

A Quantitative ABCD Analysis of Coffee Industry Stakeholders

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ABSTRACT

Purpose: *The purpose of this research is to better understand how to utilize coffee growers and their organizations in the future as well as the Coffee Industry stakeholders' roles in the usage of agricultural machinery in the Modern Agriculture program of the coffee industry. In this study, stakeholders participating in the creation of contemporary agricultural programs are examined in terms of their involvement, influence, interests, and connection patterns. It is envisaged that this research would provide insight into how to more effectively oversee the implementation of contemporary coffee industry programs.*

Design: *The study uses a methodical strategy to examine the prior research, which includes looking up keywords, analyzing contributing elements, and applying the fundamental ABCD framework. The ABCD analysis establishes the pertinent score weights that are ascribed to each of the significant constituents under each parameter through the empirical data analysis of the agricultural stakeholders. The final step is to examine each element's total rating from a focus group in order to determine its overall evaluation.*

Findings: *The ABCD analysis technique can be used by all parties involved in the coffee industry, according to the study. According to the quantitative analysis of the ABCD framework, advantages to stakeholders in the coffee industry were given a high weighting and subsequently came benefits from focus group participation.*

Originality: *This article studies the numerous players in the coffee industry by heavily utilizing the ABCD analytical paradigm. Despite the fact that other ABCD analyses relating to various topics have been published, this study creates a space for original research in the area of coffee industry stakeholders by identifying the key elements of each problem.*

Type of Paper: *Empirical Analysis.*

Keywords: ABCD Listing, ABCD Analysis, Coffee Industry stakeholders, Factor Analysis, Quantitative Analysis, ABCD Analysis Framework, Elementary Analysis

1. INTRODUCTION :

Coffee has a rich history and cultural significance in many parts of the world. Coffee is a popular beverage enjoyed worldwide, made from roasted coffee beans. The coffee industry involves various stakeholders, including coffee farmers, processors, exporters, roasters, and retailers. Coffee cultivation takes place in several regions worldwide, with different countries renowned for their coffee production, such as Brazil, Colombia, Vietnam, Ethiopia, and many others (Namreen Asif, V. A., & Panakaje, N. (2022). [1]).

India is one of the major coffee-producing countries. The country has a rich history of coffee cultivation, primarily in the southern states of Karnataka, Kerala, Tamil Nadu, and Andhra Pradesh. The coffee-growing regions in India, such as Chikmagalur, Coorg (Kodagu), Wayanad, Nilgiris, and Araku Valley, are known for their unique coffee profiles and contributions to the Indian coffee industry (Selvaraj, M., & Ibrahim, M. S. (2012). [2]). The coffee-growing regions in India, such as Chikmagalur, Coorg (Kodagu), Wayanad, Nilgiris, and Araku Valley, are known for their unique coffee profiles and contributions to the Indian coffee industry (Namreen Asif, V. A., & Panakaje, N. (2023). [3]). Coffee

farmers in India play a crucial role in the production of coffee (Fosli., et al. (2021). [4]). They cultivate coffee plants, tend to the crops, and harvest coffee cherries to obtain coffee beans. Coffee farming in India includes both Arabica and Robusta varieties, with different regions specializing in specific types. Coffee farmers are a diverse group, ranging from small-scale farmers with a few acres of land to larger-scale commercial producers (Namreen Asif, V. A., & Panakaje, N. (2022). [5]). They contribute to the social, economic, and cultural fabric of coffee-growing regions and are essential for the production of one of the world's most popular beverages. Understanding the issue and the need for action; fundamental motivations for collaboration; adaptability and long-term viability; tangible results; Access to knowledge, money, paperwork, and people A larger range of policy considerations and advocacy (Hanyani-Mlambo, B. T. (2000). [6]). The ABCD (Advantages, Benefits, Constraints, and Disadvantages) analysis framework is a well-known method for evaluating a business proposal and is now being used by many academics. The study also emphasizes how to comprehend the ABCD analytical framework, which is employed to look at agricultural stakeholders (Aithal, P. S. 2016). [7]). The ABCD analysis approach examines a concept's or idea's applicability in a certain situation. The business analysis framework recently included this analytical approach. In order to identify the key elements of the constitution, the concept, system, strategy, and resource are all reviewed within the ABCD framework (Aithal, P.S. (2017). [8]). Using the ABCD technique, each component or part of the quantitative analysis can be given the appropriate score or weight. The final score for the constructs is calculated in empirical research by evaluating scores that may be further accepted or rejected (Agarwal R. et al. (2009). [9]). Studies that make use of the ABCD framework help to identify the main issues relating to management, operation, and organization (Bhuvana, R., & Aithal, P. S. (2022). [10]). After the determinant issues have been discovered, the constructs, advantages, benefits, restrictions, and drawbacks of the ABCD framework must be employed to reveal the concerns through focus groups. However, the discussion of the Coffee Industry stakeholders can be done using the constituent critical variables (Kumari, P., & Aithal, P. S. (2020). [11]).

2. REVIEW OF LITERATURE ON ABCD ANALYSIS FRAMEWORK :

A review of the literature is a crucial phase in the research process. A study of relevant literature is conducted to better understand what is known about a certain case, topic, or issue and to identify knowledge gaps (Sony, M., & Aithal, P. S. (2020). [12]). A literature review is also required, to aid the researcher in comprehending how well the study's findings fit into the body of existing knowledge. (Sony, M., & Aithal, P. S. (2020). [13]). The ABCD analysis framework combines human and system features in addition to using additional analyses in conjunction with it to evaluate the efficacy of a concept or approach (Madhura, K., & Niyaz Panakaje, D. (2022). [14]). The ABCD analysis has gone further and made it quantitative. In order to analyze the research design, the subject selection, and the data collection strategy, exploratory research can be conducted in the current state of the ABCD analytical framework (Wei Shi, & Menghua Wang 2009). [15]).

3. OBJECTIVES OF THE STUDY :

- (1) To study the aptness of the ABCD Analysis Framework to analyze Coffee Industry stakeholder groups.
- (2) To list the Advantages, Benefits, Constraints, and Disadvantages of Coffee Industry.
- (3) To find determinant issues of Coffee Industry stakeholder groups.
- (4) To identify affecting factors for Coffee Industry under each key attribute as per ABCD Analysis Framework.
- (5) To analyze the identified critical constituent element for each Coffee Industry ABCD construct using its elementary analysis technique.
- (6) To appraise the critical constituent elements for Coffee Farmers in each ABCD construct.

4. ABCD LISTING FOR QUALITATIVE AND QUANTITATIVE ANALYSIS OF COFFEE INDUSTRY STAKEHOLDERS :

A standardized process is used to determine the behavior, factors, and framework. This is ascertained using an accurate technique, as is the effectiveness of novel changes (Aithal, P. S., & Aithal, S. (2017). [16]). One may employ the structure in order to illustrate the most important advantages, disadvantages, and constraints associated with every identified issue after conducting a qualitative study (Kapoor, N.,

et. al. (2016). [17]). Following an attempt at a qualitative analysis of the innovative modifications, one may use the framework as a basis for the key advantages, benefits, constraints, and disadvantages of each identified determinant factor (Sharma, M., & Choubey, A. (2022). [18]).

1.1 Review of the ABCD list in several scientific publications:

After settling on a few decisive topics to explore, qualitative analysis can be utilized to create a list of key benefits, constraints, and adverse outcomes for each of them (Reshma, P. S., et al. (2015). [19]). Additionally, this gives you a fundamental understanding of ABCD analysis, including ABCD listing, and is able to be applied as an ABCD analysis criterion (Noronha, S. D., & Aithal, P. S. (2016). [20]). The list of benefits, disadvantages, constraints, and advantages from the researchers' standpoint is all that certain research studies rely on the below-mentioned table (Prasad, K. K. et al. (2016). [21]).

Table 1: Review of scholarly works on ABCD Listing of Multiple Domains

Sl. No.	Focus	Contribution	References
1.	Enhancement of graduates in higher education	The phase models created for three postgraduate programmes in the Master of Business Administration (MBA), Computer Applications (MCA), and Social Work (MSW), as well as three undergraduate programmes in Bachelors of Business Management (BBM), Computer Applications (BCA), and Commerce (B. Com), are laid out, and their effects on improving the qualities of graduates are addressed in this paper.	Aithal, P.S. & Suresh Kumar, P.M (2015). [22]
2.	Method to ease the use of an ATM machine for the blind	This essay focuses on a cutting-edge technique for making ATMs easier for the blind to use. It explains a technique that enables British Sign Language to be used to input both the login and PIN for the ATM machine. The recognition of hand gestures has been developed using a low-cost setup and a quick algorithm.	Rupanagudi. et al. (2015). [23]
3.	Analysis of business models	In this article, they introduce the ABCD Technique, a brand-new method for evaluating business models and determining their ability to generate predicted earnings while also delivering value to all of the stakeholders.	Aithal. et al. (2015). [24]
4.	Online work backups in Future Education System	The article addresses the idea of online work backups in the widely used higher learning framework, the goals of the work-from-home model, its impact in emerging economies like India, its perks for learners, staff members, and vendors of services, assists for all stakeholders and society as a whole, restrictions for both workers and employers, and drawbacks for stakeholders associated with such a system.	Reshma. et al. (2015). [25]
5.	Impact of online education	The impact of online education on the advancement of science and society, as well as its role as the next-generation of education, has been covered in this study. Discussions are held regarding the various online education approaches and their significance.	Aithal, P. S., & Aithal, S. (2016). [26]
6.	Usage of Nonlinear Organic Materials	The properties of the perfect optical limiter have been analyzed, and we have evaluated recent research on the optimum optical limiter's realization using nonlinear organic materials.	Aithal. et al. (2016). [27]

7.	Strategies used for green education	By taking into account technological advancements and student readiness, researchers have examined and explored how the education sector may become a leader in green education from the perspective of opportunities and obstacles. The discussion also covers the sustainability of the education sector through the adoption of technology, as well as opportunities and challenges associated with going green.	Aithal, P.S & Rao, P (2016). [28]
8.	Challenges and opportunities of 4G technologies	This study examines the pros, cons, advantages, and limitations of 4G technologies in relation to the Indian market. Backhaul, voice-over-LTE, regulatory hurdles, ecosystem-related obstacles, return on investment, and chipset compatibility are a few of the several problems discussed.	Prasad., et al. (2016). [29]
9.	Viability of software creation	The article discusses the qualities of hypothetical software known as perfect software and the potential for adopting Universal Automation, sometimes known as such software, for any type of system automation and networking. The study also discusses the viability of creating such software utilising current and emerging technology, as well as the effects such software creation might have on the IT sector.	Aithal, P.S., & Vaikunth Pai T, V. (2016). [30]
10.	Performance rating of higher education	Using a newly developed analytical framework termed the ABCD approach, researchers have examined the "National Institutional Ranking System" for higher education institutions in this study as a revolutionary performance rating system built around four constructs that figure out the essential constituent parts.	Aithal. et al. (2016). [31]
11.	Analysis of managing people and performance	Researchers have attempted to compare the four theories of motivation for humans in the following paper. It additionally addresses how theory A might be implemented in an organisation. The impact of theory on contemporary organisational performance is also taken into consideration in this paper.	Aithal, P. S., & Kumar, P. M. (2016). [32]
12.	Green technology in agriculture	The opportunities and difficulties for green technology in agriculture, potable water, renewable energy, buildings, vehicles, and space exploration are also covered in the paper. It also discusses green technology in education, food processing, and health and medicine in the twenty-first century.	Aithal, P. S., & Aithal, S. (2016). [33]
13.	six thinking hats technique	The determining variables define the general framework, whereas vital variables are the elements that indicate their advantages, benefits, limits, and drawbacks. Using the CCE approach and the ABCD analytical framework, we have presented the factor and elemental analyses of the six thinking that techniques.	Aithal. et al. (2016). [34]
14.	Learning strategies by students	The significance of pre-university education in determining a student's profession was covered in this paper, along with the tactic's students should use as the curriculum transitions. Opportunities,	Aithal, S., & Aithal, P. S. (2016). [35]

		difficulties, and an examination plan for secondary education, among other things.	
15.	Company analysis of developing business cases	In order to help decision-makers decide which course of action is best for the organization, a solid business case will include the problem, identify all viable solutions, and give sufficient facts as well as uncertainties. The students take the lead in their own and each other's learning through case analysis, which is a participatory method.	Aithal, P. S. (2017). [36]
16.	CloudComputing Model	The paper puts forward a model for cloud computing services to be utilised as an element of the determining processor part allowed by the information and communication technology notion, as well as how they could assist the computing processor as a component of the optimal computing processor section by supplying virtual system components with cloud-based hardware and software to realise the suitable computing system model.	Aithal, P. S., & Pai T, V. (2017). [37]
17.	Strategy for innovative e-campus interview	An innovative e-campus interview training strategy called “The Box Framework for E-Campus Interview Training” is put forth in this study. It is demonstrated through conceptual analysis that the instructor can create a thorough online interview course for a strong online e-interview preparatory training programme for the students by incorporating various box contents of the framework.	Shenoy, V., & Aithal, P. S. (2017). [38]
18.	The Beginning Step for Scholarly Research	Using a recently created company analysis framework, researchers have addressed in this paper how to write company-focused case studies. As a first stage in academic research, they also advise starting researchers to use the company analysis type of case study methodology.	Aithal, P.S. (2017). [39]
19.	Productivity of institution or researcher	According to this approach, the total number of research articles during that time is used to compute the yearly research efficiency, which can be found out by understanding the institution’s or person’s research indices. The productivity of educational institutions’ investigations can be increased by applying “Theory A,” which is a theory of organizational performance.	Pradeep, M. D., & Aithal, P. S. (2022). [40]
20.	Recruitment process	The most popular and sought-after method of selecting graduates from the campus nowadays is through online campus recruitment. In order to comprehend the flow of the recruitment process and what it implies for students, stakeholders, the online or e-recruitment domain, and the entire industry, and thus endeavored to do so through research analysis.	Shenoy. et al. (2018). [41]
21.	Online pharmacy	The ABCD analysis framework is used to examine the online pharmacy model based on information gathered and a focused group study. Studies employing ABCD components and ABCD listing methodology are done on the many difficulties and elements that relate to online pharmacies.	Aithal, A., & Shabaraya, A. R. (2018). [42]

22.	Challenges in implementation of policy.	Through content analysis, this research evaluates the relevant literature from the previous few years on Indian higher education policies and their effects, salient features, and emphasis on the current draught of the National Education Policy 2019. The draught's many policies are given prominence in the paper, with a focus on the higher education portion, and they are contrasted with earlier policies.	Aithal, P. S., & Aithal, S. (2019). [43]
23.	Attitude behaviour	Based on the behaviour of leaders in organisations, researchers have established a theory of winning leaders' activities in this study. According to others, a leader's actions are influenced by his or her attitude, which can be either beneficial or detrimental depending on the four variables described as feelings, emotions, beliefs, and surroundings. The different factors that influence the surroundings of leaders and their key distinctive traits are recognised.	Aithal, P. S., & Aithal, S. (2019). [44]
24.	Analysis of university operational issues	With the help of the analytical framework known as the ABCD approach, researchers have examined the present study. A university's operation has been identified as one of these six decisive variables. These include issues with governance, leadership, innovation, and best practises, as well as organisational elements, student progression, faculty development, societal and other stakeholder problems, and issues with concerns.	Muduli. et al. (2019). [45]
25.	Scope of B. Tech to students	In this article, we provide six advancements to enhance the scope, broadness, and vigour of the B.Tech. Programme by recommending a student-integrated holistic development system in engineering based on the STEAM- Employability Model with an emphasis on learning through experimentation.	Aithal, P. S., & Aithal, S. (2019). [46]
26.	Integrated Framework on lifestyle	Long-term access to this benefit will be lost to them if they make an effort to embrace certain alterations and changes to their current retailing model and shop image. Unorganised lifestyle merchants in Tier-2 and Tier-3 cities are struggling as organised lifestyle shopping in India slowly expands into these towns.	Ganesh, H. R, & Aithal, P.S (2020). [47]
27.	Exploring the existing social engagement	The goal of this article is to investigate and assess the existing state, type, and context of CSR, or social engagement, in India. Additionally, the study looks into ranking the finest corporations with regard to CSR contributions that are listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The final piece of this essay's examination analyses the idea of CSR in detail using the ABCD Model, a qualitative model.	Shailashri, V.T., & Kariappa, A (2020). [48]
28.	Challenges and Opportunities of battery for solar system	The many kinds of batteries and the elements that determine a battery's life expectancy are discussed in this essay. By putting forth a charging model, the research also offers the procedures to be followed in order to increase lifespan. The new model is	Acharya, S., & Aithal, P. S. (2020). [49]

		subjected to an ABCD analysis in this article, which takes into account a number of battery-related difficulties as well as the effects on society and the economy.	
29.	Digital banking system	An overview of an industry's goals, functions, inputs of resources, and outputs of goods and services is provided by an analysis of the industry. Researchers have examined a number of electronic payment methods used by the banking sector in this study, including NEFT, RTGS, IMPS, and UPI for card payments. In terms of its existing situation and potential future growth, this paper studies and interprets the banking sector's digital payment system.	Vidya, M & Shailashri, V.T (2021). [50]
30.	Determinants of risks by investors	According to the study, risk is a highly individualized notion that is viewed by investors in many ways. The research gap and selected goal for additional review were defined and evaluated using the useful ABCD and SWOT managerial frameworks.	Rangi, P. K., & Aithal, P. S. (2021). [51]
31.	Green bank practices	In order to achieve the dual goals of social responsibility and enhancing brand value to retain current customers and draw in new ones, this review-based research paper identifies the current situation, the research gap, and the research agendas related to strategies for using CSR funds on green banking practices.	Prabhu, G. N., & Aithal, P. S. (2021). [52]
32.	CSR of higher education	The ABCD analysis approach is used in this paper to thoroughly examine the corporate sustainability disclosure education provided by HEIs. Despite the fact that several ABCD analyses of higher education institutions have been published, this article broadens the way for novel study in the field of education for corporate sustainability disclosures by identifying its essential components and highlighting its significance in the contemporary educational system.	Nayak, P., & Kayarkatte, N. (2022). [53]
33.	Online food delivery services	The main goal of the study is to comprehend how the ABCD framework was developed for analysing online food delivery services, as well as to identify and assess the determining factors and key attributes affecting the factors from the perspective of stakeholders.	Frederick, D. P., & Bhat, G. (2022). [54]
34.	CSE Model	By examining an existing university model as best practise in the university system, a novel higher education system of training for learners throughout holistic growth will be showcased at the university level. The research identifies, evaluates, and interprets two effective creative models in the educational arena that provide quality training and service to students.	Pradeep, M. D., & Aithal, P. S. (2022). [55]
35.	Green financing	Green financing is extremely important for safeguarding the future. This critical examination emphasizes primarily green borrowing, a novel and	Mishra, K., & Aithal, P. S. (2022). [56]

		unique financial idea that has emerged as one of the key approaches for achieving financial wellness as well as comprehensive growth that is sustainable.	
36.	E-customer Engagement strategies	This study discovered that with the rise of the Internet, online shopping is more commonly accepted than traditional brick-and-mortar retailers.	Raghavan, S., & Pai, R., (2023). [57]
37.	Evaluation of models in higher education	By examining a current university model as a best practise in the university system to demonstrate a unique higher educational training system at the level of universities for students' all-round holistic growth. In order to make it more student-centered, the study includes the verification, evaluation, and deconstruction of two unique successful models in higher education.	Aithal, P. S., & Maiya, A. K. (2022). [58]

1.2 Quantitative ABCD Analysis:

After deciding on a few issues to analyse, a quantitative analysis can be applied to establish a table of essential advantages, limitations, and adverse effects for each vital factor (Sharma, M., & Choubey, A. (2020). [59]). As per ABCD analysis standards, this is also going to provide you with an elementary grasp of ABCD analysis which is also known as ABCD listing.

Table 2: Review of Quantitative ABCD analysis by several researchers

Sl. No.	The topic of the paper where quantitative ABCD is used	Contribution	Reference
1.	IEDRA Model of Placement Determination.	The challenge awaiting job-seeking graduates these days on campuses is becoming more complicated due to the sudden shifts in business and the labour market. A more thorough study, the IEDRA Model of Student Campus Placement Realisation, was conducted to explore the utility, inventiveness, and general applications of the IEDRA Model of Campus Placement Determination among the involved stakeholders.	Shenoy, V., & Aithal, P. S. (2017). [60]
2.	Organic Food Product and its Impact on Purchase Intention	The article commences with an overview of prior study analysis using the ABCD framework before moving on to the implementation of significant issues, key features, factor assessment, and basic analysis based on the necessary constituent elements of organic food items and their influence on the intention to buy them.	Mendon, S., & Aithal, P. S. (2022). [61]
3.	CSR by Higher Educational Institutions	This article employs the ABCD analysis approach to thoroughly investigate HEIs' corporate sustainability disclosure education. This study broadens the way for novel research in the field of education for corporate sustainability disclosures by determining the essential components and highlighting the significance of this field in the contemporary educational system.	Nayak, P., & Kayarkatte, N. (2022). [53]

4.	Online Food Delivery Services	The study provides views on the ABCD analysis methodology for online food delivery services' determinant difficulties, key features, significant impacting aspects, and critical constituent component parts.	Frederick, D. P., & Bhat, G. (2022). [54]
5.	Stress Coping Mechanisms	In order to discover the essential constituent elements and aspects impacting stress coping mechanisms, the key objective of this study was to evaluate the advantages, benefits, constraints, and disadvantages of stress coping mechanisms through the ABCD analytical paradigm.	Kumari, P., & Aithal, P. S. (2022). [62]
6.	Online Shopping	The study's main objective is to analyse the ABCD Analysis Framework for Online Shopping and identify the key variables that influence this activity. The study helps readers comprehend the numerous aspects that influence purchasing online.	Dsouza Prima Frederick. et al. (2022). [63]

5. LISTING OF A, B, C, D CONSTRUCTS IN THE ABCD ANALYSIS FRAMEWORK OF THE COFFEE INDUSTRY STAKEHOLDERS :

Advantages: Here are a few of the major benefits of the coffee industry: Due to its many benefits, the coffee business plays a vital role in the global economy and is a favorite beverage for millions of people worldwide.

- (1) The coffee industry, which employs millions of people through its several sectors—cultivation, processing, transportation, and retail—is a significant contributor to the world economy. It has a substantial economic impact in both developed and developing nations by supporting a huge network of farmers, exporters, roasters, distributors, and baristas.
- (2) The production and cultivation of coffee require a sizable workforce, particularly in nations where coffee is a major export. Many rural populations benefit from the employment opportunities provided by this sector, which reduces poverty and enhances quality of life.
- (3) Coffee is one of the most traded commodities in the world, providing significant export income for nations that grow coffee. Their economies are boosted, their infrastructure is improved, and vital services like healthcare and education are funded thanks to this cash.
- (4) Coffee has a lengthy cultural and social history and is often used as a metaphor for friendliness and social engagement. Coffee shops and cafes act as public gathering spots that promote social interaction and help local neighbourhoods.
- (5) The importance of sustainable methods, such as fair trade, organic farming, and responsible sourcing, is becoming more and more recognized within the coffee business. These programs aid in promoting coffee production that is both socially and environmentally beneficial.

Benefits: In addition to its positive economic effects, the coffee business also provides a number of other advantages. The following are some of the industry's main advantages:

- (1) The coffee sector significantly contributes to world economic expansion. Millions of people are employed at various phases of coffee production, processing, trading, and retail, which generates jobs in the nations that produce coffee. This work helps people maintain their way of life and lowers unemployment rates.
- (2) Coffee farming generates revenue for farmers in many developing nations, lowering poverty and raising living standards for rural populations.
- (3) Coffee is a common export for many nations, and these gains can be put toward importing goods and services, financing development initiatives, and boosting the local economy.
- (4) In rural regions, growing coffee is frequently the main source of income. The industry's presence aids in these areas' infrastructural development, accessibility to healthcare, education, and other important services.
- (5) Both in coffee growing and coffee-making machinery, the coffee industry is a driving force behind technological breakthroughs. These developments raise industrial productivity, quality, and

effectiveness. The expansion of the specialty coffee sector has raised awareness of ethical coffee sourcing and production methods as a result of the increased demand for premium beans and distinctive flavours.

Constraints: Despite its many benefits, the coffee business is also subject to a number of limitations and difficulties. The following are some of the major obstacles facing the coffee sector:

- (1) Due to factors including weather, market speculation, and shifts in supply and demand, coffee prices are extremely volatile and vulnerable to variations. Both the stability of the industry and the revenues of coffee producers may be adversely affected by this volatility.
- (2) A few numbers of important coffee businesses dominate the worldwide market and hold great sway over the industry's supply chain. Small-scale coffee producers and suppliers may suffer from an unequal distribution of profits and negotiating strength as a result of this power concentration.
- (3) Many coffee growers, particularly those in developing nations, struggle to get fair prices for their beans. Coffee farmers may have financial difficulties as a result of unfair trading tactics and price swings.
- (4) Because coffee plants have little genetic variation, many coffee cultivars are vulnerable to diseases and pests. To reduce risks to coffee production, it is crucial to promote the cultivation of more resilient and disease-resistant coffee varieties.
- (5) Farmers' access to premium markets and fair-trade prospects may be restricted by the expense of obtaining certificates for ethical and sustainable coffee methods.
- (6) In some coffee-producing regions, producers may experience difficulties from other crops that provide greater income or are more tolerant to climate change, leading to a shift away from coffee farming.

Disadvantages: Despite its many advantages, the coffee industry is not without its share of drawbacks and difficulties. The following are only a few of the industry's major drawbacks:

- (1) Coffee prices can fluctuate greatly, which makes it difficult for coffee producers to estimate their financial situation. Periods of poor income due to price fluctuations can make it challenging for farmers to plan and make investments in their coffee production.
- (2) Labour circumstances can be exploitative in some coffee-producing countries, with low wages and unfavorable working conditions for coffee workers. This may cause societal problems and human rights difficulties within the sector.
- (3) The cultivation of coffee may have harmful effects on the environment, such as soil erosion, water pollution, and deforestation. Ecosystems and biodiversity can be harmed by the use of agrochemicals, poor waste management practices, and the destruction of natural habitats.
- (4) Countries that produce coffee are highly dependent on the global market, making them susceptible to changes in consumer preferences and economic conditions. The local economy might be considerably impacted by sudden declines in demand or changes in consumption patterns for coffee.
- (5) Despite efforts to support small-scale coffee farmers, fair trade organizations still face obstacles in guaranteeing equitable prices and market access for all producers. Equitable trading practices may be hampered by the complicated global supply chain and the dominance of big coffee businesses.

6. ABCD FRAMEWORK FOR COFFEE FARMERS :

Review on ABCD Framework:

Aithal P.S. et al. (2015). [63], recently created the ABCD analyzing framework to evaluate any business model, strategy, concept, or system and determine how well it serves its stakeholders while generating predicted revenues and sustained profit. When ABCD analysis is used, a systematic matrix containing an organized list of a business's advantages, benefits, limitations, and downsides is produced. The elements of the "Working from Home" e-business model was examined by Aithal, P. S., et al. (2016). [64], utilizing the "ABCD Analysis Technique". By using a qualitative information collection tool called the focus group method, an illustration of different variables and their critical components that affect organizational objectives, employers' and employees' points of view, customers' and students' points of view, environmental and societal points of viewpoint, and system requirements is developed based on various factors that determine the working from home system (Aithal, P. S., et al. (2016). [65]). According to Aithal, P. S. (2016). [66], the "Higher Education Stage Model" concept has also been

subjected to analysis using the ABCD model. The advantages, benefits, limits, and downsides of the notion are identified and determined in order to evaluate its qualities. This study framework has been used as the foundation for numerous research articles since it takes into account additional strategic methods of analysis such as “SWOC, Competitive Profile Matrix (CPM) analysis, EFE and IFE matrices, BCG matrix, Porter's Five Forces Model, and PESTLE analysis” (Salins, M., & Aithal, P. S. (2022). [67]). The “ABCD Analysis Framework” is used in this study's analysis of Agricultural stakeholders, which takes into account factors including the Credit Institution/ Bank, Farmers, Government, Consumers and Market. Additionally, focus groups are used to establish the essential characteristics and constituent critical elements (Aithal, A., & Aithal, P. S. (2017). [68]). Researchers also carried out a study of India's New National Institutional Ranking Framework (NIRF) System using ABCD Analysis, where the recently released ranking process was evaluated under four constructs: advantages, benefits, constraints, and disadvantages (Raj, K., & Aithal, P. S. (2018). [69]). This was done by examining the major issues and identifying the crucial constituent factors in order to take into account every critical concern in the primary areas (Shenoy, P., & Aithal, P. S. (2016). [70]).

Table 3: Table frameworks with their area of study, deciding factors, and references

S. No.	Area	Determinant Issues	References
1.	Ideal System Models	Research organization, researcher, funding agency, industry	Aithal, P. S. (2016). [71]
2.	CSR disclosures by higher educational institutions	Organizational, administrative, faculty member, students, employer, society and other stakeholders issues	Nayak, P., & Kayarkatte, N. (2022). [53]
3.	Organic food product and its impact on purchase intention	Consumers, company, society, farmers, co-operative society, suppliers issues	Mendon, S., & Aithal, P. S. (2022). [61]
4.	Stress coping mechanisms	Irregular working hours, work hassles, social isolation, burnout issues.	Kumari, P., & Aithal, P. S. (2022). [62]
5.	Attractiveness and feasibility of business Market	Stakeholders, business, operational, customer, technological, environmental and social issues.	Raj, K., & Aithal, P. S. (2022). [72]
6.	Online shopping	Merchant, logistics, customer, technology and centralized financial institute issues.	Frederick, D. P., & Salins, M. (2022). [73]
7.	Online food delivery services	Supplier, food delivery partner, customer. Food delivery technology issues.	Frederick, D. P., & Bhat, G. (2022). [54]
8.	Green marketing for sustainable development	Organizational, environmental, economic and social issues.	Frederick., et al. (2022). [74]
9.	Green banking practices and its impact on green banking products	Consumers, company, board of director, society, government and other stakeholders' issues.	Prabhu, N., & Aithal, P. S. (2023). [75]
10.	CSR with green banking practices	Customers, organizational, board of director, society, government and CSR issues.	Prabhu, G. N. (2023). [76]
11.	Customers' Attraction, Retention, and Delight	Issues related to customers, organizations & the board of directors.	Prabhu, N., & Aithal, P. S. (2022). [77]

7. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :

Advantages, Benefits, Constraints and Disadvantages (ABCD) of any concept or a strategy can be analysed through the identification of determinant issues and key attributes and by quantifying the critical Constituent elements as shown in Figure 1.

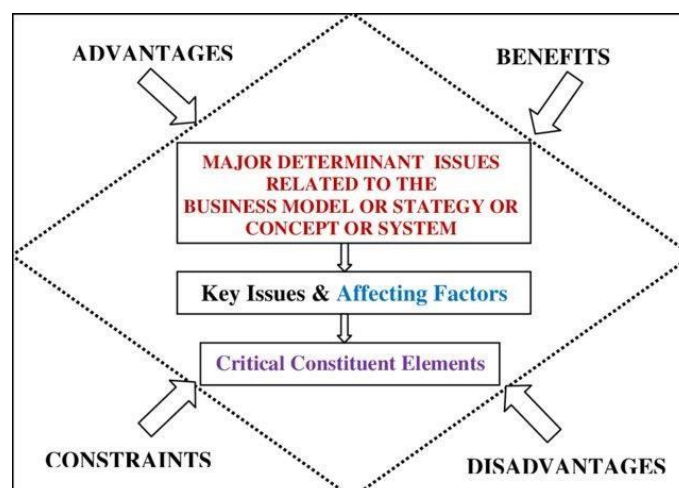


Fig. 1: Factors affecting the Coffee farmers as per ABCD Analysis Framework [8]

8. KEY ATTRIBUTES AFFECTING COFFEE INDUSTRY :

Some of each alternative problem’s significant factors are determined prior to addressing and evaluating the issues. The key qualities, which serve as factors, establish the factors that influence every structure. To streamline the analysis, the primary determining issues are taken into account.

Table 4: A list of determinant issues and their key attributes.

S. No.	DETERMINANT ISSUES	KEY ATTRIBUTES
1.	Coffee Farmer Issue	Education & Training, Economic Status, Access to technology,
2.	Financial Institutions Issue	Awareness, Infrastructure, Financial Literacy
3.	Coffee traders Issue	Market Access, Market Information, Political & Economic Instability
4.	Coffee Import & Export Issue	Price Volatility, Quality & Standards, Logistics & Transportation
5.	Government Issue	Regulatory Compliance, Trade Policies, Export & Import Regulations

9. FACTOR ANALYSIS OF COFFEE FARMERS USING ABCD FRAMEWORK :

Factor analysis using the ABCD framework is used by Coffee Industry Stakeholders to examine a wide range of topics and challenges.

Table 5: Analysis of the elements that affect Coffee Industry Stakeholders.

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Coffee Farmers Issue	Education & Training	Develop farming Skills	Optimal utilization of resources	Outdated farming practices	Lack Of knowledge
	Socio-Economic Status	Financial Safety	Assured Financial well-being	High lending Rates	Labor Issues & Working Conditions
	Incorporation of Technology	Increase efficiency	Enhanced productivity	High Costs	Dependency on External Factors

Financial Institutions Issue	Awareness	Credit facilities	Financial Planning	Limited Use of Digital Banking Services	Limited access to remote areas
	Infrastructure	Enhanced Customer Experience	Efficient Operation	Time Constraints	Regulatory Compliance Challengers
	Financial literacy	Informed Financial Decision Making	Access to credit & Capital	Limited financial literacy program	Limited Awareness
Coffee Traders Issue	Market Access	Expanded Business Opportunity	Exposure to new trends & Consumer Preference	Cultural & language barriers	Regulatory Complexities
	Market Information	Market entry & expansion	Pricing strategies	Biased Information	Changing Market Dynamics
	Political & Economic Instability	Market opportunities during a crisis	Diversification:	Payment delays & defaults	Supply chain disruptions
Coffee Importers & Exporters issue	Price volatility	Well-Managed Farms	Developing Origin Country	Supply Chain Disruptions	Risk for Traders & Importers
	Quality & Standards	Competitive Advantage	Consumer Satisfaction	Market Access challengers	Barrier to entry
	Logistics & Transportation	Global Market Access	Diversification of Markets	Costs & Price Fluctuations	Physical Damage & Loss
Government Issue	Regulatory Compliance	Legal Protection	Consumer Trust	Unclear Guidelines	Changing Regulations
	Trade Policies	Economic Growth	Increase Export Opportunities	Dependency of government Decisions	Non- Tariff Barriers
	Export & Import Regulations	Protecting Domestic Industries	National Security	Smuggling & Informal Trade	Misallocation of Resources

10. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENT (CCE) :

The key fundamental elements of each factor are further investigated using the elemental analysis approach. To appropriately identify and record the 'CCE', additional tables that provide vital information for ABCD analysis need to be furnished.

Table 6: The advantages of Coffee Industry Stakeholders are shown in the table below, along with its key components, as determined by focus groups.

Determinant Issues	Key Attributes	Advantages	Critical Constituent Element
Coffee Farmers	Education & Training	Develop farming Skills	Increased Productivity

Issue	Socio-Economic Status	Financial Safety	Reduced Poverty & Inequality
	Incorporation of Technology	Increase efficiency	Faster Operation
Financial Institutions Issue	Awareness	Credit facilities	Access to Capital
	Infrastructure	Enhanced Customer Experience	Repeat Business
	Financial literacy	Informed Financial Decision Making	Better Financial Planning
Coffee Traders Issue	Market Access	Expanded Business Opportunity	Business Growth
	Market Information	Market entry & expansion	Reduced risks
	Political & Economic Instability	Market opportunities during a crisis	Government Support
Coffee Importers & Exporters issue	Price volatility	Well-Managed Farms	Risk Management Strategies
	Quality & Standards	Competitive Advantage	Expansion Opportunities
	Logistics & Transportation	Global Market Access	Faster Time-to-Market
Government Issue	Regulatory Compliance	Legal Protection	Responsible Business Practices
	Trade Policies	Economic Growth	Boost to GDP
	Export & Import Regulations	Protecting Domestic Industries	Strategic Industry Development

Through factor-based and elementary-based analysis, several issues are identified. The beneficial factors influencing the Coffee Industry stakeholders and their critical constituent elements, along with their key attributes are been identified.

Table 7: The benefits of Coffee Industry stakeholders are shown in the table mentioned below, along with its key components, as determined by focus groups.

Determinant Issues	Key Attributes	Benefits	Critical Constituent Element
Coffee Farmers Issue	Education & Training	Optimal utilization of resources	Sustainable Practices/ Resource Efficiency
	Socio-Economic Status	Assured Financial well-being	Improved quality of life
	Incorporation of Technology	Enhanced productivity	Improved Output
Financial Institutions Issue	Awareness	Financial Planning	Better Financial Decision Making
	Infrastructure	Efficient Operation	Improved Service Delivery
	Financial literacy	Access to credit & Capital	Improved Financial literacy
Coffee Traders Issue	Market Access	Exposure to new trends & Consumer Preference	Market Expansion / Brand Growth
	Market Information	Pricing strategies	Demand Forecasting

	Political & Economic Instability	Diversification:	Long-term Sustainability
Coffee Importers & Exporters issue	Price volatility	Developing Origin Country	Increased Exports
	Quality & Standards	Consumer Satisfaction	Business sustainability
	Logistics & Transportation	Diversification of Markets	Expanded Market Reach
Government Issue	Regulatory Compliance	Consumer Trust	Increased Customer Loyalty
	Trade Policies	Increase Export Opportunities	Economic Growth
	Export & Import Regulations	National Security	Protection of Critical Industries

The basic study has shown a number of concerns among Coffee Industry stakeholders. The various variables influencing the Coffee industry stakeholders are given together with significant characteristics and important constituent elements of each variable.

Table 8: The constraints of Coffee Industry stakeholders are shown below with key components, as determined by focus groups.

Determinant Issues	Key Attributes	Constraints	Critical Constituent Element
Coffee Farmers Issue	Education & Training	Outdated farming practices	Reduced Productivity and Income
	Socio-Economic Status	High lending Rates	Increased Debt Gap
	Incorporation of Technology	High Costs	Limited Adoption
Financial Institutions Issue	Awareness	Limited Use of Digital Banking Services	Reduced Convenience
	Infrastructure	Time Constraints	Lengthy loan approval processes
	Financial literacy	Limited financial literacy program	Limited awareness of Financial Services & Products
Coffee Traders Issue	Market Access	Cultural & language barriers	Consumer Preferences
	Market Information	Biased Information	Lack of Market Transparency
	Political & Economic Instability	Payment delays & defaults	Financial Distress
Coffee Importers & Exporters issue	Price volatility	Supply Chain Disruptions	Transportation Delays
	Quality & Standards	Market Access challengers	Lower Export Demand
	Logistics & Transportation	Costs & Price Fluctuations	Drops in Market Price Volatility
	Regulatory Compliance	Unclear Guidelines	Complex regulatory requirements

Government Issue	Trade Policies	Dependency on Government Decisions	Distort Market Dynamics
	Export & Import Regulations	Smuggling & Informal Trade	Loss of Government Revenue

There are a number of difficulties that are discovered using factor-based and elementary-based analysis. The unfavorable variables affecting Coffee Industry stakeholders that influence determinant issues, as well as their essential constituent parts and distinguishing characteristics, have been identified.

Table 9: The disadvantages of Coffee Industry stakeholders are shown below with key components, as determined by focus groups.

Determinant Issues	Key Attributes	Disadvantages	Critical Constituent Element
Coffee Farmers Issue	Education & Training	Lack of knowledge	Limited Adoption of Innovation
	Socio-Economic Status	Labor Issues & Working Conditions	Exploitative labor Practices
	Incorporation of Technology	Dependency on External Factors	Reliability of technology
Financial Institutions Issue	Awareness	Limited access to remote areas	Low adoption of Best Practices
	Infrastructure	Regulatory Compliance Challengers	Limited Market Access
	Financial literacy	Limited Awareness	Lack of Financial Inclusion
Coffee Traders Issue	Market Access	Regulatory Complexities	Government Engagement
	Market Information	Changing Market Dynamics	Increased Competition
	Political & Economic Instability	Supply chain disruptions	Market Uncertainties
Coffee Importers & Exporters issue	Price volatility	Risk for Traders & Importers	Currency Risk
	Quality & Standards	Barrier to entry	Differences in quality & Standards regulations
	Logistics & Transportation	Physical Damage & Loss	Expose to legal liabilities
Government Issue	Regulatory Compliance	Changing Regulations	Uncertainty and ambiguity
	Trade Policies	Non- Tariff Barriers	Difficulty in Global Value Chains
	Export & Import Regulations	Misallocation of Resources	Trade Deficits

11. QUANTITATIVE CCE FOR COFFEE FARMERS AS PER ABCD ANALYSIS FRAMEWORK:

In the ABCD analysis paradigm, the proper rating values for each CCE over each component are then established. After assessing the conceptions, thoughts, framework, and approach, the total average is

reviewed using empirical data analysis (Prabhu, N., & Aithal, P. S. (2022). [77]). At this point, it is up to the reader to decide whether they agree or disagree with the results obtained. The criteria listed below are essential components for stakeholders in agriculture, according to an ABCD study. Based on feedback from a focus group, values for each of the primary qualities were assigned in the quantitative ABCD analysis, and several significant component parts were closely analyzed. The weighted rankings are: 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree). The advantages, benefits, constraints, and disadvantages of agricultural stakeholders are displayed in the tables subsequently, along with critical constituent elements determined through focus groups over time. Analyze the variables affecting the key traits of significant issues using the Critical Constituent Elements mentioned below.

Table 10: The advantageous factors of Coffee Industry stakeholders and their CCE with the total mean score.

Determinant Issues	Key Attributes	Advantages	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
Coffee Farmers Issue	Education & Training	Develop farming Skills	Increased Productivity	29	82	122.2
	Socio-Economic Status	Financial Safety	Reduced Poverty & Inequality	28		
	Incorporation of Technology	Increase efficiency	Faster Operation	25		
Financial Institutions Issue	Awareness	Credit facilities	Access to Capital	25	78	
	Infrastructure	Enhanced Customer Experience	Repeat Business	27		
	Financial literacy	Informed Financial Decision Making	Better Financial Planning	26		
Coffee Traders Issue	Market Access	Expanded Business Opportunity	Business Growth	29	81	
	Market Information	Market entry & expansion	Reduced risks	26		
	Political & Economic Instability	Market opportunities during a crisis	Government Support	26		
Coffee Importers & Exporters issue	Price volatility	Well-Managed Farms	Risk Management Strategies	27	81	
	Quality & Standards	Competitive Advantage	Expansion Opportunities	25		
	Logistics & Transportation	Global Market Access	Faster Time-to-Market	29		
Government Issue	Regulatory Compliance	Legal Protection	Responsible Business Practices	26	84	

	Trade Policies	Economic Growth	Boost to GDP	28		
	Export & Import Regulations	Protecting Domestic Industries	Strategic Industry Development	30		

Table 11: The beneficial factors of Coffee Industry stakeholders and their CCE with the total meanscore.

Determinant Issues	Key Attributes	Benefits	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
Coffee Farmers Issue	Education & Training	Optimal utilization of resources	Sustainable Practices/ Resource Efficiency	23	73	109.7
	Socio-Economic Status	Assured Financial well-being	Improved quality of life	26		
	Incorporation of Technology	Enhanced productivity	Improved Output	24		
Financial Institutions Issue	Awareness	Financial Planning	Better Financial Decision Making	23	71	
	Infrastructure	Efficient Operation	Improved Service Delivery	25		
	Financial literacy	Access to credit & Capital	Improved Financial literacy	23		
Coffee Traders Issue	Market Access	Exposure to new trends & Consumer Preference	Market Expansion / Brand Growth	22	70	
	Market Information	Pricing strategies	Demand Forecasting	20		
	Political & Economic Instability	Diversification:	Long-term Sustainability	28		
Coffee Importers & Exporters issue	Price volatility	Developing Origin Country	Increased Exports	25	81	
	Quality & Standards	Consumer Satisfaction	Business sustainability	28		
	Logistics & Transportation	Diversification of Markets	Expanded Market Reach	28		
Government Issue	Regulatory Compliance	Consumer Trust	Increased Customer Loyalty	26	80	
	Trade Policies	Increase Export Opportunities	Economic Growth	26		

	Export & Import Regulations	National Security	Protection of Critical Industries	28		
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Table 12: The constraint factors of Coffee Industry stakeholders and their CCE with the total mean score.

Determinant Issues	Key Attributes	Constraints	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
Coffee Farmers Issue	Education & Training	Outdated farming practices	Reduced Productivity and Income	15	54	84.1
	Socio-Economic Status	High lending Rates	Increased Debt Gap	21		
	Incorporation of Technology	High Costs	Limited Adoption	18		
Financial Institutions Issue	Awareness	Limited Use of Digital Banking Services	Reduced Convenience	19	57	
	Infrastructure	Time Constraints	Lengthy loan approval processes	18		
	Financial literacy	Limited financial literacy program	Limited awareness of Financial Services & Products	20		
Coffee Traders Issue	Market Access	Cultural & language barriers	Consumer Preferences	18	59	
	Market Information	Biased Information	Lack of Market Transparency	20		
	Political & Economic Instability	Payment delays & defaults	Financial Distress	21		
Coffee Importers & Exporters issue	Price volatility	Supply Chain Disruptions	Transportation Delays	19	56	
	Quality & Standards	Market Access challengers	Lower Export Demand	19		
	Logistics & Transportation	Costs & Price Fluctuations	Drops in Market Price Volatility	18		
Government Issue	Regulatory Compliance	Unclear Guidelines	Complex regulatory requirements	20	55	
	Trade Policies	Dependency on	Distort Market Dynamics	17		

		Government Decisions				
	Export & Import Regulations	Smuggling & Informal Trade	Loss of Government Revenue	18		

Table 13: The disadvantageous factors of Coffee Industry stakeholders their CCE with the total meanscore.

Determinant Issues	Key Attributes	Disadvantages	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
Coffee Farmers Issue	Education & Training	Lack of knowledge	Limited Adoption of Innovation	14	55	71.1
	Socio-Economic Status	Labor Issues & Working Conditions	Exploitative labor Practices	16		
	Incorporation of Technology	Dependency on External Factors	Reliability of technology	25		
Financial Institutions Issue	Awareness	Limited access to remote areas	Low adoption of Best Practices	14	47	
	Infrastructure	Regulatory Compliance Challenges	Limited Market Access	16		
	Financial literacy	Limited Awareness	Lack of Financial Inclusion	17		
Coffee Traders Issue	Market Access	Regulatory Complexities	Government Engagement	12	42	
	Market Information	Changing Market Dynamics	Increased Competition	15		
	Political & Economic Instability	Supply chain disruptions	Market Uncertainties	15		
Coffee Importers & Exporters issue	Price volatility	Risk for Traders & Importers	Currency Risk	16	48	
	Quality & Standards	Barrier to entry	Differences in quality & Standards regulations	17		
	Logistics & Transportation	Physical Damage & Loss	Expose to legal liabilities	15		
Government Issue	Regulatory Compliance	Changing Regulations	Uncertainty and ambiguity	16	45	

	Trade Policies	Non- Tariff Barriers	Difficulty in Global Value Chains	15		
	Export & Import Regulations	Misallocation of Resources	Trade Deficits	14		

12. GRAPHICAL REPRESENTATION OF AFFECTING FACTORS FOR AGRICULTURAL STAKEHOLDERS AS PER ABCD ANALYSIS FRAMEWORK :

The target group provides quantitative values in order to rank the significant component parts of all the data-driven criteria under their respective issues and key features. Indicators for these rankings are: 3 as disagree, 2 as neutral, and 1 as strongly agree, respectively.

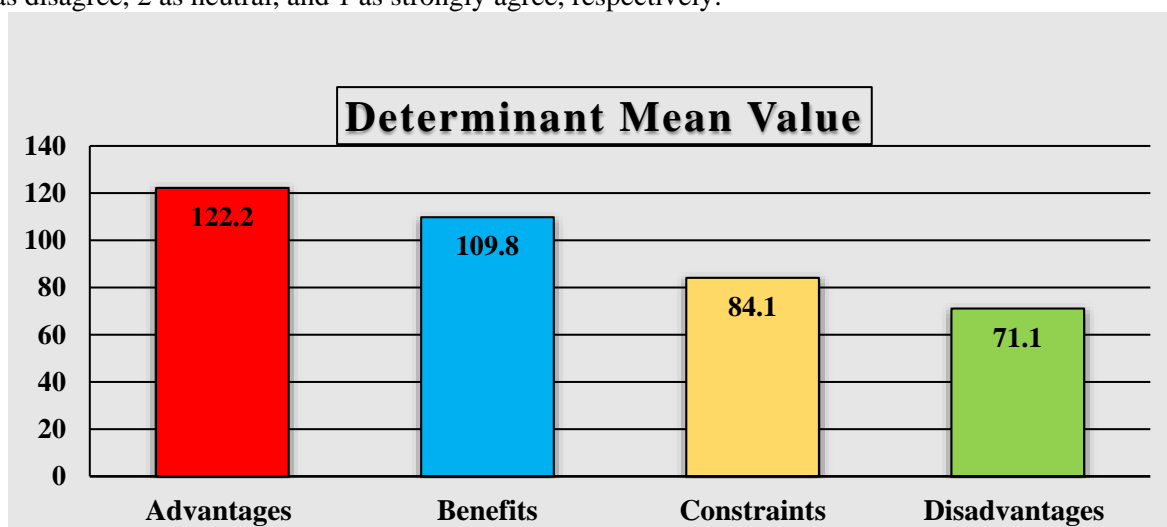


Fig. 2: An illustration of the Coffee Industry Stakeholders weighted average score

According to focus group interviews, as demonstrated in Figure 2, advantages & benefits were given a higher score of 122.2 & 109.8 with a strongly agree response, followed by Constrains with a mean score of 84.1 with a neutral response and disadvantages with a score of 71.1 as a disagreeing response.

13. FINDINGS :

The concept is also evaluated inside the ABCD framework in order to identify the key elements. Each component of ABCD can be given a proper value or amount when using it for a quantitative evaluation. The study identified four concepts: advantages, benefits, restrictions, and downsides. Stakeholder perspectives led the study to identify 100 key critical constituent criteria under the structures that strongly concur with the stakeholders in the coffee industry. At last, the weightage ranking of the study's 100 key critical constituent elements reveals that advantages & benefits received a higher score of 122.2 & 109.8 with strongly agreeing responses, then Constraints with an average rating of 84.1 with a neutral, and disadvantages with a score of 71.1 as disagreeing responses.

14. CONCLUSION :

In order to understand the underlying causes and repercussions impacting any ideas, enterprises, strategies, or other factors, many scholars have chosen to adopt the strategic method known as ABCD analysis. The "ABCD analysis framework" is a detailed framework that facilitates the investigation of "company models, technique, idealism, or structure" from the many views of stakeholders. Each construct's crucial traits play a critical role in the fundamental concerns that are used to determine the elements impacting each construct. It's also important to think about the advantages, benefits, limitations, and drawbacks. In addition to analyzing a number of factors that affect stakeholders in the coffee industry, this study took into account certain key constituent elements of those stakeholders. For the CCE's quantitative evaluation,

the valued score is used. The overall score of the constructs is calculated by balancing the conclusions of the empirical investigation and deciding whether they are accepted or rejected.

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