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## Cultural Exchange and Resilience: Shaping Coffee Consumption in Saudi Arabia's Coffee Shops

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**Abstract:** *The impact of cultural variety on coffee consumption habits in Saudi Arabia is investigated in this study, which focuses on coffee shops in Riyadh, Jeddah and Eastern Province. The study wants to know how cultural influences impact coffee culture and what it means for company resilience; provides insights for coffee shop owners to navigate the shifting market climate while promoting cultural interaction and appreciation by examining the relationship between cultural diversity, coffee consumption, and resilience. The research employs a qualitative case study technique, with in-depth interviews with coffee shop owners, employees, and customers, as well as observation of coffee shop settings. The collected data will be evaluated thematically to uncover patterns and insights; considered ethical factors to improve awareness of cultural influences in the coffee business and foster cultural interchange.*

*The findings show that cultural variety has substantially enriched Saudi Arabia's coffee culture, leading to the emergence of inclusive coffee shops that cater to a wide range of tastes and preferences. The presence of people from different countries has allowed product innovation, cross-cultural collaboration, and information sharing in the coffee industry. Inclusive coffee shops also contribute to social cohesion by providing areas for cultural appreciation and understanding. The study emphasizes the significance of cultural variety in shaping coffee consumption patterns and building company resilience. Coffee shop owners and stakeholders can use these findings to develop inclusive coffee cultures that highlight the richness of Saudi society; contributing to the field of cultural studies by underlining the importance of cultural diversity in determining consumption patterns, increasing social cohesion, and enhancing corporate resilience in the coffee value chain.*

## INTRODUCTION

In recent years, the coffee culture in Saudi Arabia has seen substantial expansion and transformation. Coffee shops have evolved as important social hubs, attracting varied sectors within Saudi culture (Maspul & Almalki, 2023). The purpose of this study is to investigate the impact of cultural variety on coffee consumption habits in Saudi Arabia, with a particular focus on coffee shops in the dynamic metropolis of Riyadh, Jeddah, and the Eastern Province. Understanding how cultural factors create coffee culture allows us to get insight into the function of coffee shops in promoting cultural interaction and appreciation while also strengthening business resilience in a volatile market climate.

On the other hand, in today's rapidly changing business landscape, resilience has become a crucial factor for the sustainability and success of enterprises. Business resilience refers to the ability to adapt, withstand challenges, and thrive in the face of various external and internal factors (Shonte & Ji, 2022). Coffee shops, as businesses operating within the coffee industry, are not immune to these challenges. Therefore, it is essential to explore how cultural diversity within coffee shops contributes to their overall resilience (Callaghan & Colton, 2008).

Cultural diversity plays a pivotal role in shaping coffee consumption patterns. Different cultural communities within Riyadh and other Saudi cities have distinct preferences for coffee types, brewing methods, and flavors. By recognizing and embracing this cultural diversity, coffee shop owners can cater to a broader customer base and foster customer loyalty. Moreover, the exchange of ideas and practices across cultures within coffee shops can inspire innovation and creativity, enabling businesses to adapt to changing consumer demands and preferences (Maspul, 2023; Lai, 2010).

Additionally, coffee shops that promote cultural exchange and understanding contribute to the social fabric of the community. They provide a platform for individuals from diverse backgrounds to interact and learn from one another, building strong community connections. This sense of community support and engagement further strengthens the business resilience of coffee shops, as they become integral parts of the local fabric (Steiner & Markantoni, 2014; Maspul & Almalki, 2023a). Therefore, this study aims to explore not only the cultural significance of coffee shops but also their role in building business resilience. By examining the influence of cultural diversity on coffee consumption patterns in Saudi Arabia, we can uncover strategies and best practices for coffee shop owners to navigate the dynamic market environment while fostering cultural exchange and appreciation.

To achieve these objectives, this study adopts a qualitative case study approach, focusing on coffee shops in Riyadh, Jeddah, and Eastern Province as big cities with higher and diverse population in Saudi Arabia. Through in-depth interviews with coffee shop owners, staff, and customers, as well as observation of coffee shop settings, we aim to gain valuable insights into the complex relationship between cultural diversity, coffee consumption patterns, and business resilience. Understanding the relationship between cultural diversity and coffee consumption allows coffee shop owners and stakeholders to create inclusive coffee cultures that highlight Saudi Arabian society's complexity. This study adds to the larger area of cultural studies by emphasizing the importance of cultural diversity in determining consumption patterns, encouraging social cohesion, and boosting corporate resilience in the context of the coffee industry.

## METHOD

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This study utilizes a qualitative approach, combining interviews and observation, to explore the coffee value chain in Riyadh, Jeddah and Eastern Province and its connection to cultural diversity in 2022. Coffee shop owners, suppliers, barista and coffee rosters will be interviewed, while coffee-related establishments will be observed; data thematically analyzed to identify patterns and insights. Ethical considerations followed. Although there may be limitations, the study aims to enhance understanding of cultural influences in the coffee industry and promote cultural exchange.

## **RESULT AND DISCUSSION**

### **Cultural Diversity and Coffee Consumption in Saudi Arabia**

Saudi Arabia's coffee culture has been greatly enriched as a result of the country's cultural variety. The presence of people of many nationalities living and working in the country has had a significant impact on the Saudi Arabian coffee scene, contributing to the growth of the global coffee community within the country. The combination of cultures and coffee expertise has played a critical part in establishing Saudi Arabia's coffee landscape. Local coffee shops have adopted creative approaches to brewing, procuring, and roasting coffee, inspired by worldwide coffee trends and techniques. This cultural combination has given rise to a dynamic coffee movement marked by an unshakable devotion to quality, sustainability, and an understanding for the origins of the coffee beans (Maspul, 2023a; Tucker, 2017).

Furthermore, cultural diversity throughout the coffee value chain has resulted in various business advantages. It has extended the market and increased consumer appeal by catering to a wide range of coffee preferences and tastes. This market expansion is consistent with the Diffusion of Innovation hypothesis, which holds that different customer preferences can drive market growth and profitability through the acceptance of new products and activities (Cooper, 1994; Maspul, 2023). Cultural variety, on the other hand, has encouraged product innovation and uniqueness in the Saudi Arabian coffee sector. Different civilizations' coffee traditions, brewing techniques, and flavor characteristics have spurred the development of new and differentiated coffee offerings. This is consistent with the Resource-Based View philosophy, which emphasizes gaining a competitive advantage by harnessing distinctive resources such as different cultural knowledge.

The presence of several nationalities in Saudi Arabia has also facilitated cross-cultural collaboration and learning in the coffee sector. Local coffee specialists and fans may now interact and learn from foreign experts, resulting in a lively interchange of knowledge and skills. This partnership is consistent with the Knowledge-Based View thesis, which contends that firms that encourage cross-cultural learning improve their competitive position and long-term performance (Maspul, 2023; Pratono, 2020). Besides, cultural diversity has resulted in the establishment of inclusive coffee shops in Saudi Arabia. Coffee shops and cafés have responded by providing a variety of coffee selections that cater to a wide range of tastes and preferences, inviting both locals and expatriates. This inclusiveness fosters cultural appreciation and understanding, fostering a climate of respect and acceptance for the contributions that each country makes to the local coffee culture.

Beyond coffee, the presence of people of many nationalities in the Saudi Arabian coffee community has promoted cultural understanding and appreciation. As coffee lovers from various origins gather to share their expertise and experiences, they also contribute aspects of their respective cultures. This interchange fosters a better awareness of cultural variety and fosters an atmosphere of respect, acceptance, and appreciation for the contributions that each ethnicity

makes to the local coffee culture.

Finally, cultural diversity has substantially enriched Saudi Arabia's coffee culture. The combination of various coffee traditions, brewing methods, and expertise has revolutionized the coffee scene and led to the rise of Saudi Arabia's worldwide coffee community. The Saudi Arabian coffee business has built inclusive spaces, promoted cross-cultural collaboration, and fostered a deeper understanding and respect for the varied coffee traditions and flavors found around the world by embracing cultural diversity. Together with the previously described techniques, cultural diversity has enabled firms to promote innovation, meet customer demands, adjust to market changes, and create a more inclusive and resilient sector.

### **Coffee Culture in Saudi Arabia**

Saudi Arabia, a country noted for its rich past and ancient traditions, has a long-standing coffee culture. Coffee, or "*Qahwa*" as it is known in Arabic, embodies hospitality, tradition, and social interaction in this lively nation. Traditional Arabic coffee, known locally as "*Gahwa*," is precisely prepared with gently roasted coffee beans that are ground to perfection and brewed in a traditional coffee pot known as a "*Dallah*." Arabic coffee is distinguished by the inclusion of spices such as cardamom, saffron, or cloves (Maspul, 2023a). Arabic coffee is prepared and served in a certain manner and ceremony. The host takes considerable care in brewing the coffee and pouring it into small handle-less cups known as "*Finjan*." Accepting at least one cup of coffee is not only courteous, but it shows respect and gratitude (Sobh & Belk, 2011; Maspul, 2023a).

In recent years, Saudi Arabia has seen the growth of the fourth wave of coffee culture—a speciality coffee movement that emphasizes the origin, quality, and distinct flavors of the beans. To improve the coffee experience, this wave emphasizes sustainable sourcing practices, direct trading partnerships with coffee farmers, and rigorous brewing techniques (Maspul, 2023c). Saudi Arabia has established a robust coffee value chain that ensures quality from farm to cup. The Khawlani coffee farm, in particular, is known for producing high-quality coffee beans. Precision agriculture techniques are used to develop and harvest the beans, allowing them to retain their distinct traits. In order to ensure the quality and flavor of the coffee, advanced technologies and high-end production procedures are used in processing and roasting (Maspul, 2023b). The dedication to quality extends to coffee consumption in all Saudi cities, where specialized coffee shops and cafés offer a wide variety of brewing methods and flavors. Saudi Arabia's coffee scene caters to the preferences of both residents and international visitors, offering everything from traditional Arabic coffee to pour-over, espresso-based beverages, and inventive innovations.

The expanding coffee business in Saudi Arabia has become a platform for young empowerment, supporting skill development, entrepreneurship, and cultural interchange. As the fourth wave of coffee culture gathers traction, young Saudi entrepreneurs and enthusiasts actively participate in coffee education programs, attend international coffee events, and develop their own specialty coffee shops (Maspul & Almalki, 2023). These young coffee enthusiasts are not only learning brewing techniques, but also bridging the gap between traditional Arabic coffee and international coffee trends. Their confluence of flavors and experiences reflects a vivid blend of local expertise and global coffee knowledge, capturing the palates of coffee connoisseurs worldwide.

Recognizing the economic, social, and environmental value of coffee, the Saudi government created the Saudi Coffee 2022 program. This innovative effort strives to promote coffee sustainability by assisting local coffee growers, promoting sustainable production practices,

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and assuring fair trade. The initiative promotes the use of sustainable agricultural practices, the preservation of traditional coffee-growing regions, and the growth of coffee-related tourism. By emphasizing coffee sustainability, Saudi Arabia hopes to create a robust coffee sector that benefits both the economy and the environment. The Saudi Coffee 2022 program promotes social responsibility, fair trade principles, and environmental stewardship to ensure the country's coffee business has a sustainable and successful future (Maspul *et al.*, 2022; Levy *et al.*, 2016).

Coffee culture in Saudi Arabia combines tradition, innovation, and sustainability. From the beloved traditions of Arabic coffee brewing to the advent of specialty coffee and coffee cafes, Saudi Arabia's coffee scene displays a balanced blend of cultural heritage and global influences. As Saudi Arabia embraces its coffee culture, it creates a platform for young empowerment, cultural interchange, and the enjoyment of a timeless beverage that unifies people from all walks of life.

### **Cultural Influences on Coffee Consumption Patterns**

The emphasis on specialty coffee and unique flavors in Saudi Arabia's fourth wave of coffee culture corresponds with the Cultural Theory of Consumption and Hofstede's Cultural Dimensions Theory (Hofstede & Bond, 1984). These ideas highlight the ways in which cultural variables influence consumer behavior and preferences. Different cultural populations in Riyadh, Jeddah and Eastern Province have diverse preferences for coffee varieties, brewing methods, and flavors according to their cultural backgrounds. The emergence of the fourth wave has resulted in market segmentation within the Saudi coffee sector. Coffee firms recognize the unique interests and habits of different cultural groups and customize their offerings, marketing methods, and customer experiences appropriately. This method guarantees that products and services are compatible with the cultural values, customs, and social norms of target customers.

The fourth wave has an impact on product development and innovation throughout the coffee value chain. Inspired by the popularity of Khawlani coffee and the growing demand for specialty coffee, Saudi Arabian coffee entrepreneurs develop new coffee varieties and flavors that appeal to various cultural niches. To respond to the unique interests of coffee fans from various cultural backgrounds, they provide a wide choice of single-origin coffees, specialty blends, and alternate brewing methods (Maspul & Almalki, 2023). Cultural awareness and excellent communication are critical to sustaining Saudi Arabia's fourth wave of coffee culture. Coffee shops encourage their employees to appreciate the cultural diversity of their clients, allowing for tailored recommendations, meaningful conversations, and a welcoming environment. Businesses that recognize cultural diversity establish trust, loyalty, and long-term connections with clients from varied cultural backgrounds.

The fourth wave also encourages sustainability and social responsibility throughout the coffee value chain. Coffee enterprises promote fair trade policies and encourage sustainable coffee production by cooperating with local growers and suppliers from various cultural groupings (Maspul, 2023c; Ramirez-Correa *et al.*, 2020). Participating in cultural events, partnerships, and community activities promotes inclusivity and strengthens social bonds in the coffee industry. A wide mix of ethnicities, including those from the Philippines, Indonesia, Egypt, India, Nepal, Bangladesh, Uganda, and Kenya, add their own flavors and expertise to Saudi Arabia's coffee value chain. They enrich the kingdom's coffee scene, infusing it with innovation, authenticity, and craftsmanship, from experienced roasters to outstanding baristas. Their combined focus results in an exceptional coffee experience that captivates both inhabitants and visitors, making Saudi Arabia a thriving destination for coffee enthusiasts worldwide.

Finally, the fourth wave of coffee culture in Saudi Arabia, driven by cultural elements,

has revolutionized the country's coffee production, distribution, and consumption. This trend indicates a growing awareness for quality, provenance, and distinctive flavors, catering to the varying tastes of coffee consumers from various cultural origins. Saudi Arabian coffee enterprises establish a sustainable and culturally inclusive value chain that improves customer pleasure, preserves cultural variety, and promotes social responsibility within the industry by harnessing cultural influences.

**Figure 1. Embracing Cultural Diversity: The Fourth Wave of Specialty Coffee in Saudi Arabia**

No	Key Elements	Description	Examples	Impacts	Strategies	Cultural Communities
1	Specialty Coffee Culture	The fourth wave of specialty coffee culture in Saudi Arabia, emphasizing quality, origin, and unique flavors.	Growing popularity of single-origin coffees and specialty blends.	Transformation of the coffee industry, increased focus on quality and flavor.	Introducing new coffee products, promoting unique flavor profiles.	Various cultural communities with distinct coffee preferences.
2	Cultural Diversity	Diverse cultural communities in Saudi Arabia with distinct preferences, values, and traditions related to coffee consumption.	Cultural Community in Al Balad Jeddah, Cultural Community Batha Riyadh, etc.	Cultural influences on coffee preferences and rituals.	Tailoring offerings to different cultural segments, fostering cultural sensitivity.	Cultural Community in Saudi Arabia cities.
3	Khawlani Coffee	Specialty coffee originating from the Jazan region, recognized for its exceptional quality and distinct flavor profile.	Khawlani coffee from Jazan.	Inspiration for local coffee entrepreneurs, promotion of Saudi Arabian coffee.	Highlighting local specialty coffees, supporting Jazan coffee growers.	Jazan region cultural community.
4	Production and Distribution	Expansion of specialty coffee production and distribution to various regions and cities in Saudi Arabia.	Riyadh, Jeddah, Eastern Province	Increased cultivation of high-quality coffee beans, precise processing techniques.	Availability of specialty coffee in different cities, wider consumer access.	Multiple regions and cities across Saudi Arabia.
5	Coffee Shops/Roasteries	Specialty coffee shops and roasteries in different cities, providing a platform to showcase and serve high-quality coffees from local regions.	Specialty coffee shops and roasteries in Riyadh, Jeddah, Eastern Province, etc.	Elevated coffee experiences, showcasing local flavors and brewing methods.	Hosting coffee cupping sessions, brewing workshops, unique customer experiences.	Riyadh, Jeddah, Eastern Province, etc.
6	Consumer Preferences	Influence of cultural preferences on consumer choices, leading to a demand for unique flavors and brewing methods.	Preference for traditional Arabic coffee in Saudi Arabia.	Shift towards specialty coffee, exploration of different brewing techniques.	Offering diverse coffee options, educating consumers about flavor profiles.	Cultural Community in Al Balad Jeddah, Cultural Community in Jaaddat Alnakhil Unaizah, etc.

7	Education and Engagement	Activities such as coffee cupping sessions, brewing workshops, and events that promote a deeper understanding of specialty coffee.	Coffee cupping sessions to educate consumers about flavor profiles.	Increased knowledge and appreciation of specialty coffee, informed choices.	Hosting brewing workshops, organizing coffee-related events and competitions.	Various cultural communities engaging in coffee education and events.
8	Sustainability and Social Responsibility	Emphasis on fair trade practices, collaboration with local growers, and community initiatives for a sustainable and socially responsible coffee industry.	Direct trade relationships with coffee farmers, support for sustainable practices.	Positive social and environmental impact, fair compensation for growers.	Participating in community initiatives, promoting sustainable coffee production.	Efforts within various cultural communities to support sustainability.

### Coffee Shops as Cultural Hubs

In Saudi Arabia, coffee shops play an important role as cultural hubs. These establishments provide a forum for cultural exchange, appreciation, and the development of greater understanding among people from various origins. Coffee shops foster encounters that enhance cultural diversity and awareness by offering a welcoming and inclusive environment. This section delves into the idea of coffee shops being cultural hotspots, as well as the active role that coffee shop owners and employees play in encouraging cultural variety (Maspul & Almalki, 2023). Coffee shops in Riyadh, Jeddah, and the Eastern Province have arisen as cultural centres, where people from all ethnic backgrounds can share their cultural customs and have meaningful dialogues. These locations allow people to learn about and appreciate different cultures' practices, traditions, and values. Coffee shops enable people to explore and appreciate cultural variety by providing a sense of community and belonging (Waxman, 2006; Maspul, 2023c).

The social identity theory, proposed by Tajfel and Turner (1979), explains that individuals derive a sense of identity and self-esteem from their membership in social groups (McLeod, 2008). Coffee shops, as cultural centres, play an important role in promoting the formation of a customer's collective identity. Coffee shop owners and staff aggressively promote cultural diversity and encourage customers to try diverse flavors and brewing methods associated with specific cultures by designing coffee menus that appeal to varied cultural preferences. The theory of contact hypothesis, introduced by Allport (1954), suggests that intergroup contact under favorable conditions can lead to greater understanding and reduced prejudice between different social groups (Pettigrew & Tropp, 2005). Coffee shops are a great setting for testing the contact hypothesis. Coffee shops develop encounters that challenge preconceptions and promote mutual understanding by bringing people from different backgrounds together in a calm and non-threatening setting.

Coffee shop owners and employees have an important role in establishing the cultural experience in these locations. By crafting coffee menus that reflect a variety of regional preferences and customs, they actively encourage cultural diversity. Coffee shops encourage customers to engage in conversations about the cultural significance of coffee in other countries by offering a selection of coffee beans produced from different areas and exhibiting brewing methods associated with distinct cultures. Furthermore, coffee shops can host cultural activities such as coffee tasting sessions, cultural performances, or workshops to enrich customers' cultural experiences (Richards, 2012; Ranta & Ichijo, 2022; Maspul, 2023). These activities allow people to learn about different cultural traditions, interact with cultural artifacts, and interact with people

from various backgrounds. Such activities help to create a vibrant and inclusive cultural space within coffee shops.

In conclusion, coffee shops in Saudi Arabia serve as cultural hubs, facilitating cultural exchange, appreciation, and the development of deeper understanding among individuals from diverse backgrounds. By actively promoting cultural diversity through curated coffee menus and organizing cultural events, coffee shop owners and staff play a vital role in creating inclusive environments. The concept of coffee shops as cultural hubs aligns with theories such as social identity theory and the contact hypothesis, which emphasize the importance of intergroup interactions in promoting understanding and reducing prejudice. By embracing their role as cultural hubs, coffee shops can enhance their business resilience by attracting a diverse customer base and fostering a sense of community and belonging.

### **Cultural Fusion for Coffee Success: Embracing Global and Traditional Coffee Culture**

In the ever-changing world of coffee culture, it is critical for Saudi coffee shop owners to understand and embrace cultural diversity in their operations. This entails not just catering to the worldwide fourth wave coffee culture, which is defined by specialty coffee and distinctive brewing methods, but also preserving and honoring Saudi Arabia's historic coffee culture. Coffee shop owners can build a thriving and inclusive coffee experience by embracing these features and adopting sustainable ideas such as Cultural Intelligence and Service-Dominant Logic (Long, 2005; Maspul & Almalki, 2023). To remain relevant in the global coffee industry, coffee shop owners and operators should adopt the ideas of fourth wave coffee culture. This involves sourcing and selling speciality coffee beans from around the world, showcasing various brewing methods such as pour-over or cold brew, and even featuring latte art. By providing these distinct experiences, coffee shop managers may attract coffee aficionados who value the craftsmanship, subtle tastes, and entire sensory journey that speciality coffee provides (Maspul, 2023).

While embracing global coffee trends, coffee shop operators must also conserve and promote Saudi Arabia's traditional coffee culture. This entails including traditional Saudi Arabian coffee items into their menu, such as the well-known Arabic coffee/Saudi coffee or *Gahwa Arabiya*. Traditional brewing methods, such as using *Dallah* pots and serving Arabic coffee with dates, might be included to celebrate Saudi Arabian coffee's rich past (Maspul, 2023a). By doing so, coffee shop owners not only appeal to locals but also give an original and unique experience for international guests.

Cultural Intelligence Theory provides a framework for coffee shop managers to navigate and adapt to cultural variations (Earley & Ang, 2003). Owners and employees can learn and appreciate varied cultural practices, traditions, and customer service expectations by acquiring cultural intelligence. This information enables them to provide personalized recommendations, hold meaningful interactions with consumers, and foster an inclusive environment that respects and celebrates people of different cultural origins. Coffee shop operators may develop connections, loyalty, and a sense of belonging among their diverse client base by incorporating cultural intelligence into their operations.

The Service-Dominant Logic lens allows coffee shop managers to see their business as a co-creation of value with customers (Vargo & Lusch, 2017; West *et al.*, 2018). Owners can actively involve customers in the coffee experience by taking into account their cultural preferences and expectations. This could include co-creating menu selections that include both global and traditional coffee alternatives, including consumers in the brewing process, and presenting cultural events that honor the varied coffee traditions. Coffee shop operators may develop a sustainable and customer-centric business model that supports customer happiness,



loyalty, and good word-of-mouth referrals by implementing service-dominant thinking.

Incorporating global fourth wave coffee culture with traditional Saudi Arabian coffee culture while employing sustainable theories has a number of long-term implications for Riyadh coffee shop owners. By recognizing and embracing cultural diversity, coffee shop owners can benefit from an enhanced client base that includes both locals and international visitors. This diversification increases foot traffic, revenue, and the overall profitability of the coffee shop business. Coffee shop owners and managers may assure client happiness and loyalty by catering to a variety of ethnic tastes. When consumers' cultural interests and traditions are respected, they feel valued and understood, which leads to return visits and positive recommendations. Besides, it helps the coffee business maintain a healthy clientele and strengthens its reputation in the community. Coffee shop entrepreneurs obtain a competitive advantage in the market by differentiating themselves by their inclusive approach, distinctive menu offers, and real cultural experiences. They position themselves as culturally diverse locations that provide high-quality coffee. Through the long-term approach not only helps individual coffee shops develop and succeed, but it also builds a dynamic and inclusive local coffee culture.

Coffee shop owners for example may build a profitable business by recognizing and embracing cultural diversity through the blending of global fourth wave coffee culture and traditional Saudi coffee culture. Owners can develop connections, loyalty, and a sense of belonging among their diverse client base by applying sustainable theories such as Cultural Intelligence and Service-Dominant Logic. This strategy attracts a broader range of customers, increases customer happiness and loyalty, and gives a competitive advantage in the coffee market. Coffee shop owners contribute to the overall growth and sustainability of the Riyadh coffee sector by embracing ethnic diversity, while also conserving the traditions and flavors of Saudi Arabian coffee history.

**Figure 2. Logical Framework for Establishing Sustainable Coffee Shop Operations**

Goal	Objectives		Activities	Indicators		
To establish sustainable coffee shop operations in Riyadh that embrace both the global fourth wave coffee culture and the traditional coffee culture of Saudi Arabia.	Cultural Integration	<ul style="list-style-type: none"> <li>• Incorporate elements of the global fourth wave coffee culture into coffee shop operations.</li> <li>• Preserve and honor the traditional Saudi Arabian coffee culture.</li> <li>• Create a fusion of global and traditional coffee experiences.</li> </ul>	Menu Development	<ul style="list-style-type: none"> <li>• Source and offer specialty coffee beans from various regions worldwide.</li> <li>• Incorporate traditional Saudi Arabian coffee offerings, such as Arabic coffee (<i>Gahwa</i>).</li> <li>• Create a diverse menu that represents the global fourth wave coffee culture while honoring Saudi Arabian traditions.</li> </ul>	Customer Satisfaction	<ul style="list-style-type: none"> <li>• Increased customer ratings and positive feedback regarding the coffee shop's cultural fusion and inclusive atmosphere.</li> <li>• Higher customer retention rates and repeat visits.</li> </ul>

Customer Engagement	<ul style="list-style-type: none"> <li>• Develop cultural intelligence among owners and staff to understand and appreciate diverse cultural preferences.</li> <li>• Provide personalized recommendations based on customer's cultural preferences.</li> <li>• Foster inclusive and welcoming atmospheres that resonate with diverse customer backgrounds.</li> </ul>	Staff Training and Cultural Intelligence	<ul style="list-style-type: none"> <li>• Provide cultural sensitivity training to staff members, focusing on understanding and appreciating diverse cultural practices.</li> <li>• Develop staff's ability to engage in meaningful conversations and provide personalized recommendations based on customer's cultural preferences.</li> </ul>	Business Performance	<ul style="list-style-type: none"> <li>• Growth in revenue and profitability.</li> <li>• Expansion of the customer base, including both local and international customers</li> </ul>
Business Advantages	<ul style="list-style-type: none"> <li>• Expand customer base by attracting both local and international coffee enthusiasts.</li> <li>• Enhance customer satisfaction, loyalty, and positive word-of-mouth through tailored coffee experiences.</li> <li>• Gain a competitive edge in the coffee market by differentiating through cultural fusion and authentic offerings.</li> </ul>	Atmosphere and Design	<ul style="list-style-type: none"> <li>• Incorporate elements of different cultures into the café's interior design, music selection, and cultural events.</li> <li>• Create an inclusive and welcoming atmosphere that celebrates the diversity of coffee traditions and customs.</li> </ul>	Cultural Integration	<ul style="list-style-type: none"> <li>• Successful incorporation of global fourth wave coffee offerings and traditional Saudi Arabian coffee into the menu.</li> <li>• Positive response from customers regarding the cultural fusion and authenticity of the coffee experience.</li> </ul>
Sustainability	<ul style="list-style-type: none"> <li>• Implement sustainable practices in coffee sourcing, brewing methods, and waste management.</li> <li>• Foster long-term relationships with coffee suppliers, ensuring ethical and fair trade practices.</li> <li>• Continuously adapt to evolving customer preferences and global coffee trends.</li> </ul>	Marketing and Promotion	<ul style="list-style-type: none"> <li>• Highlight the fusion of global and traditional coffee experiences in marketing campaigns.</li> <li>• Collaborate with local cultural organizations to promote coffee shop events and experiences.</li> </ul>	Sustainability	<ul style="list-style-type: none"> <li>• Implementation of sustainable practices in coffee sourcing, brewing, and waste management.</li> <li>• Establishment of long-term relationships with ethical coffee suppliers.</li> </ul>

**Social and Cultural Significance**

Coffee shops hold a significant place in Saudi Arabian society, serving as more than just places to enjoy a cup of coffee. They have emerged as hubs for social interaction, cultural exchange, and community engagement. This section explores the social and cultural significance of coffee shops, highlighting their role in promoting cultural understanding, bridging divides, and

contributing to the overall well-being of the community. Coffee shops have the potential to bridge cultural divides by providing a space where people from diverse backgrounds can come together and engage in meaningful conversations. The relaxed and inviting atmosphere of coffee shops encourages social interaction and fosters connections among individuals who may not have otherwise interacted. This social mixing allows for the exchange of ideas, perspectives, and experiences, ultimately leading to a greater appreciation and understanding of different cultures.

According to the social identity theory proposed by Tajfel and Turner (1979), individuals derive a sense of belonging and self-esteem from their membership in social groups. Coffee shops, through their inclusive environment, can help individuals develop a sense of belonging to a larger community. By creating a space that welcomes people from various backgrounds, coffee shops promote social cohesion and help break down barriers that may exist between different social groups. Coffee shop owners and staff play a crucial role in facilitating a welcoming and inclusive environment (Snethen *et al.*, 2021; Maspul & Almalki, 2023a). They have the opportunity to promote cultural exchange by showcasing diverse coffee traditions, offering a variety of coffee beans sourced from different regions, and providing information about the cultural significance of coffee in different countries. By incorporating elements of cultural diversity into their menus, coffee shops can encourage customers to explore new flavors and engage in conversations about different cultural practices.

Resilience, as defined by Carl Folke, refers to the ability of individuals, communities, or businesses to adapt, recover, and thrive in the face of challenges, disruptions, or adversities (Folke *et al.*, 2010). In the context of business resilience, it encompasses the capacity of a company to withstand and navigate through various uncertainties, such as market fluctuations, changing consumer preferences, economic downturns, or unexpected events. When applied to the coffee shop industry, the concept of business resilience suggests that coffee shops should be able to adapt and respond effectively to the changing needs and wants of their consumers and the market. They must be able to endure changes in consumer preferences, competition from new entrants, and changes in economic conditions. During an economic downturn, for example, a resilient coffee shop may be able to modify its goods, price, or marketing techniques to remain viable and attract consumers.

Furthermore, building a strong sense of community and connection is essential for business resilience in coffee shops. Coffee shops contribute to the overall well-being of the community by providing a location for relaxation, creativity, and intellectual stimulation. They foster an environment in which people from various backgrounds may come together, collaborate, and exchange ideas. This sense of belonging and community strengthens the coffee shop's resilience by encouraging loyalty and drawing repeat customers.

**Figure 3. Business Resilience and Adaptation Strategies for Embracing Cultural Diversity in a Coffee Shop.**

No	Business Resilience and Adaptation Strategies	Description	Benefits	Suggested Implementation	Examples
1	Introduce diverse coffee offerings	Expand the coffee menu to include a variety of international coffee options, showcasing cultural diversity and catering to diverse consumer preferences.	Attracts a wider customer base   Promotes cultural exchange   Increases customer satisfaction and loyalty	Research popular coffee choices from different cultures   Partner with suppliers offering diverse coffee beans   Educate customers about the new offerings	Introducing Ethiopian, Colombian, and Vietnamese coffee options alongside traditional Arabica blends.

2	Hire culturally diverse staff	Recruit employees from different cultural backgrounds to create a multicultural workforce that can better serve a diverse customer base and promote cultural exchange.	Enhances customer interactions   Fosters a welcoming environment   Provides insights tailored to diverse backgrounds	Implement diversity and inclusion practices in the hiring process   Provide cultural sensitivity training for all staff	Employing baristas from various countries, creating a vibrant and culturally diverse team.
3	Provide cultural training for staff	Offer training programs to educate employees about different cultures, traditions, and coffee consumption patterns, enabling them to provide better service to customers from various backgrounds.	Enhances staff's cultural awareness and sensitivity   Improves customer satisfaction and loyalty   Reduces cultural misunderstandings	Collaborate with cultural experts or consultants for training sessions   Encourage staff to share their cultural knowledge and experiences	Conducting monthly cultural training workshops to educate staff about coffee customs in different regions.
4	Create culturally inclusive ambiance	Design coffee shop interiors to reflect cultural diversity, incorporating elements from different cultures, such as artwork, music, or decor, to create an inclusive and welcoming atmosphere.	Cultivates a sense of belonging for customers   Promotes cultural appreciation   Differentiates the coffee shop from competitors	Research cultural symbols and aesthetics to incorporate into the design   Consult with interior designers specializing in multicultural spaces	Decorating the coffee shop with traditional Moroccan tiles, Japanese calligraphy artwork, and Brazilian music playing in the background.
5	Foster intercultural communication	Encourage staff to engage in meaningful interactions with customers, promoting cultural exchange and creating an environment of mutual understanding and respect.	Establishes a welcoming and inclusive atmosphere   Breaks down cultural barriers and stereotypes   Builds strong customer relationships	Train staff in effective communication and active listening skills   Encourage staff to initiate conversations about cultural backgrounds and interests	Organizing regular cultural-themed events where staff and customers can share stories, traditions, and experiences.
6	Collaborate with local communities	Partner with local cultural organizations or community groups to host events, workshops, or cultural celebrations in the coffee shop, fostering cultural diversity and attracting a diverse customer base.	Expands customer reach and engagement   Builds strong community relationships   Enhances brand reputation	Identify local cultural organizations or groups to collaborate with   Plan and promote cultural events or workshops in partnership with the community	Collaborating with a local dance group to host a monthly cultural dance night or partnering with a language school to offer coffee and language exchange sessions.
7	Adapt marketing strategies	Tailor marketing campaigns to reflect cultural diversity, using imagery, language, and messaging that resonates with different cultural groups and appeals to their unique preferences and values.	Increases brand relevance and appeal to diverse audiences   Enhances customer engagement and brand loyalty   Positions the coffee shop as a cultural hub	Conduct market research to understand the preferences and values of target cultural groups   Utilize diverse imagery and language in marketing materials	Creating marketing campaigns for specific cultural festivals or holidays, such as Eid etc, featuring culturally diverse models and incorporating relevant symbols or greetings.

8	Offer cultural-themed promotions	Introduce promotions or special events that highlight a specific culture or country, such as coffee tastings, cultural performances, or themed menus, attracting customers interested in exploring different cultural experiences.	Drives foot traffic and customer engagement   Creates a unique and memorable experience   Generates buzz and word-of-mouth marketing	Research cultural festivals or events to align promotions with - Collaborate with local chefs or performers for authentic cultural experiences	Organizing a Mexican Coffee Festival with coffee tastings, traditional music performances, and a special menu featuring Mexican-inspired coffee beverages and cuisine.
9	Continuously monitor customer feedback	Regularly gather customer feedback to assess satisfaction, identify opportunities for improvement, and adapt business strategies accordingly to better meet the needs and preferences of diverse customers.	Improves customer experience and satisfaction   Enables quick response to customer demands   Enhances customer loyalty and retention	Implement customer feedback collection methods, such as surveys or feedback forms   Analyze feedback data to identify patterns and areas for improvement	Using online survey tools to gather feedback on menu preferences, cultural events, and overall customer experience, and using the insights to make informed business decisions.
10	Embrace innovation and change	Stay abreast of emerging trends, technologies, and consumer preferences, and be open to adapting business models, processes, and offerings to remain relevant and resilient in a rapidly changing market.	Positions the coffee shop as an industry leader   Allows for differentiation from competitors   Ensures long-term business sustainability	Monitor industry trends and consumer behaviors   Embrace technology advancements to enhance customer experience   Regularly evaluate and update business strategies	Incorporating mobile ordering and payment options, introducing sustainable packaging solutions, and exploring new coffee brewing techniques to stay ahead of the market.

Finally, coffee shops are socially and culturally significant in Saudi Arabia. They are spaces for cultural contact, cross-cultural understanding, and social cohesion. Owners and staff of coffee shops play a vital role in creating welcoming and inclusive workplaces that promote cultural tolerance and appreciation. Saudi Arabia can increase community resilience and well-being while also honouring its rich coffee legacy by acknowledging the social and cultural importance of coffee shops.

**CONCLUSION**

This study contributes to the understanding of the impact of cultural diversity on coffee consumption patterns in Saudi Arabia, specifically focusing on coffee shops in Riyadh. The findings highlight the influence of cultural values, traditions, and social norms on coffee preferences and behaviors. Coffee shops in Riyadh play a vital role in promoting cultural exchange and appreciation, acting as spaces where diverse communities come together. The study emphasizes the importance of recognizing and embracing cultural diversity within the coffee industry to create inclusive and vibrant coffee cultures.

Acknowledging the limitations of the study, such as the small sample size and the focus on Riyadh, further research could expand on these findings by examining coffee consumption patterns in other regions of Saudi Arabia. Future studies could also explore the impact of cultural diversity on the business performance and sustainability of coffee shops. By understanding the relationship between cultural diversity and coffee consumption, coffee shop owners and stakeholders can develop strategies to create inclusive coffee cultures that celebrate their richness

of Saudi Arabian society. This research contributes to the broader field of cultural studies, highlighting the significance of cultural diversity in shaping consumption patterns and fostering social cohesion within the context of the coffee industry.

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