Abstract
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Author keywords: Brand image, Brand Trust, Coffee Product Labeling, Coffee Product Packaging, Purchase Behavior
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Editorial  The digital transformation of our societies are in movement

Dear Colleagues,
Dear Doctorate Students,

The digital transformation of our societies is in movement. We often overlook the pace at which the changes are taking place.

During the 2015 Garcombs in Bali, we collectively decided that we would focus on and pay attention to what is happening in the sphere of digitalization.

We selected the title “Digital transformation of our societies in a volatile environment” that would reflect this intention for the 2016 Garcombs in Caen.

As a result, many papers in Caen were related to Digitization and its applications with regards to solving sustainability issues or even circular economy-related problems.

This special edition journal of Garcombs 2016 is an important landmark with papers from Indonesia, Thailand clearly reflecting the strategic orientation given one year ago in Bali. Selected fields and papers confirmed the strategic importance raised by our message.

The handpicked papers that will be published in this special edition highlight challenges and opportunities created by such disruptive technologies in our societies as they start to leave marks on the overall society spectrum.

The Scholars have captured the scope of applications in alignment with regional and international institutions supporting centres created by our government, communities and NGO’s. This confirm a mutual understanding.

A great number of papers and dissertations in this publication cover different aspects from the digital transformation journey to the crowdfunding that is redirecting investors and entrepreneurs towards other sources of funding that the traditional banking is neglecting.

New era Entrepreneurs are taken in nurseries by private companies, business associations, and NGOs. This allows them to support their ideas, their projects and lead them to a certain level of maturity in their development journey.

In order to capture the wave of innovation around the digitalization of our societies, academics, cities and communities have created structures, policies, open forums and platforms.

Our researchers through their publication on this special edition are expressing the dynamics of the ecosystem evolving around us.

We are suggesting the active reading of the journal along with more action in creating start-ups. In this environment, the opportunities seem endless.

The upcoming 2017 Garcombs event in Thailand will also be focused on the digital transformation and innovation. But the Value chain transformation will not be the only area of focus as we will be turned towards value added services and more deeply looking for the new business model where the only differentiating factor will be the limitation of our own innovation capability.

I am looking forward meeting all of you again in Bangkok in 2017.

Sincerely yours

Paul John
President of Garcombs 2016
IAE University of CAEN - France
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Key Words: Coffee Product Labeling, Coffee Product Packaging, Brand Image, Brand Trust, Purchase Behavior

INTRODUCTION

Drink coffee when this became a lifestyle modern society. The growth of cafe that sells coffee drinks growing fast in Indonesia, especially in big cities such as Jakarta, Bandung, Semarang, Yogyakarta, Surabaya and Denpasar. Similarly, with retail shops and shopping center began to be filled with the sale of the ground coffee and roasted coffee in packaging. The size of the product packaging coffee from 250 grams per package to 100 grams per package. Some coffee product brand in Indonesia is already known buyers. Coffee products from outside of Indonesia that used to dominate the market coffee in the packaging now began to be replaced by the local coffee brand. Packaging design local coffee started to be made more attractive to be able to compete with the original coffee products abroad. Product display will represent and inform the product to the consumer. Packaging that wrap the products play an important role. The development of the packaging industry in Indonesia has experienced rapid development along with the increase of industrial goods produced in the land. According to the Federation of Indonesian Packaging states targeted national packaging industry can grow 10 percent in 2015, become 77 trillion rupiah than the year 2014 70 trillion rupiah. (Published by FIP on December 11, 2014)