
From perception to purchase decision: A multidimensional exploration of consumer responses to matcha-based products in SurabayaArdila Aprillia^{1*}¹ Universitas Widya Kartika, Surabaya, Indonesia*Corresponding Author: ardilaaprillia07@gmail.com

Submission: 15 August 2026

Revision: 31 August 2026

Accepted: 7 September 2026

Abstract

The growing availability of matcha-based products in Surabaya has created diverse consumption choices accompanied by varying consumer perceptions of product characteristics and value. This study aims to analyze consumer perceptions of matcha-based products and explain how these perceptions shape purchase decisions. A qualitative phenomenological approach was employed with six purposively selected informants through observation, in-depth interviews, and documentation, followed by content analysis. The findings show that consumer perceptions are shaped by product knowledge, taste and aroma experiences, perceived health benefits, price and quality, and social and visual appeal. Positive perceptions encourage routine purchases when the perceived benefits, quality, and consumption experience are considered satisfactory, whereas negative perceptions of taste, aroma, or price may lead to situational purchases, rejection, or no repurchase. This study contributes to a clearer understanding of the relationship between consumer experiences, product evaluations, and purchase decisions for matcha-based products in a local context.

Keywords: Consumer perception; Matcha-based products; Taste and aroma experience; Health benefits; Purchase decision.

Abstrak

Perkembangan produk olahan matcha di Kota Surabaya menunjukkan meningkatnya pilihan konsumsi yang diikuti oleh beragam persepsi konsumen terhadap karakteristik dan nilai produk. Penelitian ini bertujuan menganalisis persepsi konsumen terhadap produk olahan matcha serta menjelaskan bagaimana persepsi tersebut membentuk keputusan pembelian. Penelitian menggunakan pendekatan kualitatif fenomenologis dengan enam informan yang dipilih secara purposif, melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan analisis isi. Hasil penelitian menunjukkan bahwa persepsi konsumen terbentuk melalui pengetahuan produk, pengalaman rasa dan aroma, manfaat kesehatan, harga dan kualitas, serta daya tarik sosial dan visual. Persepsi positif mendorong pembelian rutin ketika manfaat, kualitas, dan pengalaman konsumsi dianggap sesuai, sedangkan persepsi negatif terhadap rasa, aroma, atau harga dapat memicu pembelian situasional, penolakan, dan tidak melakukan pembelian ulang. Penelitian ini berkontribusi dalam memperjelas keterkaitan antara pengalaman konsumen, penilaian produk, dan keputusan pembelian matcha dalam konteks lokal.

Kata Kunci: Persepsi konsumen; Produk olahan matcha; Pengalaman rasa dan aroma; Manfaat kesehatan; Keputusan pembelian.

Introduction

The food and beverage industry in Indonesia continues to grow and has become an important part of economic activity in society (Alifah & Gamawa, 2026; Bhirawa et al., 2026). Statistics Indonesia (2024) recorded 4.85 million food and beverage service businesses in 2023, indicating the wide range of products available to consumers. Within this development, matcha has increasingly emerged as an ingredient in beverages and processed foods in various forms. Grand View Research (2022) indicates that the matcha market encompasses powder products, ready-to-drink beverages, and instant premixes, and is divided into several quality grades. This development has expanded matcha beyond its traditional consumption as tea, with the ingredient now being incorporated into various products that compete for consumer attention. This condition makes consumer perception important to examine because product diversity does not automatically lead consumers to accept, choose, or consistently purchase matcha-based products.

Matcha has characteristics that may shape consumer evaluations differently from those of other beverages. Kochman et al. (2021) explain that matcha contains various bioactive compounds, including catechins, caffeine, chlorophyll, and L-theanine, which have contributed to interest in its potential health benefits. However, health value is not the sole basis of acceptance. Wu et al. (2022) emphasize that the sensory quality of matcha is an important factor in consumer acceptance and is associated with the physicochemical characteristics of the product. Therefore, taste, aroma, color, and product characteristics may determine whether consumers perceive matcha as appealing or unsuitable for their preferences. Huang et al. (2022) also demonstrate that milling processes can affect the physical properties, taste, and aroma of matcha. Thus, consumption experience constitutes an important part of how perceptions of the product are formed and how consumers respond to matcha.

These perceptions may subsequently shape consumers' decisions to purchase, repurchase, or reject a product. Tuorila and Monteleone (2009) position sensory experience as an important component in understanding consumer responses to food, as sensory characteristics are associated with product acceptance. Imtiyaz et al. (2021) show that sensory appeal, including taste, aroma, appearance, and texture, plays a role in food choice and consumption interest. Dana et al. (2021) found that taste and price were among the primary factors in food choice among the consumer groups examined. Accordingly, purchase decisions regarding matcha may arise from a combination of direct experience and evaluations of product value, rather than solely from trends or health claims. This framework is important for understanding why consumers choose, repurchase, or reject matcha-based products under different consumption situations.

Research on the relationship between perception, sensory experience, and food choice has been conducted, with findings indicating that consumer evaluations do not always

operate in the same way. Jürkenbeck and Spiller (2021) demonstrate that sensory quality signals play an important role in food choice, particularly when consumers use sensory information to evaluate product quality. Lagerkvist et al. (2021) found that liking evaluations were strongly associated with actual choice, whereas economic evaluations had only a weak effect; however, nutritional perceptions were not found to predict actual choice in their study. These findings suggest that sensory perceptions may be more influential than beliefs about product benefits, although consumer decisions remain context-dependent. Previous studies have largely examined food choice experimentally or in general contexts and have therefore not specifically explained how consumers simultaneously interpret the taste, aroma, health benefits, price, and appeal of matcha.

This study aims to analyze consumer perceptions of matcha-based products and explain how these perceptions contribute to the formation of purchase decisions in Surabaya. The study focuses on consumers' knowledge of matcha, taste and aroma experiences, perceptions of health benefits, evaluations of price and quality, and the social and visual appeal of the products. A qualitative phenomenological approach is employed to understand consumers' experiences and considerations directly, thereby providing a more in-depth explanation of the reasons underlying acceptance, repeated purchases, situational purchases, and rejection. This study is important because the development of matcha-based products requires an understanding that is oriented not only toward the market but also toward consumer experiences. The findings are expected to clarify the factors shaping consumer perceptions and provide a basis for developing matcha-based products that are better aligned with consumer preferences and the local consumption context.

Method

This study was conducted from February to April 2026 using a qualitative approach and a descriptive phenomenological research design. This approach was selected because the study seeks to gain an in-depth understanding of consumers' experiences and perspectives in perceiving matcha-based processed beverages in Surabaya. Phenomenology was employed to explore the meaning of consumers' experiences, particularly to understand the reasons why consumers become interested in, accept, consume, or reject matcha-based products (Mardawani, 2020). The data were obtained from six informants selected through purposive sampling based on the criteria of residing in Surabaya and having previously tried matcha-based products, either in the form of beverages or food. The informants were A.V.P (20 years old, female, student), C.A (20 years old, female, student), S.S (24 years old, male, employee), A.P.K (27 years old, male, employee), S.A (27 years old, male, teacher), and S.F (23 years old, female, sales promotion girl).

Aprillia, From perception to purchase decision

Data were collected through observation, in-depth interviews, and documentation to obtain a comprehensive understanding of consumers' experiences with matcha. Observations were conducted in natural settings to examine consumers' interactions with the products, while interviews served as the primary source for exploring consumers' knowledge, perceptions, consumption experiences, preferences, and considerations when making purchase decisions. Documentation was used to complement and support the data obtained throughout the research process. The collected data were subsequently analyzed using content analysis through three stages: data reduction, data presentation, and conclusion drawing (Miles & Huberman, 1994). Data from the interviews, observations, and documentation were first selected and grouped according to relevant themes, then presented to identify patterns of relationships among the themes. These patterns were subsequently interpreted to explain the formation of consumer perceptions and their relationship to purchase decisions.

Results and Discussion

Consumer Perceptions of Matcha-Based Beverages

Consumer perceptions of matcha-based beverages vary considerably, ranging from highly positive to highly negative. A.V.P and A.P.K demonstrated the strongest acceptance, S.F tended to have a positive perception, S.S held a neutral position, while C.A and S.A expressed rejection. These differences were evident from the participants' initial impressions. A.V.P stated, *"When I hear matcha, I think of something healthy, trendy, and aesthetically pleasing."* In contrast, C.A said, *"I was not very interested from the beginning because I think matcha is too bitter and has a strong aroma."* This difference indicates that consumers do not enter the consumption experience with neutral perceptions. Piqueras-Fiszman and Spence (2015) explain that external cues and prior expectations can influence sensory perceptions of food and beverages. Thus, positive or negative expectations may already be formed before consumers actually taste the product.

Product knowledge represents an important distinction in the formation of initial perceptions of matcha. A.V.P and A.P.K demonstrated relatively high levels of understanding regarding the origin, characteristics, processing, and benefits of matcha. A.V.P explained, *"As far as I know, matcha is green tea powder from Japan, made from whole tea leaves, and it contains antioxidants."* In contrast, C.A acknowledged, *"I only know that matcha is green tea powder that is usually made into lattes; I do not know much about the details."* This difference indicates that consumers with greater knowledge have a stronger basis for evaluating the product. Piqueras-Fiszman and Spence (2015) emphasize that knowledge and product cues shape expectations before sensory experiences occur. This finding also supports Aisah and Wahyono (2018), who identify product knowledge as an important factor in consumer evaluation. Thus, knowledge

is not merely additional information but serves as a foundation for the formation of perceptions of matcha.

Taste and aroma emerged as the most pronounced factors distinguishing acceptance from rejection of matcha. A.V.P stated, *"I like the characteristic taste of matcha. It is slightly bitter, but when mixed with milk, it becomes creamy."* A.P.K similarly noted, *"I think the bitterness is actually a characteristic of matcha, so it does not bother me."* These evaluations contrast with C.A, who stated, *"It is too bitter for me, and the aroma is also strong, with an unpleasant aftertaste."* S.A likewise considered the taste and aroma of matcha unsuitable for his preferences. These differences demonstrate that sensory characteristics are not merely additional product attributes but constitute the core of the consumption experience. Spence (2015) explains that flavor perception is formed through the integration of taste and olfactory sensations. Li, Jervis, and Drake (2015) also identify sensory attributes as important factors in product acceptance. This finding confirms that when sensory characteristics fail to meet consumer preferences, positive perceptions are difficult to sustain.

Consumption experience reinforces perceptions formed through sensory evaluation. A.V.P consumes matcha regularly and has also prepared it herself, while A.P.K consumes it relatively frequently. S.F consumes matcha occasionally because of an interest in current trends, whereas S.S consumes it only when it is available in particular situations. In contrast, C.A and S.A have limited consumption experience because their initial experiences were unpleasant. A.P.K described his experience by stating, *"I have had matcha several times and quite frequently, so I have become accustomed to the taste."* Meanwhile, C.A stated, *"After trying it once, I did not really want to buy it again because the taste did not suit me."* This finding is consistent with Tan et al. (2016), who demonstrate that sensory liking plays a role in food acceptance. In this study, positive experiences reinforce consumption habits, whereas negative experiences may lead consumers to discontinue consumption from the outset.

Perceived health benefits reinforce positive perceptions but are unable to overcome rejection of unfavorable sensory characteristics. A.V.P identified health benefits as an important reason, stating, *"I am interested in drinking matcha because, besides the taste, I also feel that it has health benefits."* A.P.K further emphasized, *"Health benefits are quite important to me, so if the quality is good, I feel that the price is still reasonable."* However, C.A and S.A were aware of the health benefits but remained uninterested in consuming matcha. C.A stated, *"I know people say it is good for health, but if I do not like the taste, I still do not want it."* This finding indicates that perceived health benefits function as a reinforcing factor rather than a sole determinant of perception. Li, Jervis, and Drake (2015) emphasize that product acceptance needs to be understood through a combination of multiple attributes. Thus, health-related information is effective only when it does not conflict with consumers' experiences of taste and aroma.

Aprillia, From perception to purchase decision

Visual appeal and social trends shape a different pathway of perception from perceived health benefits. S.F provides the clearest example, stating, *"I was initially interested because matcha was trending and its appearance was good for photos or content."* A.V.P also associated matcha with a modern and aesthetic image. In contrast, S.S was less influenced by trends, stating, *"I drink it when it is available or when someone invites me, not because it is trending."* These findings indicate that visual appeal and social media can effectively generate initial interest, although their influence is not uniform. Vermeir and Roose (2020) explain that visual cues can influence consumers' attention, perceptions, and responses to food. Simeone and Scarpato (2020) likewise show that social media can influence food choices. However, among C.A and S.A, visual appeal was unable to overcome their rejection of the taste. Thus, trends can generate attention but do not guarantee product acceptance.

Price serves as a filter that clarifies whether consumers perceive matcha as offering sufficient value. A.V.P considered matcha *"somewhat expensive, but still okay if the taste and quality are good."* A.P.K likewise considered a higher price acceptable when the benefits and product quality were commensurate with the cost. In contrast, C.A stated that matcha was *"expensive and, in my opinion, not really worth it,"* while S.A considered the price disproportionate to the experience obtained. S.S also tended to choose other beverages when matcha was too expensive. This pattern indicates that consumers do not evaluate price in absolute terms but compare it with the value they perceive. Li et al. (2015) emphasize that price should be considered together with sensory attributes and other extrinsic factors. Therefore, perceptions of matcha are formed through a combination of knowledge, sensory experience, perceived benefits, visual appeal, trends, and price. This combination explains why the same product can generate different evaluations among consumers.

The role of consumer perception in purchase decision formation

The popularity of matcha does not necessarily result in a purchase decision. Its image as a healthy, modern, and aesthetically appealing beverage can certainly generate interest, but the consumption experience can alter this evaluation. Bitterness, a strong aroma, and a relatively high perceived price can shift initial interest toward hesitation or rejection. *This study demonstrates a distinction between the desire to try a product and the willingness to repurchase it.* This condition indicates that purchase decisions are formed through an evaluative process rather than solely through product popularity. Howard and Sheth (1969) view buying behavior as an information-processing process that produces consumer responses, while Engel et al. (1968) position alternative evaluation as an important part of decision-making. DeVito et al. (2018) also show that consumers do not consider only a single attribute when making choices but integrate various types of product information before reaching a decision.

Aprillia, From perception to purchase decision

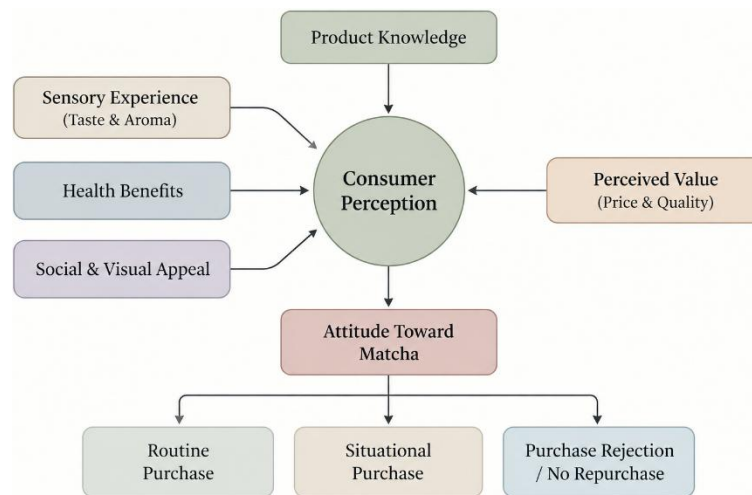


Figure 1. The role of consumer perception in purchase decision

Source: Developed by the author based on the findings and theoretical synthesis.

Figure 1 is used to clarify how various consumer considerations are interconnected and ultimately produce different patterns of purchase decisions. The five aspects identified in this study are not understood as factors operating independently but as sources of information and experience that collectively shape consumer perceptions. These perceptions may subsequently develop into positive or negative attitudes toward matcha before being reflected in purchase decisions. The position of *Attitude Toward Matcha* serves as an analytical bridge for explaining this process rather than as a variable measured separately in the study. Ajzen (1991) explains that attitude represents a positive or negative evaluation of an object that is associated with behavioral tendencies. Symmank (2019) also shows that consumers' evaluations of product characteristics can shape their tendency to accept or reject a product. Thus, this framework helps explain variations in purchase decisions without transforming the phenomenological approach into a statistical causal relationship.

Knowledge of matcha provides consumers with a basis for understanding the product, but direct experience determines whether this understanding can be sustained. Consumers with greater knowledge can evaluate the benefits and characteristics of matcha more broadly, whereas limited knowledge may make consumers more likely to rely on simple cues such as popularity, price, or other people's opinions. Once the product is tried, taste and aroma become more concrete experiences than the information previously received. Howard and Sheth (1969) explain that information received by consumers is processed before generating a response, while Engel et al. (1968) position information search and evaluation as components of the decision-making process. Pelet et al. (2021) demonstrate that product knowledge can influence how consumers evaluate a product, although sensory experience remains an important part of acceptance. *This pattern is evident in the present study, where positive knowledge about matcha does not always result in purchase because taste experiences can either reinforce or alter initial perceptions.*

Aprillia, From perception to purchase decision

Perceived health benefits provide a functional reason for consumers to choose matcha, but this reason still has to be considered alongside price and quality. Antioxidant content and health benefits are perceived as added value that makes matcha attractive to some consumers. However, when the price is considered too high or the quality does not meet expectations, these benefits may not be sufficient to sustain the purchase decision. Sheth et al. (1991) explain that *functional value* is one basis for consumer choice, while Sweeney and Soutar (2001) show that *perceived value* also encompasses quality and *value for money*. Topolska et al. (2021) show that consumers tend to maintain their interest in food products when the benefits received are perceived as commensurate with the sacrifices made. This reinforces the pattern identified in the present study: perceived health benefits may serve as a reason to purchase, but the decision ultimately depends on whether consumers perceive the product as offering sufficient value.

Visual and social appeal operate at an earlier stage because they can attract attention before consumers have sufficient experience with matcha. Aesthetic presentation, a contemporary image, trends, and exposure through social media may encourage consumers to try the product. Sheth et al. (1991) explain *social value* as one of the values that may influence consumption choices, while Ajzen (1991) incorporates social influence through *subjective norm* within the framework of behavioral intention formation. Abell and Biswas (2023) also show that social appeal and product image can increase consumer interest in food products, particularly when products carry particular symbols or images within a social environment. However, the present study demonstrates the limits of such influence. Consumers may become interested because matcha is popular or visually appealing, but this interest does not necessarily develop into routine purchases. *In other words, appeal can open the door to purchase, whereas the consumption experience determines whether consumers choose to remain engaged with the product.*

These considerations ultimately converge in consumers' perceptions of matcha. The resulting evaluations are not uniform because each consumer assigns different weights to taste, benefits, price, quality, and product appeal. Bitterness may be perceived as a distinctive characteristic by one consumer but become a reason for rejection for another. Similarly, health benefits may be the primary reason for choosing matcha for some consumers, while others may continue to reject it because the sensory experience does not meet their preferences. Ajzen (1991) explains that *attitude* represents a positive or negative evaluation of an object, while Sheth et al. (1991) show that consumption decisions may involve multiple values simultaneously. Ruiz-Capillas and Herrero (2021) demonstrate that attitudes toward food products can develop from consumers' evaluations of perceived benefits and product characteristics. In the context of this study, attitudes toward matcha can therefore be understood as the outcome of these overall evaluations rather than as a response to a single attribute.

Differences in attitude are subsequently reflected in patterns of purchase decisions. Consumers who perceive the taste as suitable, the benefits as relevant, and the quality as commensurate with the price have stronger reasons to make matcha a routine choice. When purchases depend on particular circumstances, such as product availability, invitations from others, or temporary interest in a trend, the decision is more situational. Conversely, an unfavorable taste and aroma experience, combined with the perception that the price is not commensurate with the value received, may lead to rejection or no repurchase. Howard and Sheth (1969) emphasize the importance of experience and evaluation in subsequent purchasing responses, while Sweeney and Soutar (2001) explain that consumers consider quality and sacrifice when evaluating product value. Magnier et al. (2019) also found that differences in consumer evaluations can result in different levels of willingness to purchase. *In the present study, these differences are reflected in the emergence of routine purchases, situational purchases, and decisions not to repurchase.*

Ultimately, consumer perception in this study is not merely an initial impression of matcha but an evaluative process that develops as information and experience accumulate. Knowledge provides a basis for understanding the product, taste and aroma test acceptance, perceived health benefits provide a functional rationale, price and quality determine perceived value, while social and visual appeal generate initial interest. Sheth et al. (1991) explain that consumption choices can be formed through multiple values, while Sweeney and Soutar (2001) emphasize the importance of quality and the value received. Ajzen (1991) provides an explanation of the role of attitude in behavioral tendencies, further supported by Pandey et al. (2021) through the relationship between attitude, sensory attributes, and *intention to consume*. Chakraborty and Dash (2023) also show that multiple *consumption values* can play a role in *purchase intention*. Geiger et al. (2018) further reinforce the view that consumption decisions are formed through interconnected evaluations. Therefore, acceptance of matcha cannot be established solely through a healthy image or prevailing trends but must be sustained through a product experience that genuinely meets consumer expectations.

Conclusion

This study shows that purchase decisions regarding matcha-based beverages in Surabaya are formed through an evaluative process involving product knowledge, sensory experience, perceived health benefits, perceived value, and social and visual appeal. Positive perceptions of matcha primarily arise from its perceived health benefits, antioxidant content, distinctive taste, and image as a modern beverage, whereas negative perceptions are mainly associated with its bitterness, strong aroma, and relatively high price. *What matters is not merely the presence of each of these aspects, but how consumers integrate them when evaluating the product.* Perceived health benefits

Aprillia, From perception to purchase decision

may stimulate interest but do not necessarily overcome unfavorable taste experiences or price perceptions. Conversely, positive consumption experiences can reinforce initial perceptions and encourage repurchase. Thus, perception functions as an evaluative process that helps explain why consumers may make different decisions regarding the same matcha-based product.

This study contributes by demonstrating that matcha acceptance among consumers in Surabaya cannot be adequately explained by trends or health-related images alone but needs to be understood through the relationship among cognitive, sensory, functional, value-related, and social aspects of the consumption experience. Practically, these findings may provide useful considerations for businesses to focus not only on communicating health benefits and visual appeal but also on taste, aroma, quality, and price alignment with consumer expectations. *The limitations of this study lie in its phenomenological approach and limited number of informants; therefore, the findings reflect the experiences of six consumers and are not intended to be generalized to all matcha consumers in Surabaya.* Future research could involve more diverse participants in terms of age, level of matcha consumption experience, and socioeconomic characteristics, as well as employ quantitative or *mixed-methods* approaches to further examine the relationships among perception, attitude, and purchase decision.

References

- Abell, A., & Biswas, D. (2023). Digital engagement on social media: How food image content influences social media and influencer marketing outcomes. *Journal of Interactive Marketing*, 58(1), 1-15. <https://doi.org/10.1177/10949968221128556>
- Aisah, I. N., & Wahyono. (2018). The influence of store atmosphere, product knowledge and brand image toward purchase decision through word of mouth. *Management Analysis Journal*, 7(2), 189-200. <https://doi.org/10.15294/maj.v7i2.23858>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alifah, H. T. P., & Gamawa, B. I. (2026). The effect of fear of missing out and sales promotion on virtual goods impulse buying: The mediating role of positive emotion among Roblox users. *Novera: Journal of Economics and Business*, 1(1), 14-28. <https://doi.org/10.67964/q7m5fw20>
- Badan Pusat Statistik. (2024). *Statistik penyediaan makanan dan minuman 2023*. Badan Pusat Statistik.
- Bhirawa, I. H. E., Anggraini, S. D., Muna, N. N., Azizah, N., Asyari, D. R. A., Afifaturrohman, A., & Ummah, S. (2026). Shifting consumer behavior in the digital marketing ecosystem: Insights from marketing messages targeting

- Generation Z. *Societa: Journal of Society and Change*, 1(1), 30–43. <https://doi.org/10.67964/5s4dpz45>
- Chakraborty, D., & Dash, G. (2023). Using the consumption values to investigate consumer purchase intentions towards natural food products. *British Food Journal*, 125(2), 551–569. <https://doi.org/10.1108/BFJ-12-2021-1334>
- Dana, L. M., Chapman, K., Dixon, H., Miller, C., Neal, B., Kelly, B., Ball, K., & Pettigrew, S. (2021). The relative importance of primary food choice factors among different consumer groups: A latent profile analysis. *Food Quality and Preference*, 94, 104199. <https://doi.org/10.1016/j.foodqual.2021.104199>
- DeVito, M. A., Birnholtz, J., Hancock, J. T., French, M., & Liu, S. (2018). How people form folk theories of social media feeds and what it means for how we study self-presentation. *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems*, 1–12. <https://doi.org/10.1145/3173574.3173694>
- Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968). *Consumer behavior*. Holt, Rinehart and Winston.
- Geiger, S. M., Fischer, D., & Schrader, U. (2018). Measuring what matters in sustainable consumption: An integrative framework for the selection of relevant behaviors. *Sustainable Development*, 26(1), 18–33. <https://doi.org/10.1002/sd.1688>
- Grand View Research. (2022). *Matcha tea market size, share & trends analysis report by product (powder, RTD beverage, instant premixes), by grade (classic, ceremonial, culinary), by region, and segment forecasts, 2019–2025*. Grand View Research.
- Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. John Wiley & Sons.
- Huang, Y., Goh, R. M. V., Pua, A., Liu, S. Q., Sakumoto, S., Oh, H. Y., Ee, K. H., Sun, J., Lassabliere, B., & Yu, B. (2022). Effect of three milling processes (cyclone-, bead- and stone-millings) on the quality of matcha: Physical properties, taste and aroma. *Food Chemistry*, 372, 131202. <https://doi.org/10.1016/j.foodchem.2021.131202>
- Imtiyaz, H., Soni, P., & Yukongdi, V. (2021). Role of sensory appeal, nutritional quality, safety, and health determinants on convenience food choice in an academic environment. *Foods*, 10(2), 345. <https://doi.org/10.3390/foods10020345>
- Jürkenbeck, K., & Spiller, A. (2021). Importance of sensory quality signals in consumers' food choice. *Food Quality and Preference*, 90, 104155. <https://doi.org/10.1016/j.foodqual.2020.104155>
- Kochman, J., Jakubczyk, K., Antoniewicz, J., Mruk, H., & Janda, K. (2021). Health benefits and chemical composition of matcha green tea: A review. *Molecules*, 26(1), 85. <https://doi.org/10.3390/molecules26010085>

Aprillia, From perception to purchase decision

- Lagerkvist, C. J., Mwende, J., Muoki, P., & Okello, J. J. (2021). How useful are perception- and experienced-based measures in predicting actual food choice? Evidence from an in-store field experiment using a multi-response approach. *Food Quality and Preference*, 94, 104320. <https://doi.org/10.1016/j.foodqual.2021.104320>
- Li, X. E., Jervis, S. M., & Drake, M. A. (2015). Examining extrinsic factors that influence product acceptance: A review. *Journal of Food Science*, 80(5), R901–R909. <https://doi.org/10.1111/1750-3841.12852>
- Magnier, L., Mugge, R., & Schoormans, J. (2019). Turning ocean garbage into products – Consumers' evaluations of products made of recycled ocean plastic. *Journal of Cleaner Production*, 215, 84–98. <https://doi.org/10.1016/j.jclepro.2018.12.246>
- Mardawani. (2020). *Praktis penelitian kualitatif: Teori dasar dan analisis data dalam perspektif kualitatif*. Deepublish.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Sage Publications.
- Pandey, S., Ritz, C., & Perez-Cueto, F. J. A. (2021). An application of the theory of planned behaviour to predict intention to consume plant-based yogurt alternatives. *Foods*, 10(1), 148. <https://doi.org/10.3390/foods10010148>
- Pelet, J.-É., Lick, E., & Taieb, B. (2021). The internet of things in upscale hotels: Its impact on guests' sensory experiences and behavior. *International Journal of Contemporary Hospitality Management*, 33(11), 4035–4056. <https://doi.org/10.1108/IJCHM-02-2021-0226>
- Piqueras-Fiszman, B., & Spence, C. (2015). Sensory expectations based on product-extrinsic food cues: An interdisciplinary review of the empirical evidence and theoretical accounts. *Food Quality and Preference*, 40, 165–179. <https://doi.org/10.1016/j.foodqual.2014.09.013>
- Ruiz-Capillas, C., & Herrero, A. M. (2021). Sensory analysis and consumer research in new product development. *Foods*, 10(3), 582. <https://doi.org/10.3390/foods10030582>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Simeone, M., & Scarpato, D. (2020). Sustainable consumption: How does social media affect food choices? *Journal of Cleaner Production*, 277, 124036. <https://doi.org/10.1016/j.jclepro.2020.124036>
- Spence, C. (2015). Multisensory flavor perception. *Cell*, 161(1), 24–35. [Catatan: Dipakai untuk menjelaskan keterkaitan pengalaman sensorik, terutama rasa dan aroma].

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Symmank, C. (2019). Extrinsic and intrinsic food product attributes in consumer and sensory research: Literature review and quantification of the findings. *Management Review Quarterly*, 69(1), 39–74. <https://doi.org/10.1007/s11301-018-0146-6>
- Tan, H. S. G., Fischer, A. R. H., van Trijp, H. C. M., & Stieger, M. (2016). Tasty but nasty? Exploring the role of sensory-liking and food appropriateness in the willingness to eat unusual novel foods like insects. *Food Quality and Preference*, 48, 293–302. <https://doi.org/10.1016/j.foodqual.2015.11.001>
- Topolska, K., Florkiewicz, A., & Filipiak-Florkiewicz, A. (2021). Functional food – Consumer motivations and expectations. *International Journal of Environmental Research and Public Health*, 18(10), 5327. <https://doi.org/10.3390/ijerph18105327>
- Tuorila, H., & Monteleone, E. (2009). Sensory food science in the changing society: Opportunities, needs, and challenges. *Trends in Food Science & Technology*, 20(2), 54–62. <https://doi.org/10.1016/j.tifs.2008.10.007>
- Vermeir, I., & Roose, G. (2020). Visual design cues impacting food choice: A review and future research agenda. *Foods*, 9(10), 1495. <https://doi.org/10.3390/foods9101495>
- Wu, J., Ouyang, Q., Park, B., Kang, R., Wang, Z., Wang, L., & Chen, Q. (2022). Physicochemical indicators coupled with multivariate analysis for comprehensive evaluation of matcha sensory quality. *Food Chemistry*, 371, 131100. <https://doi.org/10.1016/j.foodchem.2021.131100>