

Consumer preferences and emerging trends in Tanza, Cavite's café culture: Basis for enhancement plan

Mercado, Christalene Jewel M. ✉

University of Perpetual Help System DALTA – Las Piñas Campus, Philippines

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Abstract

Nowadays, cafés do not simply serve as locations for people to come and eat or drink but also function as places where people can study, work, socialize, relax, and portray their lifestyle. Café culture refers to the lifestyle and social practices associated with frequenting cafés including preferences for ambiance, food and beverage offerings, and the role of cafés as leisure and social spaces. This study aimed to identify how far the seven marketing elements Product, Price, Place, Promotion, People, Process, and Physical Evidence have an influence on café preferences and total café experiences of consumers. A quantitative descriptive-correlational research design was used and collected data from 384 café consumers via a structured survey questionnaire. Results indicated that participants on average agreed that the 7Ps influence their café preferences, with People, Process, Physical Evidence, and Place contributing the most. Significant differences were also found in selected preferences when respondents were grouped according to age, sex, income, frequency of visits, and purpose of visit. The overall café experience was highly correlated with Price, Place, Promotion, People, Process, and Physical Evidence, whereas Product did not have a significant correlation. These findings suggest that the café culture in Cavite is influenced not only by food and beverage offerings but mostly by the quality of service, accessibility, atmosphere, convenience, and value-oriented experiences. As a contribution, the study proposed an enhancement plan and a Café Culture Framework for Cavite composed of five dimensions: experience-driven, lifestyle-integrated, value-conscious, convenience-oriented, and atmosphere-centered café culture.

Keywords: café culture, consumer preferences, 7Ps marketing mix, Cavite, emerging trends

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1. Introduction

The rapid growth of urbanization and changing consumer lifestyles have significantly contributed to the expansion of the café industry worldwide. Cafés have evolved from traditional coffee-serving establishments into multifaceted social and lifestyle spaces where individuals gather for leisure, work, social interaction, and self-expression. Contemporary café culture reflects a combination of global influences and local identities, with consumers increasingly seeking experiences that extend beyond the quality of food and beverages. The global café market continues to demonstrate strong growth, driven by rising consumer demand for unique experiences, aesthetically appealing environments, personalized services, and digital conveniences. As a result, cafés have become important venues for community engagement, creativity, and lifestyle consumption, particularly among younger generations.

In the Philippines, the café industry has experienced substantial growth alongside increasing coffee consumption and changing social behaviors. Cafés have become popular destinations for family gatherings, business meetings, academic activities, and recreational experiences. This trend is particularly evident in Cavite, where the number of café establishments has expanded considerably in recent years. The province has emerged as a thriving café destination due to its growing population, economic development, and proximity to Metro Manila. Among its municipalities, Tanza has experienced rapid commercial and residential growth, creating a dynamic environment for the expansion of cafés and other lifestyle-oriented businesses. Its strategic location, increasing urbanization, and active consumer market make it an ideal setting for examining café culture and consumer behavior.

Consumer preferences within the café industry are shaped by multiple factors that influence the overall customer experience. The 7Ps of the Marketing Mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—provide a comprehensive framework for understanding how consumers evaluate and select cafés. Previous studies have highlighted the importance of menu offerings, pricing strategies, accessibility, promotional activities, service quality, operational efficiency, and physical ambiance in shaping customer satisfaction and loyalty. Furthermore, emerging trends such as health-conscious menu options, digital ordering platforms, cashless transactions, and visually appealing café designs have transformed consumer expectations and purchasing behavior. Understanding how these factors interact within the local context is essential for café operators seeking to remain competitive in an increasingly saturated market.

Despite the growing significance of café culture in the Philippines, limited research has explored consumer preferences and emerging trends within the context of Cavite. This study addresses this gap by investigating the preferences of café consumers in Tanza, Cavite, through the lens of the 7Ps of the Marketing Mix. Using a quantitative approach, the study aims to identify the factors that most strongly influence café selection and overall customer experience, examine the relationships among these variables, and provide evidence-based insights for industry stakeholders. The findings will serve as the foundation for an enhancement plan and Café Culture Framework that can assist café owners, managers, and entrepreneurs in developing more consumer-centered, innovative, and sustainable business strategies. Ultimately, the study seeks to contribute to both academic knowledge and industry practice by supporting the long-term growth and competitiveness of the café sector in Cavite.

Objective of the study - This study aimed to investigate consumer preferences and emerging trends within the café industry in Cavite by examining the influence of the 7Ps of the Marketing Mix, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence. Specifically, it sought to assess consumers' preferences

regarding each of these marketing mix dimensions and determine how they shape café selection and overall customer experiences. The study also aimed to examine the significant relationships between the 7Ps and the overall café experience of respondents. Furthermore, based on the findings on consumer preferences and emerging trends, the study intended to develop an enhancement plan that could assist café owners and stakeholders in Cavite in improving customer satisfaction, strengthening market competitiveness, and responding effectively to the evolving demands of café consumers.

2. Methodology

The study employed a quantitative descriptive-correlational research design to examine consumer preferences and emerging trends in café culture among residents of Tanza, Cavite. Guided by the 7Ps of the Marketing Mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence), the study sought to determine the factors influencing café preferences and the relationships among these variables. Data were collected through a structured survey questionnaire administered to café consumers who had visited at least two cafés in Tanza within the previous three months. Using the Raosoft sample size calculator, a minimum of 384 respondents was determined based on a population of 312,116, a 95% confidence level, and a 5% margin of error. Participants were selected through purposive sampling and surveyed in selected MSME cafés, namely EZ Coffee & Tea PH, Yufiro Coffee, NCY Café, Graciano Café, and Sirius Black Bar and Café.

The research instrument consisted of two sections: respondent demographics and statements measuring consumer preferences across the 7Ps using a four-point Likert scale. Prior to implementation, the questionnaire underwent expert validation by two café managers and one hospitality and tourism academic, followed by pilot testing with 25 qualified respondents. Reliability analysis yielded a Cronbach's alpha coefficient of 0.893, indicating good internal consistency. Data gathering followed ethical procedures, including obtaining institutional approval, securing informed consent, ensuring voluntary participation, and maintaining confidentiality and compliance with the Data Privacy Act of 2012. The collected data were analyzed using weighted mean to assess preference levels, and Pearson Product-Moment Correlation (r) to examine the relationships between the 7Ps and overall café preference. The findings served as the basis for developing recommendations and enhancement strategies to strengthen the competitiveness and sustainability of MSME cafés in Tanza, Cavite.

3. Results and discussion

Table 1 presents the consumer preferences of café customers in Tanza, Cavite based on the seven dimensions of the Marketing Mix. Overall, the findings indicate that respondents generally expressed favorable preferences toward all dimensions, with grand mean scores ranging from 3.13 to 3.30. Among the seven dimensions, Physical Evidence obtained the highest grand mean (WM = 3.30, SD = 0.32), followed closely by Process (WM = 3.28, SD = 0.30) and People (WM = 3.27, SD = 0.32), all interpreted as Strongly Agree. These results suggest that contemporary café consumers place significant importance on the café environment, service delivery processes, and customer interactions when evaluating their overall café experience.

For the Product dimension (WM = 3.14, SD = 0.32, Agree), respondents showed the strongest preference for non-coffee beverages such as matcha, chocolate, and fruit coolers (WM = 3.46, SD = 0.79), indicating the growing diversification of beverage preferences beyond traditional coffee offerings. Food pairings also emerged as an influential factor (WM = 3.21, SD = 0.87), suggesting that consumers increasingly view cafés as destinations for complete dining experiences rather than solely for beverage consumption. These findings reflect evolving consumer tastes and support the growing trend of cafés expanding their menu offerings to attract broader market segments. The Price dimension yielded a grand mean of 3.17 (SD = 0.29), indicating that respondents generally agreed that pricing influences their café choices. Notably, consumers strongly agreed that they were comfortable spending between ₱151 and ₱300 for a quality café experience (WM = 3.46, SD = 0.78), while still valuing affordability and bundled promotional offers. This suggests that consumers are willing to pay moderate premiums when they perceive value through product quality, ambiance, and overall experience. The findings demonstrate

that café patrons evaluate price not merely in terms of cost but also in relation to the benefits and experiences received.

Table 1
Consumer Preferences Based on the 7Ps of Marketing Mix

| Description | WM | SD | VI |
|--|-------------|-------------|-----------|
| I prefer espresso-based drinks (latte, cappuccino, americano). | 3.20 | 0.61 | A |
| I prefer non-coffee drinks such as matcha, chocolate, or fruit coolers. | 3.46 | 0.79 | SA |
| I prefer tea-based drinks (milk tea, hot tea, specialty teas). | 2.73 | 0.85 | A |
| I prefer cafés that provide healthier or low-sugar options. | 3.08 | 0.72 | A |
| Food pairings (pastries, pasta, rice meals) influence my choice of café. | 3.21 | 0.87 | A |
| Grand Mean | 3.14 | 0.32 | A |
| <i>Price</i> | WM | SD | VI |
| I prefer cafés where drinks are affordable (₱150 and below). | 3.03 | 0.63 | A |
| I am comfortable spending ₱151–₱300 per visit for a good café experience. | 3.46 | 0.78 | SA |
| I am comfortable spending ₱301–₱500 if the café offers quality and ambiance. | 2.89 | 0.84 | A |
| I value combo meals or bundled offers (e.g., drink and pastry). | 3.22 | 0.71 | A |
| I am willing to pay premium prices for specialty or high-quality drinks. | 3.22 | 0.78 | A |
| Grand Mean | 3.17 | 0.29 | A |
| <i>Place</i> | WM | SD | VI |
| I prefer cafés close to my school or workplace. | 3.08 | 0.55 | A |
| I like cafés located in or near malls or lifestyle hubs. | 3.53 | 0.70 | SA |
| I like cafés located in quiet neighborhoods. | 3.12 | 0.72 | A |
| Parking availability influences my café preference. | 3.16 | 0.78 | A |
| Accessibility by public transport affects my choice of cafés. | 3.29 | 0.69 | SA |
| Grand Mean | 3.23 | 0.28 | A |
| <i>Promotion</i> | WM | SD | VI |
| Facebook, Instagram, or Tiktok content influence my preferences in cafe. | 2.95 | 0.67 | A |
| Online reviews influence my choice of cafés. | 3.38 | 0.86 | SA |
| Loyalty cards or programs influence my choice of café. | 3.05 | 0.74 | A |
| Influencers or bloggers influence my decision on which cafés to visit. | 3.07 | 0.82 | A |
| I rely on word of mouth and friends' social media posts when choosing cafés. | 3.23 | 0.72 | A |
| Grand Mean | 3.13 | 0.35 | A |
| <i>People</i> | WM | SD | VI |
| I prefer cafés where staff are friendly and approachable. | 3.21 | 0.53 | A |
| Personalized service (staff remembering my orders) makes me loyal to a café. | 3.52 | 0.75 | SA |
| Baristas who explain the story or origin of coffee enhance my experience. | 3.06 | 0.77 | A |
| Professional and courteous staff influence whether I return. | 3.30 | 0.69 | SA |
| Being recognized as a regular customer adds value to my experience. | 3.28 | 0.76 | SA |
| Grand Mean | 3.27 | 0.32 | SA |
| <i>Process</i> | WM | SD | VI |
| I prefer cafés with fast service even during peak hours. | 3.17 | 0.55 | A |
| I value cafés that offer digital payment options (GCash, Maya, credit card). | 3.60 | 0.65 | SA |
| Online ordering or advance reservations make me more likely to visit. | 3.11 | 0.71 | A |
| I prefer cafés with organized queuing or ordering systems. | 3.29 | 0.69 | SA |
| I value cafés that practice eco-friendly and sustainable operations. | 3.24 | 0.76 | A |
| Grand Mean | 3.28 | 0.30 | SA |
| <i>Physical Evidence</i> | WM | SD | VI |
| I prefer cafés with Instagrammable or themed interiors. | 3.07 | 0.63 | A |
| I prefer cafés with quiet areas suitable for studying or working. | 3.68 | 0.59 | SA |
| Good lighting, music, and ambiance enhance my café experience. | 3.04 | 0.77 | A |
| Cleanliness and comfortable seating influence my impression of a café. | 3.35 | 0.65 | SA |
| I prefer cafés with strong WiFi and charging outlets. | 3.33 | 0.69 | SA |
| Grand Mean | 3.30 | 0.32 | SA |

Note. WM = weighted mean; SD = standard deviation; VI- Verbal Interpretation; SA = strongly agree; A = agree. The weighted mean was interpreted as follows: 3.26–4.00 = strongly agree, 2.51–3.25 = agree, 1.76–2.50 = disagree, and 1.00–1.75 = strongly disagree.

With regard to Place (WM = 3.23, SD = 0.28, Agree), respondents strongly preferred cafés situated near malls and lifestyle hubs (WM = 3.53, SD = 0.70) and valued accessibility through public transportation (WM = 3.29, SD = 0.69). These findings highlight the importance of convenience and strategic location in attracting customers. The results suggest that cafés located in highly accessible and commercially active areas are more likely to capture consumer attention and encourage repeat visits. The Promotion dimension recorded the lowest grand mean among the seven dimensions (WM = 3.13, SD = 0.35), although respondents still generally agreed that promotional activities influence their preferences. Online reviews emerged as the most influential promotional factor (WM =

3.38, SD = 0.86), while direct social media content from Facebook, Instagram, and TikTok received comparatively lower ratings (WM = 2.95, SD = 0.67). This indicates that consumers place greater trust in authentic customer feedback and peer recommendations than in traditional promotional content. The findings emphasize the growing importance of electronic word-of-mouth and online reputation management in the café industry.

The People dimension obtained a strong agreement rating (WM = 3.27, SD = 0.32). Personalized service, such as staff remembering customer orders, emerged as the most preferred factor (WM = 3.52, SD = 0.75), followed by professional and courteous staff behavior (WM = 3.30, SD = 0.69). These results underscore the critical role of human interaction in shaping customer satisfaction and loyalty. Consumers value personalized recognition and meaningful engagement, which contribute to stronger emotional connections with café establishments. Similarly, the Process dimension achieved a strong agreement rating (WM = 3.28, SD = 0.30). The highest-rated item was the availability of digital payment options such as GCash, Maya, and credit card payments (WM = 3.60, SD = 0.65). Organized ordering systems and sustainable operational practices also received favorable evaluations. These findings suggest that consumers increasingly expect convenience, efficiency, and technological integration in their café experiences. The preference for digital transactions reflects the growing adoption of cashless payment systems and technology-driven service innovations in the hospitality industry.

Among all dimensions, Physical Evidence recorded the highest overall rating (WM = 3.30, SD = 0.32, Strongly Agree), emphasizing the importance of the physical environment in consumer decision-making. The highest-rated statement across all 7Ps was the preference for cafés with quiet spaces suitable for studying or working (WM = 3.68, SD = 0.59). Consumers also strongly valued cleanliness, comfortable seating, strong Wi-Fi connectivity, and charging facilities. These findings indicate that modern cafés are increasingly perceived as multifunctional spaces that support productivity, socialization, and leisure. The physical environment therefore serves as a critical competitive advantage for cafés seeking to attract and retain customers.

Table 2
Overall Café Experience

| Description | WM | SD | VI |
|--|------|------|----|
| I intend to continue visiting cafés in Tanza in the coming months. | 3.14 | 0.50 | A |
| I would recommend the café scene in Tanza to friends or family. | 3.65 | 0.57 | SA |
| I am satisfied with my overall café experiences in Tanza. | 3.16 | 0.69 | A |
| My experiences in cafés in Tanza influence my decision to revisit or try new ones. | 3.41 | 0.63 | SA |
| Considering all elements of the marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence), cafés in Tanza meet my expectations. | 3.30 | 0.65 | SA |
| Grand Mean | 3.33 | 0.29 | SA |

Note. WM = weighted mean; SD = standard deviation; SA = strongly agree; A = agree. The weighted mean was interpreted as follows: 3.26–4.00 = strongly agree, 2.51–3.25 = agree, 1.76–2.50 = disagree, and 1.00–1.75 = strongly disagree.

Table 2 presents respondents' overall café experience in Tanza, Cavite. The overall grand mean of 3.33 (SD = 0.29), interpreted as Strongly Agree, indicates a highly positive evaluation of the café industry in the municipality. Respondents strongly agreed that they would recommend the café scene in Tanza to friends and family (WM = 3.65, SD = 0.57), suggesting a high level of satisfaction and positive word-of-mouth intentions. They also agreed that their previous café experiences influence their decisions to revisit existing cafés or explore new ones (WM = 3.41, SD = 0.63), highlighting the importance of customer experiences in shaping future consumer behavior. Furthermore, respondents strongly agreed that cafés in Tanza generally meet their expectations across the different elements of the marketing mix (WM = 3.30, SD = 0.65). The findings indicate that consumers perceive local cafés as capable of delivering satisfactory products, services, environments, and operational processes that align with their preferences. Overall, the results suggest that the café industry in Tanza has successfully adapted to evolving consumer demands by offering not only quality food and beverages but also meaningful experiences that foster customer satisfaction, loyalty, and advocacy. These positive perceptions provide a strong foundation for café owners and stakeholders to further enhance customer experiences and sustain the continued growth of café culture in Cavite.

Table 3
Significant Relationship between the 7Ps and Overall Café Experience

| 7Ps | r-value | p-value | Decision on H ₀ | Interpretation |
|-------------------|---------|---------|----------------------------|-----------------|
| Product | 0.049 | 0.340 | Accept | Not significant |
| Price | 0.200 | < .001 | Reject | Significant |
| Place | 0.329 | < .001 | Reject | Significant |
| Promotion | 0.260 | < .001 | Reject | Significant |
| People | 0.355 | < .001 | Reject | Significant |
| Process | 0.415 | < .001 | Reject | Significant |
| Physical Evidence | 0.359 | < .001 | Reject | Significant |

Note. The level of significance was set at $\alpha = .05$. A p-value less than .05 indicates a significant relationship between the 7Ps and the respondents' overall café experience.

The p-values for price (0.200), place (0.329), promotion (0.260), people (0.355), process (0.415), and physical evidence (0.359) are all significant at $p < 0.05$, indicating that the null is rejected. Hence, the case is established: price, place, promotion, people, process, and physical evidence are all significantly related to the overall café experience. The product's correlation value is 0.049, and the p-value is 0.349; this is not significant ($p > 0.05$), so the null hypothesis is accepted. So, the product alone does not significantly contribute to the overall café experience. Therefore, the empirical factors related to service and environment will have a stronger influence on the customer's café experience than the product itself. In fact, the literature shows that the transition of café culture is from simple consumption to experience-based engagement. Hadi and Sarwono (2024) pointed out that cafés are "third places," where social interaction, comfort, and atmosphere play a great role in shaping the overall experience. Likewise, Negoro et al. (2025) stressed that price fairness and ambiance are stronger predictors of satisfaction and behavioral intention than product quality alone, which explains the significant relationships between price and place and the overall café experience. The significant relationship between promotion and the overall café experience is supported by the works of Astuti and Rahmawati (2023) and Buenaseda et al. (2025), who found that digital promotions, online reviews, and electronic word-of-mouth substantially affect perceptions, expectations, and post-visit evaluations of cafés. Besides, people and processes being strongly related to the overall experience are supported by Abdurrahman et al. (2021) and Aduana et al. (2024), who noted that staff behavior, service efficiency, and smooth transaction handling are the major elements that directly determine customer satisfaction and revisit intention. Finally, the statistically significant link between physical evidence and overall café experience also aligns with the research studies of Coronel et al. (2024) and Espinola et al. (2023), which revealed that the ambiance, cleanliness, comfort, and aesthetic appeal are the main factors that affect the quality of the customer experience and their likelihood to recommend the establishment to others. The lack of a statistically significant relationship between product and overall café experience indicates that although product quality matters, it is typically seen as a minimum requirement rather than a feature that sets a product or service apart. Product quality plays a role in customer satisfaction only when the positive interactions between customer service and the physical environment are also present according to Fadli et al. (2021); whereas, Putri et al. (2024) argued that experiential factors are now given more weight than product attributes when determining the consumers' overall café experience.

Table 4
Proposed Enhancement Plan for Café Owners and Stakeholders

| Marketing Mix Element | Objective | Proposed Enhancement Strategies | Evaluation/ Monitoring Tools |
|-----------------------|--|---|---|
| Product | To enhance menu offerings by providing sufficient variety that responds to consumer preferences for non-coffee beverages, food pairings, healthier options, and traditional coffee products. | Offer a wider range of drinks, including non-coffee options such as matcha, chocolate-based drinks, and fruit coolers. Introduce healthier drink options. Strengthen drink combinations, such as pairing coffee with pastries or light meals. | Customer satisfaction surveys; sales mix analysis; coffee and non-coffee item performance reviews |
| Price | To implement a café pricing strategy that reflects value for money while remaining acceptable across different consumer spending capacities. | Set prices based on value and experience, such as offering specialty drinks with premium ingredients. Offer bundled deals, such as coffee and pastry or student meal sets. | Average spending per customer; sales comparison across price ranges |

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| | | | |
|-------------------|--|---|--|
| Place | To ensure that café locations and physical layouts support comfort, accessibility, and multiple activities such as working, studying, and socializing. | Arrange seating areas for different needs, such as quiet areas for working or studying and group tables for socializing. Ensure easy access and visibility of café locations. Provide stable Wi-Fi, charging outlets, and comfortable seating. | Customer feedback forms; dwell time observation; foot traffic monitoring |
| Promotion | To strengthen café visibility, customer engagement, and brand credibility through digital, community-based, and user-generated promotional activities. | Use social media to showcase menu items, café interiors, promotions, and customer experiences. Encourage user-generated content (UGC) by inviting customers to post photos, reels, reviews, or café visit experiences using branded hashtags and location tags. Offer free drinks, discount vouchers, or loyalty points as rewards for selected or verified posts. Feature customer posts, testimonials, study-friendly spaces, work-friendly areas, and lifestyle-oriented café experiences. Participate in local events, collaborations, and online promotional campaigns to increase community engagement. | Social media analytics; engagement metrics; number of UGC posts, tags, mentions, shares, and reviews; redemption of free drinks or rewards; online ratings; customer feedback. |
| People | To provide consistent service quality and positive staff-customer interactions that enhance the overall customer experience. | Train staff to be polite, approachable, and knowledgeable about menu items. Encourage consistent service standards across all shifts. Emphasize customer-centered communication. | Mystery customer assessments; customer satisfaction ratings |
| Process | To improve the efficiency and convenience of ordering, payment, and service delivery processes. | Simplify ordering and payment processes, such as through GCash, Maya, or other payment options. Reduce waiting time through improved workflow. Provide accessible customer feedback channels. | Waiting time records; feedback and complaint logs |
| Physical Evidence | To develop a welcoming and appealing café environment through proper cleanliness, aesthetic design, and consistent brand image. | Maintain clean and well-organized interiors. Use consistent themes, lighting, music, and café layout aligned with the café brand. Improve visual elements such as signage and menu boards. | Facility inspection checklists; customer review ratings |

Note. The proposed enhancement plan was developed based on the study's findings and organized according to the 7Ps of the marketing mix.

The proposed enhancement plan aims to support the café owners' and stakeholders' practical, implementable strategies in Cavite. Using the 7Ps Marketing Mix as the framework, the plan considers that café consumers do not base their evaluation solely on food and beverages but also on the overall experience created by pricing, accessibility, ambiance, service quality, convenience, and customer engagement. This also aligns with the literature that describes cafés as multifunctional spaces for leisure, work, study, and social interaction (Hadi & Sarwono, 2024; Nipino, 2024). Focusing on the Product, the plan aims to enhance menu composition by offering a diverse range to meet different consumer preferences. This merely entails having more choices for non-coffee beverages like matcha, chocolate-based drinks, fruit coolers, as well as healthier drink options and food pairings. Even though café consumers may still see the product as the fundamental aspect, a robust menu remains a major factor in customer satisfaction and the overall café experience. Past research shows that younger café consumers, especially Millennials and Gen Z, seek diverse and innovative food and beverage options in cafés as a norm of the café experience (Putri et al., 2024; Alfira & Tuti, 2025; Windarsari, 2025).

Regarding Price, the plan emphasizes pricing strategies that offer a fair exchange for money and are within the reach of consumers. By not centering solely on low price, café owners can offer a variety of prices to cater to students, bundle items, and offer premium product options for those willing to pay more for quality ingredients or a better café experience. This aligns with research findings that café customers assess price relative to perceived quality, ambiance, and service experience (Mabeza, 2024; Libiran et al., 2024). The Place highlights the requirements for the café's location and layout, ensuring optimal comfort, accessibility, and customer readiness to engage in activities such as work, study, and social interaction. Among the measures under this component are: grouping seats to suit customers' needs; quiet rooms; group tables; stable WiFi and charging outlets; and placing the café so it is visible and accessible. These measures are suggested in line with the trend of cafés as the third place where, besides consuming, the customers spend time productively and socially (Hadi & Sarwono, 2024; Nipino, 2024).

For Promotion, the enhancement plan encourages café owners to strengthen visibility, customer engagement, and brand credibility through digital, community-based, and user-generated promotional activities. Aside from

showcasing menu items, café interiors, promotions, and customer experiences on social media, cafés may encourage customers to create user-generated content (UGC) by posting photos, reels, reviews, or café visit experiences using branded hashtags and location tags. To motivate participation, cafés may offer free drinks, discount vouchers, or loyalty points as rewards for selected or verified posts. Featuring customer content, testimonials, study-friendly spaces, work-friendly areas, and lifestyle-oriented café experiences may help build authentic engagement and increase the café's online presence. This strategy also supports the idea of cafés as experience-driven and lifestyle-integrated spaces within Cavite's café culture.

The People focuses on staff-customer interaction, and the key driver is staff being courteous and friendly, having very good product knowledge, and consistently providing service. Staff training and customer-centered communication are needed to produce a favorable outcome during the customer's memory café visit. Evaluative tools like mystery customer assessments and satisfaction ratings can help café owners monitor service quality and identify their weaknesses. For Process, the plan is to improve the convenience and efficiency of ordering, payment, and service. The list of strategies includes: making the ordering process straightforward, offering digital payment methods such as GCash and Maya, shortening the time, and, lastly, providing customers with recognizable feedback channels. These process-related issues, such as unclear ordering systems and inconvenient payment methods, can lead to customer dissatisfaction even when the product and ambiance are satisfactory.

Finally, Physical Evidence focuses on creating a welcoming, aesthetically pleasing environment in the café through cleanliness, properly arranged interiors, lighting, music, layout, and brand image. Besides that, the plan calls for upgrading visuals, such as signage and menu boards, as well as the café's design features, which are in harmony with the café's identity. Since consumers of café often relate atmosphere and visual appeal with comfort, satisfaction, and the potential of being shared, physical evidence still proves to be an influential factor in forming customer perceptions and revisit intention.

The above plan for café enhancement proposes a holistic approach that addresses all seven aspects of the product marketing mix. Each element indeed has a different contribution to making a great café experience; however, the proposed plan is aware of the fact that these aspects: product variety, value-based pricing, accessible location, effective promotion, quality service, efficient processes, and appealing physical evidence, together shape customer satisfaction. The plan is an evidence-based guide for café owners and stakeholders in Cavite to improve operations, strengthen the customer experience, and respond to changing preferences in café culture.

Café Culture Framework for Cavite

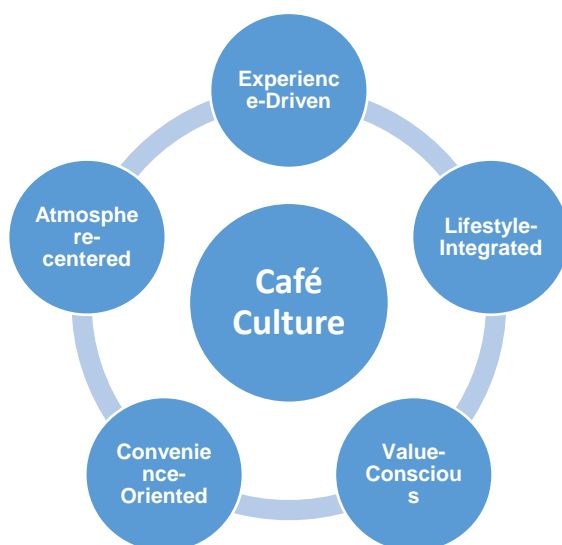


Figure 1 presents the Café Culture Framework for Cavite and shows that one's understanding of café culture in the province can be based on five fundamental dimensions: experience-driven, lifestyle-integrated, value-

conscious, convenience-oriented, and atmosphere-centered. These five areas have been extracted from dominant patterns exemplified in the research results. In particular, the research has highlighted the growing impact of experience, service, convenience, and environment on consumer preferences and café utilization. The framework is based on the fact that product offerings alone no longer determine café culture in Cavite. Instead, the experience, lifestyle, value, convenience, and atmosphere aspects collectively influence it. Although every element of the 7Ps Marketing Mix affects consumer choices in one way or another, the study's findings reveal that consumer attention is primarily on Price, Place, Promotion, People, Process, and Physical Evidence, while Product seems to be merely fulfilling a basic need or expectation. Therefore, café culture in Cavite seems to reflect how cafés offer an all-around experience and fulfill the practical and lifestyle needs of consumers.

Café-goers are becoming less focused on the products and more on the overall experience. This corresponds to the experience-driven dimension. Consumers are not only paying attention to their interactions with service staff but are also enjoying the convenience of the operation, the physical environment, and the overall café experience. The café culture in Cavite seems to be, more and more, a reflection of how cafés can offer an all-around experience and fulfill the practical and lifestyle needs of consumers. This dimension should mainly connect with People, Process, Physical Evidence, and Promotion. The lifestyle-integrated dimension is based on the finding that café visits are becoming a daily routine and a part of lifestyle, and that the cafés have been turned into multipurpose spaces for work, study, and socializing. Since cafés are increasingly seen not only as places for leisure but also as venues that facilitate daily routines, productivity, and social interaction, this dimension is closely linked to Place, Physical Evidence, Process, and People.

The value-conscious dimension of the framework shows that the perception of value plays a decisive role in shaping the café experience. This aspect is most linked to the factors of Price and Product. It is noteworthy that Price is highly related to the overall café experience, while Product shows no clear relationship and tends to be closer to the expected standard in the local café market. This means that consumers are more focused on determining whether the entire café experience warrants the price than on the product offering alone. The convenience-oriented aspect of the framework has originated from frequent observations and discussions about accessibility, time-saving, and the simplicity of using products and services. In this case, the focus is mainly on Place, Process, and Promotion, particularly in relation to factors such as an accessible location, visibility, efficient ordering systems, and cashless payments. The inclusion of this element also suggests that cafés have become part of consumers' practical daily lives and that their preference is for spaces that are not only easy to reach but also easy to use.

The atmosphere-centered dimension emerges as a summary of findings related to comfort, ambiance, cleanliness, and the physical environment of cafés. This perspective is closely connected with Physical Evidence, Place, People, and Process, as the atmosphere of a café, beyond being a result of décor and layout, is also a function of how the space operates and how the service experience is delivered. The results indicate that quiet areas, comfortable seating, reliable WiFi, cleanliness, and welcoming spaces significantly shape preferences and satisfaction. In combination, these five aspects demonstrate that the prevailing culture of cafés in Cavite is being shaped by a blend of experience, lifestyle, values, convenience, and atmosphere. As a framework, it provides a concise synthesis of the study's major findings and may also serve as a useful basis for future studies on café culture, consumer preferences, and service-related experiences in similar local settings.

4. Conclusions

Based on the findings of this study, the following conclusions were drawn:

- The study underscores that consumer purchases in Tanza, Cavite, are made based on all the elements of the 7Ps Marketing Mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence). The research results reveal a pronounced shift in consumer preferences toward experience-oriented factors. As for the product, the strong consumer preference for non-coffee drinks and food pairings suggests that

a wide variety is expected at a typical modern café. However, the most obvious preference tendencies are in aspects that offer comfort, convenience, and overall experience, especially in People, Process, and Physical Evidence. Regarding the People category, the importance of personalized service and skilled staff helps create meaningful customer interactions. The trend toward process convenience is evident in the growing popularity of cashless payments and efficient ordering systems. Moreover, the clear preference for quietness, cleanliness, comfortable seating, steady WiFi, and charging outlets signals the growing value customers place on functional comfort and an inviting environment.

- Study results indicate that customers generally enjoy their café experiences in Tanza, Cavite. Most respondents indicate that they would recommend these cafés, have generally favorable opinions of them, and perceive that their expectations regarding the 7Ps of the marketing mix have been met. Satisfaction results show consumer delight arising from value, service, and environment together rather than from a single marketing mix element. This trend aligns with the growing café culture in Tanza, where cafés are increasingly perceived as experience-driven venues, with atmosphere, service interactions, and convenience playing critical roles in shaping customer satisfaction and intentions to return. The enhancement plan aligns with the study's major conclusion, which emphasizes balancing an experience-oriented 7Ps Marketing Mix to improve café competitiveness in Cavite. Although the Product must continue to satisfy basic expectations through variety and quality, more strategic focus should be directed towards ensuring fair Pricing, accessibility of Place, credibility in Promotion, performance of People, efficiency in Process, and comfort in Physical Evidence.
- The research highlights that Price, Place, Promotion, People, Process, and Physical Evidence strongly correlate with overall café experience. This validates that cafés in Tanza are mainly driven by value perception, accessibility, credibility of promotions, staff interaction, service efficiency, and the physical environment. Such findings echo a developing pattern: consumer satisfaction is increasingly influenced by how cafés provide experiential elements rather than product offerings alone. However, Product is not seen as significantly associated with the overall café experience, suggesting that product offerings may be considered baseline expectations for café market players. This implies that as cafés increase in number and menu items become more similar across establishments, consumers turn to the other 7Ps, especially service and environment, more than ever to make their satisfaction judgments and decisions about returning.
- First, the plan underscores that Product must almost always be the basis product of quality that meets customer expectations. And it also moves with the changing face of Tanza café culture, where cafés are winning not only because of what they offer, but also the value, convenience, service, and environment which make up the complete customer experience that brings customers back and is the main reason they enjoy the culture of cafés in Tanza, Cavite. So, the proposed enhancement plan is well-designed and is intended to be the first line of response to consumer preferences and new trends in Café culture in Tanza, Cavite. The plan emphasizes strategic changes across the 7Ps Marketing Mix, with even greater emphasis on Price, Place, Promotion, People, Process, and Physical Evidence, which have had a deeper impact on the overall café experience. The incorporation of evaluation and monitoring tools also helps keep up with consumer expectations and supports the idea of continuous improvement and staying relevant to the market.

Recommendations - In light of these conclusions, the following recommendations are presented:

- Café owners should prioritize implementing experience-driven marketing strategies by focusing first on improving Price, Place, People, Process, and Physical Evidence, since their effects on consumer preference are even stronger. On the other hand, though the Product must be continuously up to standard by offering good-quality, varied menu items, Product innovation should be a secondary element of the marketing mix rather than the sole competitive strategy. Most of the efforts, energy, and money should

be directed toward improving service quality, accessibility, ambiance, process efficiency, and other customer-delight elements to align with café consumers' preferences in Cavite.

- To deliver a positive overall café experience, café operators should consistently maintain the quality of all elements in the 7Ps Marketing Mix. Instead of improving individual components by isolating them, cafés should follow a more comprehensive experience management approach where all the aspects, pricing, service, environment, and processes together contribute to customer satisfaction. This aligns with the experience-driven, atmosphere-centered aspects of the suggested Café Culture Framework for Cavite, in which the total café experience results from both tangible and intangible factors. It is prudent to keep a constant watch on customer feedback to uphold a positive impression and promote revisits and recommendations.
- Café owners should be aware that consumer choices are influenced by demographic factors such as age, gender, and income, as well as customer behaviors, including visit frequency and reasons for visit, especially in the dimensions of People, Process, Place, and Physical Evidence. Different design and service strategies, such as distinct seating areas, flexible service timing, and distinct atmospheres, should be the main features of a café that can cater to multiple uses. This way, a café can better reflect the different cultural aspects of a coffeehouse, such as lifestyle integration, convenience, and atmosphere, because people use cafés for different reasons: to study, to work, to socialize, or to relax. Since people's preferences by occupation are not significantly different, café owners can keep the central part of their strategy the same while adjusting customer experience elements based on the purpose of visit and customer behavior.
- Because Price, Place, Promotion, People, Process, and Physical Evidence have a major impact on the overall café experience, café owners must give these elements their top priority when planning their strategy and making investments. Enhancing service efficiency, staff friendliness, the environment, and value for money are probably ways that bring greater improvements in customer satisfaction than simply improving the product alone. This recommendation supports the proposed framework by emphasizing that Cavite's café culture is shaped by value-conscious, convenience-oriented, and atmosphere-centered experiences. Product quality should be maintained at acceptable standards, but experience-related elements should serve as the primary drivers of differentiation and loyalty.
- Owners and other stakeholders of cafe businesses in Cavite are urged to adopt the suggested enhancement plan as a useful guide, mapped to the 7Ps marketing mix framework. The focus should be more on price, place, promotion, people, process, and physical evidence, as these elements greatly affect the overall café experience. Product strategies should focus on quality and variety, since product offerings set the standard for customer expectations. To keep track of changes, cafes can implement simple tools such as customer satisfaction surveys, sales mix analysis, average spending tracking, and review or feedback monitoring. These tools can help determine whether the cafes are changing their operations to become more experience-driven, value-conscious, convenience-oriented, and atmosphere-centered.
- The proposed Café Culture Framework for Cavite could serve as a source of inspiration for researchers and practitioners to gain a clear understanding of the main elements that characterize café culture in the local community. For researchers, the framework can serve as a foundation for subsequent research on café behavior, consumer preferences, and service-oriented experiences in similar settings. It might give practitioners, especially café owners and stakeholders, a wider view of how café culture is created not only by product offerings, but also by experience, lifestyle integration, value, convenience, and atmosphere. Future research may confirm, improve, or extend the framework in other cities or similar service settings.

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