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Social Media and Lifestyle Effects on Purchase Intention among Millennial Coffee Consumers

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ABSTRACT
The growing coffee consumption among millennials, alongside the rising use of social media, has driven coffee shop businesses to optimize their digital marketing strategies. This study aims to analyze the influence of social media marketing and consumer lifestyle on millennials' purchase intention toward coffee shops in Padangsidimpuan, Indonesia. A quantitative approach with a descriptive-associative design was employed. Data were collected through an online questionnaire distributed to 200 respondents aged 20–40 years who had previously seen coffee shop promotions via Instagram, TikTok, or Facebook. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM–PLS) with the assistance of SmartPLS 3.0 software. The results indicate that both social media marketing and consumer lifestyle significantly influence purchase intention. These findings emphasize the importance of aligning digital promotional strategies with the lifestyle preferences of target consumers to enhance brand appeal and customer loyalty. This research provides practical implications for coffee shop owners to develop marketing content that resonates with millennial lifestyles and suggests further studies across different regions and business sectors to improve the generalizability of the findings.
Keywords: social media marketing, lifestyle, purchase intention, millennials, coffee shop

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INTRODUCTION
Over the past decade, social media marketing has revolutionized the way businesses engage with consumers worldwide. Platforms such as Facebook, Instagram, and TikTok are now utilized by billions of users—by April 2025, there were approximately 5.31 billion global social media users, representing 64.7% of the world's population (Bailey & Okoduwa, 2025). This high level of digital penetration has positioned social media as a strategic channel for influencing consumer purchasing behavior. Various studies have indicated that advertising and promotional content on social media significantly impact consumers' purchase decisions (Alkharabsheh & Zhen, 2021; Hanaysha, 2022; Hasan & Sohail, 2021). For instance, more than half of millennial consumers globally report making impulsive purchases at least once a month as a result of exposure to social media content (Fadiora, 2024). These findings reinforce the central role of social media in shaping both purchase intention and brand preferences on a global scale.

Simultaneously, coffee has evolved into an integral aspect of modern lifestyles. Coffee consumption is no longer merely a daily habit but has become a social phenomenon that drives the global growth of the coffee shop industry. The global coffee shop market was valued at approximately USD 78.96 billion in 2022 and is projected to grow to nearly USD 134 billion by 2030. This growth—approximately 6.8% annually—is driven in part by changing consumer lifestyles and the increasing popularity of ―café society‖ culture worldwide (Zionmarketresearch, 2024). In other words, a global trend is emerging that converges digital marketing with shifting lifestyles: businesses are adapting through social media marketing strategies to engage consumers, while younger generations are making both social media usage and coffee shop visits a fundamental part of their daily routines.

This global trend is strongly reflected in Indonesia. As one of the world's largest populations of internet and social media users, Indonesia has undergone a massive digital transformation in consumer behavior. As of early 2025, approximately 143 million Indonesians—or 50.2% of the population—were active social media users (Herlydinata, 2025). This proportion indicates that more than half the population is engaged with platforms such as Instagram, TikTok, and Facebook. Among millennials in particular, social media dominates: recent surveys show that 85% of Indonesian millennials use Facebook, 74% use Instagram, and video-based platforms like YouTube and TikTok also enjoy widespread popularity (Devylia, 2025). In Indonesia, social media is not merely a communication tool but also an effective space for business promotion.

In the lifestyle sector, coffee culture is experiencing significant growth. Domestic coffee consumption is increasing in parallel with the rising popularity of coffee shops as social spaces among young people (IJSSMR.org). Nationally, the number of cafes and coffee outlets has tripled over the past decade; as of 2022, there were approximately 8,870 coffee outlets in Indonesia (Nurhayati-Wolf, 2025). This growth demonstrates how drinking coffee and socializing in cafes has become embedded in Indonesia's urban lifestyle.

This global phenomenon has had tangible effects even in second-tier cities such as Padangsidimpuan in North Sumatra. With a predominantly young population, the city is witnessing a surge in modern-style coffee shops. Business owners in the area actively utilize Instagram, TikTok, and Facebook to promote their products and special offers, acknowledging that millennials are highly active on these platforms. Thus, even at the local level, the combination of social media marketing strategies and youth-driven ―coffee shop culture‖ has become key to competing in the coffee business.

Despite the increasing adoption of social media in the coffee industry, specific challenges remain that warrant further investigation. Coffee shop owners face a critical question: does social media promotion truly convert ―likes‖ and ―shares‖ into actual purchase intentions? Previous studies in Indonesia have examined the impact of social media marketing on purchase intention, but most have focused on major brands or large metropolitan cities. In general, literature suggests that social media marketing can enhance purchase intention by increasing brand awareness and brand image. For example, research conducted in coffee shop chains in Bandung revealed that interactive Instagram campaigns successfully boosted brand awareness and, in turn, increased purchase intention (IJSSMR.org). Similar findings were reported by Guha et al. (2021) and Khan (2021), who noted that social media marketing plays a significant role in shaping brand attitudes and consumer intentions (Prameswari & Giri, 2022).

Moreover, consumer lifestyle is suspected to be another factor influencing purchasing decisions. Lifestyle reflects individuals' patterns, values, and interests, and studies have shown that different lifestyles can significantly impact behavior and shopping preferences (Satria et al., 2025). In the Indonesia's coffee industry, Satria et al. (2025) found that consumer lifestyle has a direct effect on purchase decisions, in addition to the influence of social media marketing. This implies that consumers who integrate coffee consumption into their lifestyle are more likely to respond positively to coffee shop promotions on social media.

Nevertheless, certain research gaps remain. First, smaller cities like Padangsidimpuan have been largely overlooked in previous studies. Most research has focused on major urban areas such as Jakarta, Bandung, or Medan, which differ in terms of digital infrastructure, market competition, and consumer behavior. It is still unclear whether social media platforms such as Instagram or TikTok exert the same level of influence on purchase intention in smaller cities. Second, the role of millennial consumer lifestyles as a potential moderator or enhancer in the relationship between social media marketing and purchase intention has not been extensively explored. Earlier studies tended to treat lifestyle as a general factor (Daman Sudarman, 2023) but did not investigate how specific behaviors—such as the daily ―hangout‖ coffee culture—might reinforce the effectiveness of coffee shop advertisements on Instagram. Lastly, some studies have reported mixed results. For instance, research by Ali & Naushad (2023) and Siddiqui et al. (2021) found that social media marketing did not significantly affect purchase intention unless accompanied by strong brand image formation. These findings suggest that the effect of social media may be indirect or context-

dependent. Such inconsistencies and gaps in knowledge highlight the importance of further research.

Therefore, this study is timely and necessary to address both theoretical and practical gaps. Academically, it contributes new empirical evidence on the influence of social media marketing on millennial purchase intention in a secondary Indonesian city. This extends the existing literature, which has focused primarily on metropolitan contexts. By including the lifestyle variable, the study also aims to fill a theoretical gap—specifically, by testing whether consumer lifestyle acts as an enhancing factor when exposed to social media marketing. Practically, the findings of this study will offer valuable insights for local coffee business owners in Padangsidimpuan and similar regions. As the city's coffee shop industry grows, competition also intensifies, and a deeper understanding of millennial consumer behavior becomes crucial. The results may help marketers design more targeted and effective social media strategies, such as aligning promotional content with the lifestyle preferences of their target audience.

Furthermore, the study has implications for local policymakers and small business support networks by illustrating how digital platforms like Instagram and TikTok can stimulate consumption and economic activity at the city level. Overall, the main objective of this research is to analyze the impact of social media marketing on millennial purchase intention in coffee shops in Padangsidimpuan, while also considering the role of consumer lifestyle. By achieving this objective, the study aims to bridge existing research gaps and offer a comprehensive understanding of digital marketing dynamics in the local food and beverage sector.

To conclude, this research responds directly to current trends by connecting global dynamics to local realities and addressing emerging questions at the intersection of social media, millennial lifestyle, and consumer behavior. Through this approach, the study is expected to offer both conceptual relevance and practical contribution to the development of marketing science in the digital era.

METHOD

This study employed a quantitative approach with a descriptive-associative research design. This approach was chosen because it allows for the examination of relationships between variables through the collection of numerical data and statistical analysis (Creswell & Clark, 2017). The descriptive design was used to portray the characteristics of respondents and the observed phenomena, while the associative approach aimed to identify the influence between variables—namely, social media marketing, consumer lifestyle, and millennial consumers' purchase intention toward coffee shops in Padangsidimpuan. In line with Sugiyono (2019), the associative quantitative approach is appropriate for identifying the existence and strength of influence between variables in an objective and measurable manner.

The research was conducted at local coffee shops in Padangsidimpuan, North Sumatra, which actively promote their products via social media platforms such as Instagram, TikTok, and Facebook. Data collection took place between May and July 2025, encompassing questionnaire distribution, data verification, and analysis phases.

The target population comprised all millennial consumers (aged 20–40 years) residing in Padangsidimpuan who had previously purchased products from local coffee shops and had been exposed to coffee shop promotions on social media. A purposive sampling technique was applied using the following criteria: aged 20–40 years, domiciled in Padangsidimpuan, had made purchases at local coffee shops, and had been exposed to related promotions through social media. The sample size was determined using Hair's (2019) formula, which recommends a minimum of 10 times the number of indicators. With 20 indicators in this study, a minimum sample of 200 respondents was required. Accordingly, valid data were obtained from 200 respondents.

Data were collected using a closed-ended online questionnaire via Google Forms, distributed digitally through social media platforms and local millennial community networks. The questionnaire was divided into two parts: the first section gathered demographic data (age, gender, frequency of coffee shop visits), while the second section consisted of statements related to the

research variables, measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The research instrument was developed based on previously validated indicators. The social media marketing variable was measured using indicators from Aji et al. (2020), which include entertainment, informativeness, interactivity, and personalization. The consumer lifestyle variable was based on Plummer (1974) AIO model (Activities, Interests, Opinions). The purchase intention variable was measured using indicators from Dodds et al. (1991), which include purchase intention, intention to recommend, and repurchase likelihood.

Instrument validity and reliability were tested through outer loading analysis, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability, using the SmartPLS 3.0 software.

For data analysis, this study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS 3.0. This technique was selected as it is suitable for models with numerous indicators and latent variables, does not require normally distributed data, and is effective for exploratory and predictive research (Hair, 2019).

The analysis followed several steps. First, the outer model was evaluated to assess construct validity and reliability using loading factors, AVE, Cronbach's alpha, and composite reliability. Then, the inner model was examined to evaluate the strength of relationships between latent variables using path coefficients, R-square, and f-square values. Mediation effects were analyzed using the Variance Accounted For (VAF) approach to identify the mediating role of the lifestyle variable. Finally, significance testing was conducted through the bootstrapping technique, with decisions based on the resulting T-statistics and p-values.

FINDING AND DISCUSSION

The quantitative data analysis was based on responses from 200 millennial consumers (aged 20–40) residing in Padangsidimpuan, collected through an online questionnaire. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach via SmartPLS 3.0. The results include evaluations of the outer model, inner model, and hypothesis testing on the relationships among the variables: Social Media Marketing (SMM), Consumer Lifestyle (LS), and Purchase Intention (PI).

Respondent Characteristics

Demographic characteristics of respondents are presented in Table 1. The majority of respondents were female (58%), and the largest age group was between 26–30 years (40%). Regarding the frequency of coffee shop visits, 63% of respondents reported visiting at least twice per month.

Table 1. Respondents' Demographics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	84	42%
	Female	116	58%
Age	20–25 years	64	32%
	26–30 years	80	40%
	31–35 years	38	19%
	36–40 years	18	9%
Visit Frequency	<1 time/month	38	19%
	1–2 times/month	67	33.5%
	>2 times/month	95	47.5%

Outer Model Evaluation (Validity and Reliability)

The outer model evaluation confirmed that all indicators demonstrated sufficient validity and reliability, with loading factors exceeding 0.70, Average Variance Extracted (AVE) values above 0.50, and Composite Reliability values above 0.70. These results are summarized in Table 2.

Table 2. Outer Model Summary

Variable	AVE	Composite Reliability	Cronbach's Alpha
Social Media Marketing	0.642	0.859	0.791
Consumer Lifestyle	0.611	0.841	0.768
Purchase Intention	0.675	0.872	0.804

Inner Model Evaluation

The inner model evaluation aimed to determine the strength of the relationships between latent variables. The R-squared value for Purchase Intention was 0.563, indicating that 56.3% of the variance in purchase intention was explained by Social Media Marketing and Consumer Lifestyle.

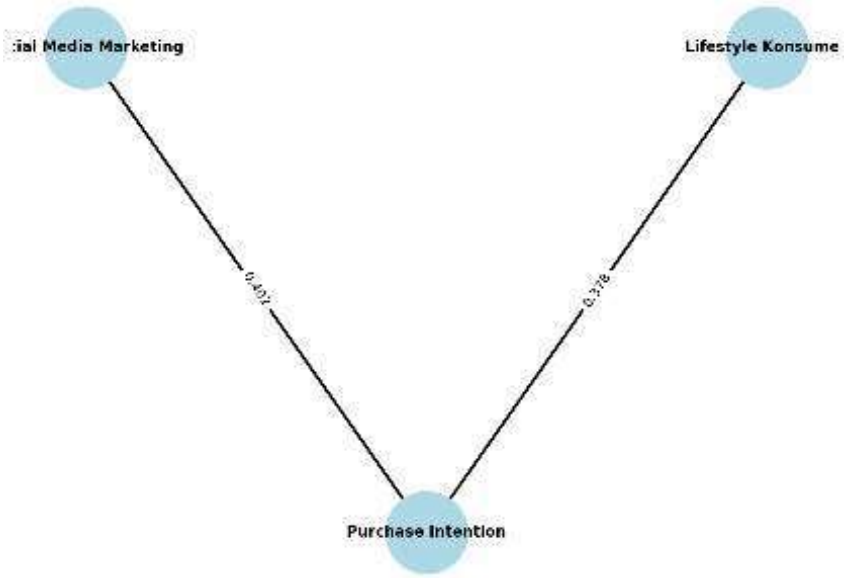


Figure 1. Structural Model (Path Diagram)

Hypothesis Testing

Hypothesis testing was conducted through **bootstrapping with 5,000 subsamples**. The direct effects between variables are presented in Table 3.

Table 3. Hypothesis Testing Results

Relationship	Path Coefficient	T-Statistic	P-Value	Conclusion
SMM → Purchase Intention	0.402	6.521	0.000	Significant
Lifestyle → PI	0.378	5.897	0.000	Significant

The results demonstrate that Social Media Marketing and Consumer Lifestyle have significant positive effects on Purchase Intention, as indicated by p-values < 0.05 and t-values > 1.96.

Mediation Testing (VAF)

Although the study framework allows for mediation testing, there were no mediating variables included in this model. Therefore, Variance Accounted For (VAF) analysis was not conducted.

Discussion

The findings of this study reveal that social media marketing (SMM) and consumer lifestyle significantly influence millennial consumers' purchase intention in coffee shops in

Padangsidimpuan. These results indicate that visually engaging, informative, and interactive social media promotions, combined with alignment to millennial lifestyle values, can effectively increase their purchase intention. This answers the research question regarding the extent to which SMM and lifestyle contribute to consumer buying intention.

The effect of SMM on purchase intention aligns with Aji et al. (2020), who found that engaging and entertaining content on social media positively impacts purchase intention among Indonesian digital consumers. Additionally, these findings support Hanaysha (2022), who highlighted that consistent brand promotion through social platforms enhances brand perception and trust, leading to increased purchase decisions. Thus, this research corroborates previous literature emphasizing the strategic value of social media marketing, particularly for lifestyle-oriented products such as coffee.

Moreover, consumer lifestyle was also found to have a significant effect on purchase intention. This suggests that coffee consumption at coffee shops is not merely a habitual activity, but rather a part of social identity and self-expression among millennials. These results are in line with the AIO (Activities, Interests, Opinions) lifestyle model by Plummer (1974), and are further supported by Cătălin & Andreea (2014), who observed that consumers with active and socially expressive lifestyles are more likely to choose products that reinforce their personal image.

Distinct from studies conducted in metropolitan settings, the contribution of this study lies in its focus on a non-metropolitan city, providing new insights into consumer behavior in underexplored urban contexts like Padangsidimpuan.

Theoretically, this research strengthens consumer behavior models that integrate digital promotion with lifestyle influences. It demonstrates that purchase intention theory (Ajzen in Peña-García et al., 2020) can be extended through the lens of consumer lifestyle and digital behavior—especially within consumer cultures increasingly shaped by social media content.

Practically, these findings offer valuable implications for local coffee shop owners and marketers. It is advised that digital promotion strategies be tailored to match the lifestyle of their millennial audience—such as by producing content that highlights café communities, aesthetic atmospheres, or personalized experiences.

However, this study is not without limitations. First, the geographic scope is limited to Padangsidimpuan, making generalizations to other cities with different socioeconomic characteristics less certain. Second, data were collected via online surveys, which may introduce bias toward more socially active respondents or those more frequently exposed to social media. Third, other variables such as brand trust, perceived quality, or e-WOM were not explored and may also influence purchase intention.

Future research is recommended to expand the geographic scope and incorporate mixed methods approaches to explore consumers' motivations and perceptions more deeply. Longitudinal studies would also be beneficial in assessing how prolonged social media exposure affects consumer behavior over time.

Overall, this research contributes empirically and theoretically to understanding how social media marketing and lifestyle factors influence purchase intention among millennials in a localized urban setting. The findings are relevant not only for business practitioners and policymakers but also for academics seeking to develop more effective digital marketing strategies aligned with evolving consumer lifestyles.

CONCLUSIONS

This study concludes that social media marketing and consumer lifestyle have a significant influence on the purchase intention of millennial consumers toward coffee shops in Padangsidimpuan. Social media marketing strategies that are informative, entertaining, interactive, and personalized effectively stimulate consumer interest in making purchase decisions. Moreover, a lifestyle that emphasizes social activities, interest in coffee culture, and positive attitudes toward the café experience further reinforces millennials' inclination to repurchase products from local coffee shops. The findings support existing theories and previous studies highlighting the importance of emotionally and socially relevant digital promotion, especially for younger consumers. Additionally,

this study emphasizes the contextual role of lifestyle in mediating the influence of marketing strategies on purchase intention, particularly within lifestyle-related products such as coffee.

Based on the findings, several practical recommendations are proposed. For coffee shop owners in Padangsidimpuan, it is advised to optimize the use of social media, particularly platforms like Instagram and TikTok. Marketing content should be visually appealing, engaging, and aligned with millennial lifestyle values—such as aesthetic settings, cozy atmospheres, a sense of community, and interactive, personalized promotions.

For marketing professionals and communication practitioners, it is important to ensure that the messages delivered through digital campaigns accurately reflect the lifestyle characteristics of the target audience. Campaigns that portray the daily activities and aspirations of millennials are likely to be more effective in enhancing their purchase intention toward coffee shop offerings.

Future researchers are encouraged to expand the geographical scope beyond Padangsidimpuan to improve the generalizability of findings. Moreover, incorporating additional variables such as brand image, perceived value, or electronic word-of-mouth (e-WOM) could provide a more comprehensive understanding of purchase behavior. The use of mixed methods approaches is also recommended to explore deeper qualitative insights related to consumer motivations and preferences.

Finally, for local government agencies and institutions supporting micro, small, and medium enterprises (MSMEs), training and mentorship programs in digital marketing should focus on building strategic and measurable social media content management capabilities. These efforts are crucial for enhancing the competitiveness of local coffee shops in an era of digital transformation and experience-based consumption.

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