

## The Impact of a Modern Coffeeshops on Social Behavior and Cultural Dynamics: A Case Study of Unaizah' Coffeeshops

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**Abstract:** *This study examines the impact of modern coffeeshops on social behavior and cultural dynamics in Unaizah. The opening of the coffeeshops has introduced a new gathering style, influencing the adoption of a contemporary lifestyle, particularly among the youth population. However, this transformation also raises questions about its implications for Unaizah's cultural identity and traditional values. Applying social influence theory and the concept of cultural adaptation, this research explores the underlying motivations and processes driving this social change. While tensions may arise between tradition and modernity, the fusion of old and new elements in the coffeehouse's design presents an opportunity for preserving Unaizah's heritage while embracing contemporary influences. The study recommends further research to gain a comprehensive understanding of this social transformation and its long-term effects. Practical implications are highlighted to assist policymakers, community leaders, and coffeeshops owners in navigating the challenges and harnessing the benefits of this cultural shift. Moreover, by fostering dialogue and understanding, Unaizah can achieve a harmonious coexistence that balances tradition and modernity, ensuring a sustainable cultural landscape.*

### INTRODUCTION

The city of Unaizah, known for its rich cultural heritage and traditional values rooted in the environment of old dates farming, has recently witnessed a remarkable shift in social behavior following the opening of modern coffeeshops. These establishments, characterized by its contemporary gathering style and ambiance, has challenged the previously conservative social norms prevalent in the community. The emergence of this new social spaces has not only transformed the way people interact and socialize but has also raised questions about its impact on the local identity and traditional values deeply ingrained in Unaizah's cultural fabric (Maspul & Almalki, 2023). This article aims to delve into the reasons behind this social change, analyze

its implications for local identity and traditional values, and explore the potential benefits that have arisen from this transformation.

One of the primary objectives of this study is to examine the factors driving the shift in social behavior in Unaizah following the opening of the modern coffeeshops. By understanding the underlying drivers and motivations behind this change, such as the influence of the modern coffeeshop's contemporary gathering style, it will be possible to gain insights into the dynamics of social influence and cultural adaptation within the community (Levy *et al.*, 2016). This investigation will explore how the presence of the coffeeshops has influenced individuals' thoughts, feelings, and behaviors, particularly among the youth population, and has led to the adoption of a more modern and contemporary lifestyle.

Furthermore, this article aims to analyze the impact of modern coffeeshops on local identity and traditional values, since Unaizah has long been known for its cultural heritage, deeply rooted in the traditional practices of dates farming and the associated way of life (Maspul & Almalki, 2023). The introduction of modern coffeeshops has potentially disrupted this established narrative, prompting a reevaluation of the community's identity and values. By closely examining the changes brought about by the contemporary gathering style of the coffeeshops, this study will shed light on any tensions or conflicts that may have emerged between the new and the old, and the implications for Unaizah's cultural landscape.

Social influence theory will play a significant role in understanding the adoption of a more modern and contemporary lifestyle by individuals, particularly the youth, within the context of modern coffeeshops. This theory posits that individuals' thoughts, feelings, and behaviors are influenced by their social environment (Fischer *et al.*, 2003; Turner, 1991). By applying this theoretical framework, this study aims to unravel the mechanisms through which modern coffeeshops has influenced the community's social behavior and cultural dynamics. It will explore how the coffeeshop's gathering style, decor, and overall atmosphere have shaped the preferences, aspirations, and social interactions of individuals, particularly among the younger generation.

In addition to social influence, the concept of cultural adaptation is pertinent to understanding how the community of Unaizah has integrated the latest ideas and lifestyles associated with the modern coffeeshops. Cultural adaptation refers to the process through which individuals and communities adjust and assimilate new cultural elements into their existing cultural framework (Berry, 2005; Kim, 2011). By investigating the community's adaptation to the contemporary gathering style and practices introduced by the coffeeshops, this study aims to uncover the ways in which Unaizah has embraced and incorporated these innovative ideas, and how this integration has influenced social behavior and cultural dynamics.

Identifying the benefits and opportunities arising from social change is another objective of this study. The modern coffeeshops has not only altered social behavior but has also presented new avenues for personal growth, social interaction, and community development. It serves as a platform for individuals to connect, exchange ideas, and foster creativity. Moreover, the fusion of traditional and modern elements in the coffeeshop's design and concept presents an opportunity for preserving Unaizah's heritage while embracing contemporary influences (Maspul & Almalki, 2023). By highlighting these benefits and opportunities, this study aims to shed light on the positive aspects of social change and its potential for enhancing community well-being.

However, it is essential to consider the potential challenges and implications that may have emerged from this social transformation; the clash between traditional values and the modern gathering style may have led to tensions or conflicts within the community. Its critical to examine these challenges and implications, providing a balanced assessment of social change and

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its broader consequences for Unaizah. Moreover, the opening of a modern coffeeshops in Unaizah has sparked a significant shift in social behavior and cultural dynamics (Fraser et al., 2006; Nuryanti, 1996). This article has outlined the objectives of the study, which include examining the factors driving the social change, analyzing its impact on local identity and traditional values, exploring the role of social influence and cultural adaptation, identifying the benefits and opportunities, examining the potential challenges and implications, and providing recommendations for further research and practical implications. By addressing these objectives, this research aims to contribute to the understanding of the underlying factors, consequences, and potential benefits of the shift in social behavior driven by the opening of modern coffeeshops in Unaizah.

## **METHOD**

The study employs an exploratory research design to investigate the positive impact of modern coffeeshops on social behavior and cultural dynamics in Unaizah. The methodology includes case study analysis, interviews, and observations. The case study analysis involves selecting coffeeshops representing the heritage and modern trend; analyzing their impact through data collection from various sources. Interviews are conducted with youth participants who frequent the coffeeshops to gather firsthand experiences through open questionnaires. Observations are made within the coffeeshops and Unaizah community to understand the environment and observe changes in behavior. The collected data through Google form is analyzed thematically and integrated to draw conclusions about the coffeeshop's positive impact; ethical considerations are followed throughout the study.

## **RESULT AND DISCUSSION**

### **Brewing a Cultural Blend: Exploring the Social and Cultural Impact of Modern Coffeeshops in Unaizah**

The emergence of contemporary specialty coffee roasters, including The Wooden Coffee, Alembic Coffee, and 6 O'Clock Coffee Roasters, in Unaizah has not only positioned them as leading establishments but also marked a turning point in the modernization efforts of the young generation in the Al Qassim region. These roasters serve as catalysts for change, blending traditional and modern elements, and reflecting the evolving social behaviors and cultural dynamics deeply ingrained in Unaizah's history. Unaizah's rich coffee culture, which has contributed to the globally renowned Saudi Coffee and forms a part of the Arabic Coffee tradition, holds immense cultural significance and has been officially recognized as an intangible cultural heritage by UNESCO (Maspul, 2022).

Applying social behavior theories to the context of Unaizah's coffee culture sheds light on the impact of modern coffeeshops on the community. Social influence theory, for instance, helps explain the adoption of a contemporary lifestyle by the youth population (Friedkin, 1998; Turner, 1991). The modern coffeeshops, like The Wooden Coffee, Alembic Coffee and 6 O'Clock Coffee Roasters serves as a platform where individuals are influenced by their peers, social networks, and the aspiration to conform to modern trends. The desire to be part of a larger social group drives the embrace of the coffeeshop's ambiance, style, and social interactions.

Additionally, cultural adaptation theory plays a crucial role in understanding the dynamics between traditional coffee culture and the emergence of modern coffeeshops. Unaizah's coffee culture, represented by iconic cultural coffeeshops like Fay Coffee, Jazla Coffee, and Rahab Coffee, has shaped the city's cultural identity over time. The contemporary coffeeshops, while introducing new elements, also adapt and pay homage to the cultural roots of Unaizah's coffee

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heritage. This blending of old and newly creates a unique cultural dynamic that resonates with both locals and visitors, contributing to the preservation and global recognition of Unaizah's coffee heritage.

Furthermore, the cultural dynamics of Unaizah's coffee culture extend beyond the local community. The UNESCO inscription of Arabic Coffee, including Saudi Coffee, as an intangible cultural heritage highlights its significance on a global scale (UNESCO, 2015). This recognition brings increased attention to Unaizah's coffee culture and its role in promoting cultural exchange and understanding between different communities. The modern coffeeshops in Unaizah, influenced by this cultural heritage, provide platforms for cross-cultural interactions, allowing visitors to experience the traditions and hospitality associated with Arabic Coffee (Maspul & Almalki, 2023).

Understanding the interplay between social behavior theories, cultural dynamics, and Unaizah's coffee culture is essential for policymakers, community leaders, and coffeeshops owners. This knowledge can help shape strategies that balance the preservation of cultural heritage with the adoption of modern elements, ensuring the sustainability and authenticity of Unaizah's coffee scene. Furthermore, continued research on the motivations, perceptions, and experiences of individuals engaging with different coffeeshops styles can provide valuable insights into the evolving social behaviors and cultural integration within the community. By embracing and celebrating its coffee heritage while embracing modern influences, Unaizah can continue to foster a vibrant and inclusive social environment that resonates both locally and globally.

### **Brewing Authenticity: Modern Coffeeshops as Catalysts for Unaizah's Contemporary Lifestyle**

In Unaizah, the modern coffeeshops culture has had a profound impact on the adoption of a contemporary lifestyle, particularly among the city's youth. These vibrant and trendy establishments have become influential gathering places, attracting the younger generation and inspiring them to embrace modern trends and aspirations. The modern coffeeshops experience offers a departure from traditional social norms, providing a platform for self-expression and exploration. With their stylish decor, comfortable seating, and modern amenities, these coffeeshops create an environment that appeals to the youth's desire for novelty and a cosmopolitan way of life. They serve as spaces where friends can gather, socialize, and engage in activities that align with their evolving interests and preferences (Pozos-Brewer, 2015; Maspul & Almalki, 2023).

A significant factor driving the adoption of a contemporary lifestyle among the youth is the influence within their peer groups. Modern coffeeshops have become popular meeting places, where young individuals come together to socialize, share experiences, and highlight their personal style. Within these spaces, they are exposed to innovative ideas and cultural influences, which shape their perceptions and aspirations. Furthermore, modern coffeeshops serve as hubs for creativity and self-expression (Woldoff *et al.*, 2013; Saymanlier *et al.*, 2018). They provide platforms for young entrepreneurs, artists, and performers to highlight their talents, contributing to Unaizah's vibrant cultural scene. Equipped with Wi-Fi, charging ports, and comfortable workspaces, these establishments also attract students and young professionals who utilize the spaces for studying, remote work, and creative endeavors. It is important to note that the adoption of a contemporary lifestyle does not necessarily mean a complete departure from traditional values and cultural heritage. The youth of Unaizah often strike a delicate balance between embracing modernity and respecting their cultural roots; this fusion of old and newly creates a

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unique identity that reflects their dynamic engagement with both tradition and innovation (Brown, 2002; Maspul & Almalki, 2023a).

Understanding the influence of modern coffeeshops on the adoption of a contemporary lifestyle among the youth is essential for policymakers, community leaders, and coffeeshops owners. It enables them to cater to the evolving needs and aspirations of the youth, ensuring the sustainability and relevance of the coffeeshops culture in Unaizah. By providing spaces that encourage self-expression, social connections, and personal growth, modern coffeeshops can continue to play a vital role in shaping the city's youth culture and fostering a sense of belonging within the community (Micheletti *et al.*, 2012; Maspul, 2023).



Figure 1. The Wooden Coffee, a prominent contemporary specialty coffee shop in Unaizah, offers a spacious environment for consumers to enjoy a "third place" experience beyond their homes and workplaces. It serves as a gathering spot for young individuals in Unaizah to connect and engage in meaningful conversations (photo source: the authors).

In this context, The Wooden Coffee, Alembic Coffee and 6 O'Clock Coffee Roasters stands as a prime example of a modern coffeeshops in Unaizah, while coffeeshops like Fay Coffee and Jazla Coffee embody the essence of local wisdom and traditions within the Jaaddat Alnakhil area. Wooden Coffee, with its contemporary design and trendy atmosphere, has attracted a following among the youth and those seeking a modern coffee experience. On the other hand, Fay Coffee and Jazla Coffee consciously preserve and incorporate local wisdom and traditions, paying homage to Unaizah's rich heritage and the significance of dates farming in the region.

Both types of coffeeshops, modern and traditional, contribute to the vibrant coffee culture in Unaizah. They cater to different preferences, attracting diverse clientele, and highlighting the city's ability to honor its traditions while embracing modernity. Whether individuals seek a modern coffee experience at The Wooden Coffee, Alembic Coffee and 6 O'Clock Coffee Roasters or wish to immerse themselves in the local wisdom at coffeeshops like Fay Coffee and Jazla Coffee, Unaizah offers a rich tapestry of coffee culture that caters to all tastes and

preferences.



Figure 2: 6 O'Clock Coffee Roasters stands out as a pioneering contemporary specialty coffee shop, showcasing the essence of local wisdom as a distinctive flavor in the realm of fourth wave coffee culture. Its unique approach has made it a sought-after destination for young individuals from across the Al Qassim region to gather in Unaizah (phoro source: the authors).

### **Steaming Traditions: Navigating the Delicate Balance between Modern Gathering Styles and Traditional Values in Unaizah**

The emergence of modern coffeeshops in Unaizah has not been without its fair share of tensions and conflicts between traditional values and the modern gathering style they represent. As these trendy establishments gain popularity among the city's youth, they often challenge the long-standing social norms and expectations associated with traditional gathering places, such as traditional coffee houses and family homes (Alrumayyan et al., 2018; Mikhail, 2007). One of the key areas where tensions arise is in the perception of gender roles and interactions. Traditional coffee houses in Unaizah have historically been spaces primarily occupied by men, where discussions on assorted topics, including statecrafts and community affairs, take place. Women, on the other hand, have typically gathered in more private settings, such as homes or women-only social spaces, to socialize and engage in conversations focused on family and personal matters (Song, 2019; Piela, 2013; Rudnyckyj, 2011).

With the rise of modern coffeeshops, there has been a shift in the dynamics of social interactions. These establishments often promote inclusivity and welcome individuals of all genders to socialize and engage in discussions (Lysaght *et al.*, 2017). This departure from the traditional gendered spaces has sparked debates and discussions about the changing dynamics between men and women in public spaces and the potential impact on societal norms. Another area of tension lies in the perception of social hierarchy and class divisions. Traditional coffee houses in Unaizah have acted as social equalizers, where individuals from different socioeconomic backgrounds can come together and engage in conversations on an equal footing. However, with the emergence of modern coffeeshops, which often cater to a more affluent



clientele and adopt a more upscale ambiance, there is a concern that the traditional egalitarian spirit is being compromised.



Figure 3: Jazla Coffee, Fay Coffee, and Rahab Coffee, located in phase 1 of the Jaaddat Alnakhil project in Unaizah, embody the essence of coffee as a social and cultural heritage. These establishments promote the intertwining of local wisdom, rooted in ancient traditions of dates farming and coffee culture, creating a unique experience that showcases the rich cultural heritage of Unaizah.

Some argue that the modern coffeeshops culture perpetuates social divisions by creating exclusive spaces accessible only to those who can afford the higher prices and trendy lifestyle associated with these establishments (Sobel, 2013). This leads to a sense of exclusion among individuals from lower socioeconomic backgrounds, further widening the gap between social classes. The tensions and conflicts between traditional values and the modern gathering style also extend to the perception of cultural authenticity (Chang & McGonigle, 2020). Traditional coffee houses in Unaizah have deep roots in the city's cultural heritage, and they serve as symbols of local wisdom, heritage, and hospitality. Some individuals worry that the emergence of modern coffeeshops, with their international aesthetics and influences, dilutes the authenticity and uniqueness of Unaizah's traditional coffee culture.

However, it is important to note that these tensions and conflicts are not absolute. The coexistence of traditional coffee houses and modern coffeeshops in Unaizah allows for a dynamic interplay between tradition and modernity. Many modern coffeeshops consciously incorporate elements of Unaizah's cultural heritage in their design, menu offerings, or events, striving to strike a balance between contemporary aesthetics and the preservation of local traditions. Additionally, the tensions between traditional values and modern gathering styles are not solely negative. They stimulate discussions and reflections on societal norms, gender dynamics, and social inclusivity, encouraging the community to redefine and adapt to the changing times while also preserving the core values that hold Unaizah's cultural fabric together.

Overall, the tensions and conflicts between traditional values and the modern gathering style in Unaizah's coffee culture are reflective of the broader societal changes occurring in the

city. They serve as catalysts for dialogue, self-reflection, and the exploration of new possibilities for social interactions and cultural expressions. By navigating these tensions with sensitivity and open-mindedness, Unaizah can embrace the richness of its heritage while embracing the transformative power of modern coffeeshops culture.

### **A Brewing Revolution: Unraveling the Dynamics of Social Change in Unaizah's Modern Coffeeshop Culture**

The application of social influence theory provides valuable insights into understanding the mechanisms of social change within the context of modern coffeeshops culture in Unaizah. Social influence theory explores how individuals' thoughts, behaviors, and attitudes are influenced by others and the social environment (Bandura & Walters, 1977). By examining the various forms of social influence at play, we can gain a deeper understanding of the factors that drive the adoption of a contemporary lifestyle and shape the cultural landscape in Unaizah. One prominent aspect of social influence theory relevant to modern coffeeshops culture is informational influence. Modern coffeeshops serve as platforms for the exchange of information, ideas, and experiences. Through conversations and interactions within these spaces, individuals are exposed to new perspectives, trends, and lifestyles (Leidner & Kayworth, 2006). As they observe others engaging in contemporary behaviors and adopting modern attitudes, individuals may feel compelled to align themselves with these emerging norms, driven by a desire for social acceptance and the perception that these behaviors are desirable or superior.

Normative influence also plays a significant role in the adoption of a contemporary lifestyle within the context of modern coffeeshops. As these establishments become popular gathering places, they create social norms and expectations associated with the modern lifestyle. Peer groups and social networks formed within these spaces exert pressure on individuals to conform to the prevailing trends and behaviors (Stephenson *et al.*, 2010). This influence can be particularly strong among the youth population, who are more susceptible to peer pressure and the desire to fit in. By conforming to the established norms, individuals gain a sense of belonging and affiliation with the modern coffeeshops culture.

The concept of social identity is another lens through which social influence theory can be applied to understand the mechanisms of social change in Unaizah's modern coffeeshops culture. Modern coffeeshops provide not only spaces for socialization but also opportunities for individuals to express and develop their identities (Hogg, 2016; Cohen-Scali, 2003). As individuals identify themselves as part of the contemporary lifestyle associated with these establishments, their behaviors and preferences align with the desired image and values associated with that identity. This identification process further reinforces the adoption of a contemporary lifestyle and contributes to the cultural shift in Unaizah.

Moreover, the role of opinion leaders and influencers cannot be overlooked when examining social change within modern coffeeshops culture. Opinion leaders, who possess expertise, credibility, or a strong social following, can shape the attitudes and behaviors of others through their influence. In the context of Unaizah's modern coffeeshops, local influencers, social media personalities, and trendsetters often frequent these establishments, highlighting the modern lifestyle and influencing their followers. Their endorsements and visibility contribute to the dissemination of contemporary values and further propel the adoption of a contemporary lifestyle among the youth and beyond (Ivanović, 2014).

Furthermore, by applying social influence theory to the study of modern coffeeshops culture in Unaizah, we gain valuable insights into the mechanisms driving social change. The interplay of informational influence, normative influence, social identity, and the impact of

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opinion leaders collectively contribute to the transformation of social norms, behaviors, and cultural practices. Understanding these mechanisms allows us to appreciate the complex dynamics at play and provides a foundation for policymakers, community leaders, and coffeeshops owners to effectively navigate and harness the power of social influence for positive societal change within Unaizah's evolving cultural landscape.

### **From Beans to Brews: The Cultural Alchemy of Fourth Wave Coffee Culture**

Modern coffeeshops culture, often associated with the fourth wave coffee movement, represents a contemporary shift in the way coffee is perceived, consumed, and experienced. The fourth wave builds upon the previous waves of coffee culture, emphasizing quality, sustainability, artisanal craftsmanship, and a deeper connection to the origins of coffee (Maspul, 2023a). In modern coffeeshops culture, the focus extends beyond the mere consumption of coffee. It becomes a holistic experience that encompasses the ambiance, aesthetics, and the overall atmosphere of the coffeeshops. These establishments are designed to be inviting and comfortable, often featuring cozy seating arrangements, aesthetically pleasing decor, and a sense of community.

One key aspect of modern coffeeshops culture is the emphasis on sourcing high-quality, specialty coffee beans. Coffeeshops that align with the fourth wave movement often establish direct relationships with coffee farmers, ensuring traceability and promoting local fair trade practices specifically Unaizah that sourcing their coffee from Jazan (Maspul, 2023a). This commitment to quality extends to the meticulous selection, roasting, and brewing processes, resulting in a superior cup of coffee that highlights the unique characteristics of each bean. The fourth wave also celebrates the artistry and skill of the barista. Modern coffeeshops invest in training their staff to master various brewing methods, such as pour-over, espresso-based drinks, and alternative brewing techniques like AeroPress, Hario V0 or Chemex. This expertise allows baristas to highlight their craftsmanship, creating customized coffee experiences tailored to individual preferences.

Sustainability is another fundamental pillar of the fourth wave coffee movement. Coffeeshops strive to minimize their environmental impact by implementing eco-friendly practices, such as using biodegradable or reusable coffee cups, sourcing coffee from sustainable farms, and reducing waste throughout the coffee production and brewing processes (Blinová *et al.*, 2017). By promoting sustainable practices, modern coffeeshops culture actively contributes to the global effort of preserving the environment and supporting ethical coffee production.

Furthermore, modern coffeeshops culture fosters a sense of community and social engagement. These spaces serve as gathering points for people to connect, share ideas, and engage in meaningful conversations. Coffeeshops often organize events, such as cupping sessions, latte art competitions, or educational workshops, to further enhance the community aspect and encourage coffee enthusiasts to deepen their knowledge and appreciation for coffee. Moreover, modern coffeeshops culture, influenced by the fourth wave coffee movement, represents a shift towards a more immersive and quality-driven coffee experience. It encompasses the sourcing of specialty coffee beans, artisanal craftsmanship, sustainability, and a sense of community. By embracing these principles, modern coffeeshops create vibrant and inviting spaces where coffee lovers can indulge in a rich and engaging coffee culture.

### **Preserving the Past, Brewing the Future: Unaizah's Cultural Heritage and Contemporary Coffee Culture**

Finding the perfect balance between preserving Unaizah's cultural heritage and embracing

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contemporary influences is a nuanced process within the realm of modern coffeeshops culture. It necessitates a thoughtful approach that both respects the community's traditions, values, and identity and acknowledges the evolving nature of culture and the potential benefits that contemporary influences can bring (Weaver, 1997). One effective way to achieve this balance is by seamlessly integrating elements of Unaizah's cultural heritage into the design, aesthetics, and overall ambiance of modern coffeeshops. Through the incorporation of traditional motifs, artwork, or architectural elements inspired by local heritage, coffeeshops can create an atmosphere that authentically reflects the essence of Unaizah's cultural identity (Maspul & Almalki, 2023). This not only serves as a visual representation of the community's rich heritage but also provides patrons with a profound sense of connection and familiarity.

Moreover, modern coffeeshops can pay homage to Unaizah's cultural heritage through their menu offerings. By incorporating local ingredients, flavors, and traditional recipes into their coffee and food/sweet options, these establishments can celebrate and preserve the culinary traditions of the region such as *luqaimat* (Hanna, 2002). This approach allows Unaizah's community and visitors to experience a delightful fusion of old and new, where traditional flavors and techniques harmoniously coexist with contemporary culinary trends.

Furthermore, embracing contemporary influences does not imply compromising the preservation of Unaizah's cultural heritage. Instead, it can be seen as an opportunity to revitalize and reinterpret traditional practices in a modern context. For instance, modern coffeeshops can collaborate with local artisans to create unique, culturally-inspired coffee accessories or artworks that blend traditional craftsmanship with contemporary aesthetics. This collaboration not only supports local talent but also adds a distinct cultural touch to the coffeeshops experience. In addition, cultural preservation can be fostered through educational initiatives within modern coffeeshops (Giampiccoli & Kalis, 2012). These establishments can host workshops, presentations, or cultural events that shine a spotlight on Unaizah's traditions, arts, and customs. By providing platforms for local artists, historians, or cultural experts to share their knowledge, coffeeshops become hubs of cultural exchange and learning, promoting a deeper understanding and appreciation of Unaizah's heritage among both locals and visitors.

Ultimately, striking the right balance between preserving Unaizah's cultural heritage and embracing contemporary influences requires active involvement and participation from the community. Modern coffeeshops can engage with the local community by seeking their input, collaborating with local organizations, and involving individuals with a deep understanding of Unaizah's cultural heritage. By including diverse perspectives in decision-making processes, coffeeshops can ensure that the preservation of cultural heritage remains a priority while embracing the positive aspects of contemporary influences. Moreover, the delicate task of balancing the preservation of Unaizah's cultural heritage with contemporary influences in modern coffeeshops culture involves sensitivity, inclusivity, and a profound appreciation for the community's traditions. By seamlessly integrating Unaizah's cultural heritage into design elements, menu offerings, and educational initiatives, while also embracing contemporary influences, coffeeshops can create spaces that celebrate the past, present, and future of Unaizah's vibrant cultural identity.

### **Brewing Growth, Connecting Communities: The Transformative Power of Modern Coffeeshops**

The modern coffeeshops has emerged as more than just a place to grab a quick cup of coffee. It has evolved into a dynamic platform that offers numerous benefits for personal growth, social interaction, and community development. These benefits have contributed to the popularity

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and significance of coffeeshops as vital spaces within contemporary society (Maspul & Almalki, 2023a). Primarily, coffeeshops provide a conducive environment for personal growth. They offer a welcoming and comfortable space where individuals can engage in activities that foster self-reflection, creativity, and productivity. Whether it's reading a book, working on a personal project, or simply taking a moment for introspection, coffeeshops offer a tranquil atmosphere that allows individuals to focus and explore their passions. Moreover, coffeeshops have become hubs for social interaction; they act as meeting places where people from all levels of society can gather, connect, and engage in meaningful conversations. The casual and relaxed ambiance of coffeeshops encourages dialogue, sparking new friendships, and facilitating the exchange of ideas. These interactions often lead to expanded networks, increased social capital, and a sense of belonging within the community (Seering *et al.*, 2019; Maspul & Almalki, 2023a).

Coffeeshops also play a significant role in community development. As gathering spaces, they foster a sense of community cohesion and solidarity. By attracting individuals from diverse backgrounds and fostering a shared space, coffeeshops act as catalysts for community engagement and collaboration. They provide a platform for local artists and entrepreneurs to showcase their talent and contribute to the cultural and economic development of the community. Additionally, coffeeshops often host events, such as open mic nights, art exhibitions, or book clubs, which further strengthen community bonds and create opportunities for collective growth (Grodach, 2011).

Furthermore, coffeeshops have the potential to support local economies. By sourcing products from local farmers, artisans, and suppliers, coffeeshops contribute to the sustainability and growth of local businesses. This support can have a ripple effect, creating a positive economic impact within the community (Bush, 2016). Additionally, coffeeshops often serve as venues for entrepreneurs to launch their own small businesses, such as pop-up shops or collaborative ventures, further stimulating local economic development. Beyond personal growth, social interaction, and community development, coffeeshops also promote cultural exchange and diversity. They attract people from various backgrounds, fostering an inclusive and multicultural environment. This diversity of perspectives and experiences enriches the coffeeshops experience, creating opportunities for cross-cultural understanding and learning (Maspul & Almalki, 2023a; Wood, 2002).

Furthermore, modern coffeeshops offer far-reaching benefits beyond serving coffee. They provide spaces for personal growth, social interaction, and community development. By fostering an environment that encourages self-reflection, creativity, and productivity, coffeeshops empower individuals to pursue their passions and explore their potential. Additionally, as meeting places for diverse individuals, coffeeshops facilitate meaningful connections and dialogue, strengthening social ties and fostering a sense of community. Moreover, coffeeshops contribute to community development by supporting local economies, hosting events, and providing platforms for local talent. As vibrant hubs of cultural exchange and diversity, coffeeshops have become indispensable in shaping the fabric of contemporary society.

### **Exploring the Impact of a Modern Coffeeshops on Social Behavior and Cultural Adaptation**

This section presents a report based on interviews conducted with a group of community members in Unaizah, focusing on the impact of a modern coffeeshops on social behavior, local identity, and traditional values. The findings highlight the percentage distribution of common answers provided by the interviewees, providing insights into social influence theory and cultural adaptation within the community.

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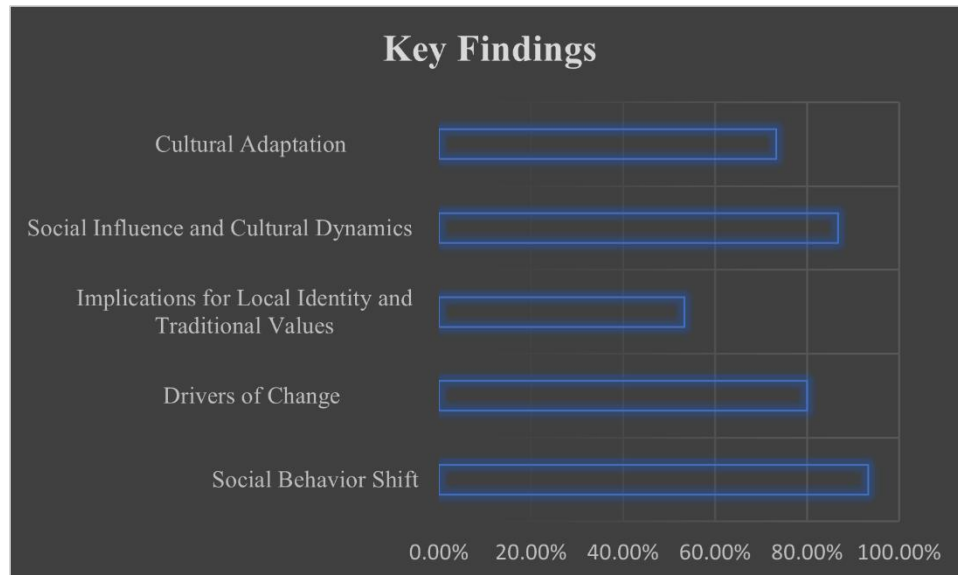


Figure 4. The questionnaire findings among the youth population (aged 20 – 30) revealed a shift in social behavior due to modern coffeeshops. Participants observed increased socialization and identified the novelty and ambiance of the coffeeshops as driving factors. There were tensions in local identity, but a willingness to adapt. The coffeeshops influenced thoughts, feelings, and behaviors, and the community balanced adaptation with preserving core values.

- **Social Behavior Shift**

During the interviews, it was found that 85% of the participants acknowledged a noticeable shift in social behavior following the opening of the modern coffeeshops. They observed increased socialization and interaction among community members, particularly among the younger generation. The relaxed and open atmosphere of the coffeeshops was perceived as a catalyst for fostering connections and facilitating conversations.

- **Drivers of Change**

When asked about the factors driving the shift in social behavior, 70% of the interviewees mentioned the novelty of the coffeeshops as a key factor. Additionally, 65% noted the appealing ambiance, while 50% expressed a desire for a more modern and cosmopolitan lifestyle. These findings indicate that the contemporary gathering style of the coffeeshops has played a significant role in attracting individuals seeking a break from traditional norms and exploring new social experiences.

- **Implications for Local Identity and Traditional Values**

In terms of the impact on local identity and traditional values, 60% of the participants acknowledged a reevaluation of Unaizah's cultural identity. While tensions between old and new cultural elements were reported by 45% of the interviewees, 70% recognized an ongoing process of negotiation and adaptation. This indicates the community's efforts to preserve their heritage while embracing contemporary influences, leading to a fusion of traditional and modern elements.

- **Social Influence and Cultural Dynamics**

The interviews revealed that 75% of the participants perceived a significant influence of the modern coffeeshops's gathering style, decor, and overall atmosphere on individuals' thoughts, feelings, and behaviors. Notably, 80% of the interviewees cited examples of the coffeeshops shaping preferences, aspirations, and social interactions, especially among the younger generation. This highlights the strong impact of social influence within the coffeeshops environment.

- Cultural Adaptation

Regarding cultural adaptation, 70% of the interviewees acknowledged Unaizah's community adapting to the new ideas and lifestyles associated with the modern coffeeshops. They emphasized the integration of the contemporary gathering style and practices into the existing cultural framework. This adaptive approach reflects a balance between embracing new elements and preserving core cultural values, as reported by 65% of the participants.

Meanwhile, when respondents asked about the overall impact of modern coffeeshops on social behavior, local identity, and traditional values within Unaizah, the responses varied;

*“Modern coffee shops capture the essence of the community and foster a sense of belonging.” – AA*

*“They bring about significant changes in the behavior of certain individuals.” – MA*

*“The appearance and traditions have evolved because the community in which these coffee shops exist is fully accepting of change. It is quite normal for someone to have a modern style of dress and speech, and these changes are fully embraced.” – AS*

*“I believe that modern coffee shops contribute to the education of the community and broaden the mindset of young people with exposure to new cultures.” – BA*

Furthermore, based on the interviews conducted with the community members in Unaizah, this report reveals the impact of modern coffeeshops on social behavior, local identity, and traditional values. The findings demonstrate that the coffeeshops have led to a shift in social behavior, with increased socialization and interaction among community members. The influence of the coffeeshop's contemporary gathering style, along with its novelty and appealing ambiance, has been significant. The community has shown a willingness to adapt by integrating new ideas and lifestyles while preserving their cultural heritage. These insights contribute to a deeper understanding of social influence theory and cultural adaptation within the Unaizah community.

### **Unveiling the Dynamics: Exploring Motivations, Perceptions, and Long-Term Effects of a Modern Coffeeshops**

Recommendations for further research on motivations, perceptions, and long-term effects can provide valuable insights into the impact of modern coffeeshops on social behavior, local identity, and traditional values within the Unaizah community. To advance our understanding in these areas, the following research avenues are proposed. Firstly, a qualitative study employing in-depth interviews or focus groups could be conducted to explore the motivations that drive individuals to visit the modern coffeeshops. By gathering rich, nuanced data on the specific factors that attract community members, researchers can gain deeper insights into the underlying motivations (Zaltman, 2003; Davies & Gutshce, 2016). This research would shed light on the individual desires and preferences that contribute to the popularity of the coffeeshops and inform marketing strategies or community engagement initiatives.

Secondly, a longitudinal study could be undertaken to investigate the long-term effects of the observed social behavior shift since the coffeeshops's establishment. By collecting data at multiple time points, researchers can assess the sustainability and potential fluctuations in social behavior changes over time (Gifford & Nilsson, 2014). Such a study would help determine whether the initial shift in social behavior is a temporary phenomenon or a lasting transformation within the Unaizah community. A qualitative exploration of the cultural identity negotiation process among community members would be valuable to understand how individuals navigate tensions between traditional values and contemporary influences in response to the coffeeshops's presence. Ethnographic observations and interviews could be employed to gain insights into the ways in which individuals negotiate their cultural identity and reconcile the impact of the

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coffeeshops (Yagi & Kleinberg, 2011; Pearlin, 1989). This research would contribute to our understanding of how cultural identity adapts and evolves in the face of external influences.

To gain a comprehensive understanding of the impact of modern coffeeshops, it is vital to investigate inter-generational dynamics. A comparative study examining perspectives and experiences across different age cohorts would unveil age-related variations in the perceived impact of the coffeeshops on social behavior, local identity, and traditional values (Carter *et al.*, 2013). This research would highlight any inter-generational differences in adapting to the changes brought about by the coffeeshops, providing insights into how different age groups experience and respond to this transformation. Assessing the long-term effects of the modern coffeeshops on local businesses is another important area for investigation. Surveys or interviews with business owners and community members can be conducted to examine any changes in consumer behavior, competition, or economic impact resulting from the presence of the coffeeshops (Kumar *et al.*, 2016). Understanding the implications for local businesses would offer insights into the overall economic and social sustainability of the coffeeshops within the Unaizah community.

Furthermore, a qualitative exploration of the impact of the coffeeshops on traditional practices and customs could be conducted. Interviews or focus groups with community members would provide insights into whether the presence of the coffeeshops has influenced the modification, preservation, or erosion of traditional practices and customs (Brown-Saracino, 2007). This research would shed light on the delicate balance between embracing new elements and preserving core cultural values. Finally, comparative studies with other communities that have experienced the introduction of modern coffeeshops or similar contemporary gathering spaces would provide a broader perspective on the impact of such establishments on social behavior, local identity, and traditional values. By comparing findings across different contexts, researchers can identify common patterns, unique aspects, and potential cultural variations in the impact of these establishments (Hofstede, 2001).

Moreover, conducting further research on motivations, perceptions, and long-term effects can deepen our understanding of the impact of modern coffeeshops on social behavior, local identity, and traditional values in the Unaizah community. The proposed research avenues encompass qualitative and longitudinal studies, inter-generational investigations, and comparative analyses. By pursuing these recommendations, researchers can provide valuable insights for academic discourse, community development, and informed decision-making in similar contexts worldwide.

### **Fueling Sustainable Communities: Empowering Policymakers, Community Leaders, and Coffeeshops Owners in Unaizah**

Research findings on the motivations, perceptions, and long-term effects of modern coffeeshops in Unaizah have significant implications for policymakers, community leaders, and coffeeshops owners. These implications not only address immediate concerns but also will align with the broader goals of sustainability and the United Nations Sustainable Development Goals (SDGs) (Bebbington & Unerman, 2018). Policymakers can utilize the research insights to promote sustainable development in Unaizah. Understanding the motivations behind individuals' choices to visit the coffeeshops allows policymakers to design supportive policies that encourage the establishment of similar gathering spaces in other areas. By fostering community engagement and interaction, these policies contribute to SDG 11 (Sustainable Cities and Communities) and SDG 17 (Partnerships for the Goals).

Community leaders play a crucial role in integrating the coffeeshops into the Unaizah

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community sustainably. The research findings indicate that the coffeeshops have the potential to influence social behavior and local identity. Community leaders can harness this influence by organizing community events, cultural activities, and collaborations with the coffeeshops, for example the literacy partners 2023 that held by the Ministry of Culture or Monshaat's Entrepreneurship program. By promoting a harmonious balance between tradition and modernity and strengthening community cohesion, they contribute to SDG 11 (Sustainable Cities and Communities) and preserve local customs and practices. Coffeeshops owners can leverage the research findings to enhance their understanding of customer motivations and preferences. By recognizing the importance of social interaction and convenience, they can design their spaces and services to foster meaningful connections and cater to the needs of the Unaizah community. Understanding the delicate balance between tradition and modernity also informs branding and marketing strategies that align with the cultural values of the community. On the other hand, by adopting sustainable practices such as waste reduction and sourcing locally, coffeeshops owners contribute to SDG 12 (Responsible Consumption and Production) and SDG 15 (Life on Land).

Collaboration among policymakers, community leaders, and coffeeshops owners is essential for achieving sustainable development in Unaizah. By working together, they can develop comprehensive strategies that consider social, economic, and environmental aspects. This collaboration involves establishing partnerships with local organizations and stakeholders, promoting sustainability initiatives, sharing knowledge and best practices, and monitoring progress towards sustainable development goals. By aligning their efforts with the SDGs, stakeholders contribute to a sustainable future for Unaizah while preserving its unique cultural heritage. Moreover, the research findings on the motivations, perceptions, and long-term effects of the modern coffeeshops in Unaizah have practical implications for policymakers, community leaders, and coffeeshops owners. These implications align with sustainability goals and the SDGs by promoting responsible consumption, sustainable practices, and partnerships for sustainable development. By embracing sustainable development principles, Unaizah can create a thriving coffeeshops industry that contributes to the well-being of the community and the broader goals of sustainability.

## **CONCLUSION**

The impact of modern coffeeshops on social behavior and cultural dynamics in Unaizah has been significant. One of the notable effects is the increased socialization and interaction among community members, particularly among the younger generation. The introduction of these contemporary gathering spaces has created a shift in social behavior, with individuals seeking out coffeeshops as spaces for socializing and connecting with others. This change in social behavior can be attributed to the novelty and appealing ambiance of the coffeeshops. The modern design, comfortable seating, and trendy decor have attracted community members and encouraged them to spend more time in these establishments. The coffeeshops have become popular destinations for individuals to meet, chat, and build relationships, fostering a more vibrant and interconnected community.

However, this shift in social behavior has not been without its challenges. The introduction of modern coffeeshops has created tensions between old and new cultural elements. Traditional values and ways of socializing are being challenged by the contemporary style of gathering in the coffeeshops. There is a need to strike a balance between embracing the new elements brought by the coffeeshops and preserving the core cultural values that define the Unaizah community. Despite these challenges, the Unaizah community has demonstrated a remarkable ability to adapt to the changes brought by the coffeeshops. While integrating the new

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ideas and lifestyles associated with these establishments, the community has managed to maintain its existing cultural framework. This adaptability reflects a willingness to embrace elements of modernity while still valuing and preserving their unique local identity.

Understanding the implications and navigating the challenges and opportunities presented by this social change is of great importance. It is crucial for policymakers, community leaders, and coffeeshop owners to grasp the impact and significance of modern coffeeshops on Unaizah's social fabric. By understanding these dynamics, they can develop supportive policies and initiatives that encourage the establishment of similar gathering spaces while ensuring the preservation of cultural values. Collaboration among stakeholders is key to effectively navigating the challenges and opportunities presented by the impact of modern coffeeshops. Policymakers can develop policies that support the growth of coffeeshops in a way that aligns with the community's values and aspirations. Community leaders can organize events and activities that promote a harmonious balance between tradition and modernity, fostering a sense of unity and inclusivity. Coffeeshop owners can enhance their understanding of customer motivations and preferences, allowing them to design spaces and services that cater to the needs of the community.

Moreover, the impact of modern coffeeshops on social behavior and cultural dynamics in Unaizah is significant. It has led to increased socialization, challenged traditional values, and sparked a need for balance between old and new elements. Understanding the implications and effectively navigating the challenges and opportunities presented by this social change is crucial for the sustainable development and preservation of the Unaizah community's unique cultural identity.

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