encouraged to visit, stop by, and even stay there for a long time when hanging out with their friends. The influence of cafes on the attitudes and behavior of young people (hanging out),

According to Baudrillard (2003: 61), a consuming society is a society that consumes not only goods, but also human services and their relationships with humans. This means that people never consume the object itself for its use value, but the object is always manipulated as a sign that differentiates status between individuals and others. The status differentiation process is a fundamental process that occurs in society, thereby creating differences in living standards, status competition and levels of prestige. As is often seen, cafe customers come in groups with friends and co-workers.

Personal Factors

The age factor is also a personal factor that also influences consumer behavior. Tastes in places to hang out, clothing, and reactions are often related to age. People who are still young are often found in cafe hangouts, many young people often forget the time when they are engrossed in what they are doing. Even on Saturday nights, most young men especially come home from hanging out until morning.

This happens because consumers focus on playing games rather than enjoying together with friends.

This is as the result of an interview conducted with an informant named B said:

"We had a conversation before coming here, our goal here is to hang out and play games together, when we play games we also have someone to talk to and we also play games together, everyone doesn't just play the game alone."

In his perspective, Baudrillard views that the existence of cafes which influence the attitudes and behavior of young people (hanging out) is no longer based on use value as it should be, but rather the presence of cafes is the main commodity, as a symbol and sign whose significance is arbitrary and dependent. agreement.

Psychological Factors

Consumer decisions are also influenced by psychological considerations. A person's purchasing choice is influenced by four main psychological factors. It can be influenced by a number of factors, especially psychology, motivation, perception, knowledge and trust. One of the psychological elements that influences a person's consumer decisions is motivation. Fulfilling needs can reduce a person's curiosity and anxiety. So that customers achieve their goals as efficiently as possible driven by motivation. This type of customer is motivated because of the cafe's advantages.

This is as the result of an interview conducted with an informant named B said:

"For gamers, it's all a matter of whether they're comfortable or not, it depends on the conditions, we have time to chat and it's time to play, when it's a game, right?"

This is also the result of an interview conducted with an informant named R who said:

"I don't have wifi, I like to hang out with my friends so I need more wifi so I don't use up my quota"

It was continued as the results of an interview conducted with one informant named P said:

"Here every table has a socket, I think this is very helpful so you don't get confused when charging"

This is as the result of an interview conducted with one informant named Akbar said:

"The price of the coffee is affordable, even just ordering coffee without snacks is allowed here, the kids here often play games obviously they only need a drink and wifi"

Adding this to the results of an interview conducted with an informant named V said:

"The place here is comfortable, the atmosphere is like at home because the cafe is vintage"

I often visit and have made it a place to hang out every day, more or less like my own home, because the atmosphere in Grandma's great-grandfather's cafe is comfortable. Moreover, the concept of the cafe room also gives rise to changing meanings. We now interpret the nuances of a cafe as a place that gives a feeling of comfort, luxury and prestige, even though in fact we cannot feel the feeling of comfort along with the nuances of luxury and prestige.

This is as the results of an interview conducted with one informant named A said:

Culture Ethnographic Study of Cafe Consumers

"I know about this place from my friend who often buys chicken noodles. Next to it is a cafe. I went here as a group, sis, because we work at the same job so we have holidays and we go home together, so after work we don't have any other activities so we all get together. At this time, my great-grandfather added that our hobbies are also the same as those of you who are passionate, As for whether it's comfortable or not, it depends on the conditions, from the start before coming to this café there was a chat about what to do at the café, so if the children are focused on playing games, it's not a problem as long as there's an initial agreement."

Based on the results of the interview, most of them were busy with their respective gadgets and playing gamers together but still communicated with each other.

Triangulation Theory

Consumer Behavior

The results of interviews with Cafe Jombang informants regarding consumer behavior are determined as follows:

1. Cultural Factors

The cultural factor used by cafe informants is gatherings of people who come to cafes, as the current culture of hanging out playing with gadgets is one of the factors that influences customer behavior.

2. Social Factors

Apart from cultural factors, social factors such as the existence of a reference group and also a person's role and status in society also influence consumer behavior. You can find many cafe hangout places that have mushroomed. This can be seen in customers who often come in groups to the Café.

3. Personal Factors

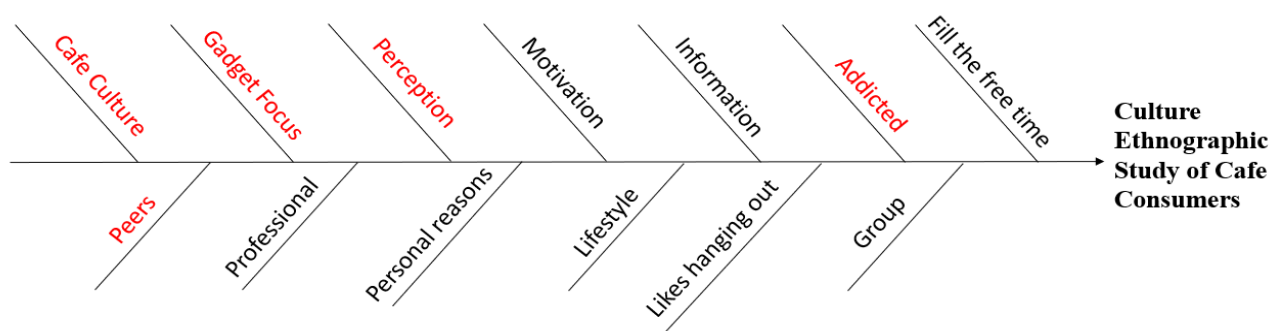
Someone's decision to come to the Café is to fill their free time playing games.

4. Psychological Factors

The motivation for customers to come to the cafe is because of the cafe's superiority in providing good signal connections according to customer needs.

Based on research conducted Kim & Tang, (2020), the development of coffee shops in Garut Regency has led to increased competition in the market, as well as wider product offerings. So it is necessary to conduct research on identifying consumer behavior regarding purchasing decisions, because knowing consumer behavior itself is very important to influence decisions. This research is for coffee shop entrepreneurs and coffee shop business development, namely being able to pay attention to consumer behavior from the 5 factors that have been identified. or obtained include cultural factors, social factors, personal factors, psychological factors.

Findings



Source: researcher's findings, 2024

In this research, it was found that the facts from consumers regarding consumer behavior when playing with gadgets in cafes were as follows:

1. Hang out

One factor that is strong enough to influence behavior is culture. The most important factor influencing a person's desires and behavior is their culture. Just like cafe consumers fulfill their desires by hanging out in cafes, where hanging out in cafes has become a culture in groups and great-grandfather's cafe consumers are used to playing with gadgets.

2. Group

A person's social group consists of all groups that directly or indirectly influence their decisions or behavior. These are all social groupings that individuals belong to and participate in. From the results of interviews with Cafe consumers, it was found that consumers come in groups to fill their free time after work to play games and hang out.

Culture Ethnographic Study of Cafe Consumers

3. Personal reasons for focusing on gadgets

Personality or self-concept is also a personal factor that influences consumer behavior. Taste in places to hang out, clothes, lifestyle and personality or self-concept are all personality factors. From the results of interviews with cafe consumers, before the informant came to the cafe, there was a discussion with the group about what they would do at the cafe so that they had the same goals and hobbies when they gathered, namely playing games. If one person plays a game, everyone also plays a game with something like that, there are no problems between each other because playing the game is in accordance with the consumer's goals and there is a moment of conversation when the game is over.

4. Motivation

Consumer decisions are also influenced by psychological considerations. A person's purchasing choice is influenced by four main psychological factors. It can be influenced by a number of factors, especially psychology, motivation, perception, knowledge and trust. From the results of interviews with cafe consumers, they are motivated to come to the cafe to play games. However, games require a strong internet signal, so the informant came to the cafe to connect WiFi to the gadget. The informant came to the cafe not because he really wanted to enjoy the menu in the cafe, but just to buy a cup of coffee so he could connect to WiFi.

According to Chetioui, Y., Lebdaoui, H., & Chetioui, (2021) purchasing decisions are influenced by customer attitudes and values as well as various factors in the customer's social environment. Consumer purchasing behavior is influenced by cultural, social and personal factors. Cultural factors provide the broadest and deepest influence. With the 4 factors of consumer behavior as a decision as choosing an action.

VI. CONCLUSION

Based on the results of the analysis found that consumer behavior occurs in cafes that researchers have carried out, conclusions can be drawn: Cultural factors as a factor influencing consumer behavior at the brand's great-grandfather's cafe come in groups and have fun playing with their respective gadgets. Social Factors Social factors in consumer behavior are lack of social interaction in every group that comes, they are busy playing with gadgets but only a few people are chatted about, so the role of social groups here is quite lacking and is a factor that needs to be improved. Personal Factors Someone's decision to come to the Café to fill their free time playing games. The psychological factor of strong trust is because they are comfortable with the situation in the cafe, therefore most of them come only to play games and every consumer who comes tends to be active in playing games and there is a lack of social interaction between each person.

VII. SUGGESTION

Based on the research that has been carried out, researchers try to provide several suggestions to: To cafe entrepreneurs, so that they can improve cafe services such as providing musical entertainment so that the atmosphere is not too monotonous when they play games, so that visitors don't just come to connect wifi to gadgets to play games but instead become customers who really want to enjoy the menu in the café and visitors can interact with each other. For Further Researchers further studies need to be carried out on what can make consumers focus more on gadgets rather than enjoying being with friends.

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Culture Ethnographic Study of Cafe Consumers

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Culture Ethnographic Study of Cafe Consumers

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ATTACHMENT

Question Guidance

Topic	Question
Alone together	1. Difficulty socializing
	2. Feeling lonely in crowded places
	3. Don't care about the conditions around you
Consumer behavior	4. Cultural Factors
	5. Social Factors
	6. Personal Factors
	7. Psychological Factors
Gedget	8. Fading creativity
	9. Likes to be alone
	10. Become a closed person
	11. Sleep Disorders



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