

Exploring Gen Z café habits and preferences in the development of business model

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Abstract

This study explored the café habits and preferences of Generation Z café goers as a foundation for developing a relevant and customer-centered café business model. Guided by Customer Satisfaction Theory, the Stimulus–Organism–Response (SOR) Framework, the SERVQUAL Model, and Expectancy-Disconfirmation Theory, the research sought to understand how Gen Z demographics, behaviors, and expectations shape their café experiences. Specifically, the study aimed to describe the respondents' demographic profile, identify their café-going habits in terms of menu choices, ordering style, purpose of visit, spending behavior, and time of visit, determine their preferences regarding ambiance, amenities, menu variety, pricing, and service quality, analyze demographic influences, examine the relationship between habits and preferences, and ultimately propose a business model suited to the Gen Z market in Camarines Sur. A quantitative descriptive research design was employed. Data were gathered through an online survey administered to at least 100 purposively selected Generation Z café goers in Camarines Sur. The questionnaire covered demographic characteristics, café habits, and customer preferences. Statistical tools such as percentage, ranking, weighted mean, Pearson's correlation coefficient, and chi-square test were used to analyze and interpret the data accurately and systematically. Findings revealed that the respondents were largely young adult Gen Z individuals, mostly single, employed, and with stable income sources. Café visits were primarily driven by leisure, relaxation, and food or beverage cravings rather than formal activities such as studying or working. Gen Z showed a strong preference for dining in, visiting cafés during afternoon and evening hours, and spending within budget-conscious ranges. Cozy and relaxing ambiance, modern and creative designs, essential amenities such as air-conditioning, charging outlets, and free Wi-Fi, as well as fair pricing that matched product quality, were highly valued. Quality service particularly cleanliness, professionalism, and accommodating staff emerged as a critical factor in satisfaction. Significant relationships between customer habits and preferences underscore the importance of aligning café offerings with Gen Z lifestyles, informing the development of a practical, experience-driven, and market-responsive café business model.

Keywords: customers, habits, preferences, business model, ambiance, service

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1. Introduction

Cafés serve many purposes today. A place that can be a venue for meetings. Where to bond with family and friends. A site to do studies and conduct work, or even to enjoy some leisure with a sip of coffee or tea and a taste of sweets, to pass some time. Where problems and worries can be contemplated, and think of the what-ifs or when to do? Where to celebrate big breakthroughs or even just the minor wins of life. A café is a place of reflection on life's events where memories are created. The recent years have been favorable for cafés operating in the market. According to MacDonnell (2024), for instance, the Philippine coffee shop industry is set not only to return to pre-pandemic levels but also to surge above them by 2025. The booming, ever-increasing number of café businesses across localities and wide locations has proven the practicality and sustainability of running a café establishment, from a start-up to a franchise. This indicates desirable feasibility and a strong return on investment for a café.

Experience has become a dominant element in the service industry, as it creates a unique memory between the consumer and the seller. Customer experience is influenced not only by products and services but also by factors that fulfil customers' emotional, intellectual, and spiritual needs (Mossberg, 2007). Experience thus plays an important role in customers' product and service preferences and further informs purchase decisions, which, in turn, influence the success of a business (Gentile et al., 2007). For hospitality and tourism organizations, the key to creating a memorable customer experience is to be customer centric in delivering products and services (Bharwani et al., 2017). Cafés have become lifestyle places where people not only come to enjoy coffee and desserts but also serve as destinations where pairs and groups can socialize, study, and work. This makes customer experience a critical factor in the business's success. The specialty coffee market is also experiencing significant growth. From 2020 to 2023, the number of specialty coffee shops increased by 40% across major cities, according to the Specialty Coffee Association of the Philippines. This boom indicates rising appreciation among Filipino consumers for unique, carefully crafted coffee varieties (Coffee Business Intelligence, 2025).

Despite positive forecasts from several credible sources, the café industry still faces major challenges to achieving business success. Reports indicate that 54% of small businesses (including coffee shops) started in 2012 in the U.S. still survive after 5 years. So 46% had died by then (Adeleke, 2020). Another report also indicates that cafés that have lasted more than 2 years, so implicitly many cafés fail before this; the exact first year failure % is not given for cafés alone (Douglas et al., 2019). Hence, this study aims to explore customer café habits and preferences, particularly among Gen Z café-goers in the province of Camarines Sur, to develop a business model that addresses the market's needs and expectations. The study seeks to assist existing and aspiring café owners in better serving customers and effectively managing their businesses.

Research Objectives - This study aimed to develop the benchmark of a café business model by exploring the customer habits and customer preferences of Gen Z café goers in Camarines Sur. Specifically, this study sought to answer the following:

- Identify the demographic profile of the respondents along with gender, civil status, occupation, source of income, and disposable income.
- Determine the customer habits in visiting a café, such as menu choices, ordering style, purpose of visit, spending habits, and time of visit.
- Identify the customer preferences from café experience, such as ambiance, amenities, menu variety, pricing, and quality service.
- Analyze the demographic profile that influences customer habits and preferences.

- Ascertain the significant relationship between customer habits and preferences of Gen Z café goers.

Scope and Delimitation - This study explored Generation Z's café habits and preferences as a basis for developing a practical, customer-oriented café business model. Specifically, it examined respondents' demographic profiles, café-going habits, and preferences, and analyzed the relationship between customer habits and preferences. The study was geographically limited to Camarines Sur to ensure that the findings reflected the local café environment, consumer behavior, and market conditions. Data were collected in November 2025 through an online survey administered over two weeks. The respondents were Generation Z café-goers born between 1997 and 2012, identified as frequent café customers and residents of Camarines Sur. Using purposive sampling, the study selected participants who were actively engaged in café consumption. The primary data-gathering instrument was a Google Forms questionnaire distributed through Facebook Messenger, allowing efficient access to the target respondents and collection of data relevant to the study objectives.

Theoretical Framework - This study was anchored on four theories that explain customer behavior, service experience, and satisfaction among Generation Z café-goers. Customer Satisfaction Theory suggests that meeting or exceeding customer expectations promotes loyalty and positive brand perception through product quality, service performance, communication, and personalized experiences (Roy, 2024). Stimulus-Organism-Response Theory explains how café-related stimuli, such as ambience, design, and service environment, influence customers' emotional responses, including pleasure and satisfaction, which may lead to revisit intention, positive word-of-mouth, and loyalty (Mehrabian & Russell, 1974). The framework was further supported by the SERVQUAL Model and Expectancy-Disconfirmation Theory. The SERVQUAL Model evaluates service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, helping identify gaps between expected and actual café service performance (Parasuraman et al., 1988). Meanwhile, Expectancy-Disconfirmation Theory explains that customers evaluate their experiences based on whether actual service meets, exceeds, or falls short of prior expectations, resulting in satisfaction or dissatisfaction (Oliver, 1980). Together, these theories provided a foundation for analyzing Gen Z café habits and preferences and for developing a business model grounded in customer expectations, service quality, emotional response, and overall café experience.

2. Literature review

2.1 Demographic Profile of Gen Z Café-Goers

The reviewed literature consistently shows that Gen Z café-goers are commonly young consumers in their late teens to mid-twenties, with many identified as students or early-career individuals (Felice, 2024; Mabeza, 2024; Porzycki, 2024; Abdou, 2025). Their demographic characteristics, particularly age, occupation, income level, and digital engagement, strongly shape their café habits and preferences. Because many Gen Z customers have limited disposable income, they tend to value affordable pricing, student-friendly promotions, combo deals, and customizable menu options (Hurdawaty et al., 2023; Ramirez, 2025; Sari, 2025). At the same time, Gen Z café-goers are not driven by price alone. Studies indicate that they also view cafés as social, lifestyle, and identity spaces where ambience, visual appeal, comfort, and social media shareability are important (Samoggia & Riedel, 2018; CivicScience, 2022; Azahra et al., 2025). Their preference for "Instagrammable" interiors, sweet or specialty beverages, personalized products, and convenient service reflects their digitally connected and experience-oriented lifestyle (Wang et al., 2024; Arwani et al., 2025; Sharma & Gupta, 2025). Some studies also note gender-related patterns, with female respondents often showing stronger preferences for aesthetic spaces and specialty drinks (Awa et al., 2025; Zamborita et al., 2024). Overall, the literature suggests that understanding the demographic profile of Gen Z café-goers is essential in developing an effective café business model. Age, student status, income constraints, social media use, and lifestyle preferences provide important guidance for pricing strategies, product offerings, promotional activities, store design, and customer experience planning (Mahardika, 2025; Putri & Nugraha, 2025).

2.2 *Customer Habits in Visiting Cafés*

The literature suggests that Gen Z café visits are shaped by routine, purpose, affordability, and comfort rather than by spontaneous coffee consumption alone. Many young café-goers, especially students and young workers, visit cafés to study, socialize, work, or relax, making cafés part of their daily or weekly routines (Felicen, 2024; Villagonzalo et al., 2025; Lone et al., 2023; Azahra et al., 2024). Visit frequency is often influenced by price fairness, promotions, discounts, bundles, and loyalty programs, which encourage repeat patronage and help transform occasional visits into habitual café-going behavior (Mabeza, 2024; Pratiwi, 2025; Pangaribuan et al., 2020). Aside from pricing, habitual visits are reinforced by reliable Wi-Fi, comfortable seating, friendly staff, quick service, consistent product quality, and a welcoming atmosphere that allows customers to stay for extended periods (Lee, 2022; Darussalam et al., 2020; Lubis, 2025). Social media promotions, influencer recommendations, and food-vlogging also encourage trial visits, which may become regular habits when the actual café experience matches online expectations (Alusen, 2021; Polinar, 2025; Pereira, 2025). More recent studies also show that technology, such as online ordering, mobile promotions, and loyalty apps, has reshaped café habits toward more convenient takeout and pickup routines (Alejandro, 2025). Overall, Gen Z café habits are sustained by consistency, convenience, affordability, social connection, and alignment with everyday lifestyles.

2.3 *Customer Preferences from Café Experience*

Studies consistently show that Gen Z's café preferences are driven by the total experience rather than by coffee alone. Young café customers prefer spaces that combine inviting ambience, visually appealing interiors, friendly service, reliable product quality, and fair pricing (Felicen, 2024; Mabeza, 2024; Villagonzalo et al., 2025). Cafés function as “third places” where Gen Z customers study, work, socialize, and express identity; therefore, practical features such as Wi-Fi, comfortable seating, accessible power outlets, layout, and staff rapport strongly influence preference and dwell time (Mimoun & Gruen, 2021; Kurnianto et al., 2025; Tunçer & Laurier, 2025). Digital engagement also plays a major role in shaping Gen Z preferences. Social media visibility, influencer credibility, online word-of-mouth, and shareable café aesthetics affect attitudes, visit decisions, and loyalty (Pereira et al., 2025; Abdou, 2025; Atmaja et al., 2024). At the same time, many Gen Z customers value cafés that reflect lifestyle, wellness, authenticity, hygiene, and sustainability, including nature-inspired designs, reusable materials, ethical sourcing, and visible cleanliness practices (Quan et al., 2025; Anggraeni et al., 2023; Mahardika, 2025). Overall, the literature indicates that Gen Z prefers cafés that are comfortable, authentic, functional, socially meaningful, and digitally engaging.

2.4 *Customer Insights in Café Experience*

The reviewed studies indicate that Gen Z café experiences are shaped by emotion, environment, engagement, and identity. Cafés are not viewed merely as places to buy beverages but as social, leisure, study, and self-expression spaces where ambience, music, lighting, layout, architecture, and overall “vibe” influence purchase decisions and revisit intention (Roziq et al., 2024; Budiman & Dananjoyo, 2021; Almaz & Suryawardani, 2025; Awa et al., 2024). Positive first experiences are especially important because satisfaction and attitude toward the café strongly influence future visits and loyalty (Alcaraz et al., 2024; Annisa et al., 2023). The literature also highlights that Gen Z café experiences extend beyond the physical space. Social media presence, personalization, co-creation, brand storytelling, and sustainability practices shape satisfaction and emotional attachment to the café brand (Silalahi & Novenson, 2023; Putra Maduretno & Junaedi, 2022; Suryaningrum et al., 2024; Daniar et al., 2023). For many Gen Z customers, cafés also provide comfort, stress relief, productivity, and social belonging, making emotional experience a key driver of customer loyalty (Utari et al., 2024; Puspita et al., 2024). These studies suggest that café business models for Gen Z should integrate atmosphere, technology, values, participation, and authentic brand interaction.

2.5 Relationship Between Demographic Profile, Habits, and Preferences

The literature shows that café habits, preferences, and revisit intentions are closely connected to demographic characteristics such as age, occupation, education, income, lifestyle, and cultural context. Younger customers, especially Gen Z students and early-career consumers, often prioritize novelty, ambience, sensory experience, affordability, and social media appeal, while older or professional customers may place greater value on consistency, reliability, and convenience (Samoggia & Riedel, 2018; Lee, 2022; Zamborita et al., 2024). These differences indicate that demographic segmentation is important in understanding how customers evaluate café experiences. Studies also suggest that demographic factors shape how customers respond to service quality, pricing, store atmosphere, and promotional strategies. For instance, students often value Wi-Fi, seating comfort, discounts, and study-friendly environments, while customers with different lifestyles or cultural backgrounds may emphasize taste, brand familiarity, sensory appeal, or local identity (Marcelo, 2023; Mayasari et al., 2022; Karabulut, 2023). Overall, café business strategies must consider the interaction between demographic profile, habitual behavior, and experiential preferences to effectively satisfy and retain Gen Z customers.

2.6 Café Business Model

The literature on café business models emphasizes the importance of aligning customer value, operational strategy, digital engagement, and sustainability. Studies using the Business Model Canvas show that successful cafés connect value propositions, customer segments, key activities, channels, and revenue streams with actual customer expectations and market conditions (Rahardjo et al., 2025; Rahardjo et al., 2020). Combining the Business Model Canvas with SWOT analysis further helps cafés identify strengths, weaknesses, opportunities, and threats, allowing them to adapt strategically to changing customer behavior and competitive pressures (Rahardjo et al., 2025). Modern café business models increasingly combine offline and online experiences, such as in-store ambience, social media engagement, digital ordering, and customer communication, to enhance convenience and customer satisfaction (Nurjanah & Thorfiani, 2022). Other studies emphasize sustainability, community engagement, and social responsibility as important elements of long-term café competitiveness, especially among younger consumers who value ethical and meaningful consumption (Rasyd et al., 2025; Nosratabadi et al., 2019). Overall, effective café business models integrate customer-centered value creation, operational efficiency, digital innovation, sustainability, and experiential differentiation to remain competitive and responsive to Gen Z expectations.

2.7 Synthesis

Taken together, the reviewed literature supports the study's theoretical framework by showing that Gen Z café behavior is shaped by satisfaction, environmental stimuli, service quality, and expectation confirmation. Customer Satisfaction Theory is reflected in the finding that Gen Z customers are more likely to return and develop loyalty when cafés meet or exceed expectations through quality products, fair pricing, friendly service, comfort, personalization, and meaningful customer experiences (Felicen, 2024; Lee, 2022; Annisa et al., 2023). This directly supports the study's objective of examining Gen Z café habits and preferences as a basis for developing a customer-oriented business model. The findings also align with Stimulus-Organism-Response Theory, which explains how café stimuli such as ambience, lighting, music, layout, design, staff interaction, and social media image influence internal emotional responses, including comfort, pleasure, satisfaction, and belongingness. These emotional responses then shape behavioral outcomes such as revisit intention, word-of-mouth, loyalty, and habitual café visits (Budiman & Dananjoyo, 2021; Awa et al., 2024; Almaz & Suryawardani, 2025; Roziq et al., 2024). This connection is relevant to the research objective of identifying customer habits and preferences because it explains why Gen Z customers choose cafés not only for products but also for atmosphere, identity, and experience.

The literature further supports the SERVQUAL Model, as Gen Z café satisfaction is repeatedly linked to tangibles, reliability, responsiveness, assurance, and empathy. Tangibles are reflected in ambience, interior design, cleanliness, seating, and facilities; reliability appears in consistent product and service quality; responsiveness is

seen in quick service and digital convenience; assurance is connected to hygiene, safety, and brand trust; and empathy is reflected in friendly staff, personalization, and customer rapport (Villagonzalo et al., 2025; Tunçer & Laurier, 2025; Anggraeni et al., 2023). This supports the research objective of analyzing customer preferences because service quality dimensions help explain which aspects of the café experience matter most to Gen Z customers. Finally, Expectancy-Disconfirmation Theory is supported by studies showing that satisfaction or dissatisfaction depends on whether the actual café experience confirms, exceeds, or falls short of prior expectations. Promotions, influencer marketing, social media images, café aesthetics, menu offerings, and brand claims create expectations before the visit; when the actual experience matches or exceeds these expectations, customers are more likely to revisit and recommend the café (Alusen, 2021; Polinar, 2025; Pereira, 2025; Atmaja et al., 2024). This is connected to the study's objective of determining the relationship between customer habits and preferences, since repeated visits are likely to occur when customers' expectations are positively confirmed.

Overall, the literature affirms that the demographic profile of Gen Z café-goers, especially their age, student status, income level, digital lifestyle, and social orientation, influences their café habits and preferences. These habits and preferences are shaped by affordability, convenience, ambience, service quality, social media presence, personalization, and sustainability. Therefore, the study's proposed business model should be grounded in a clear understanding of Gen Z as price-sensitive yet experience-driven customers. The business model should integrate affordable and customizable menu options, study- and social-friendly spaces, reliable service, digital engagement, visible hygiene, sustainability practices, and emotionally appealing ambience. In this way, the proposed model becomes aligned with the study's research objectives and with the theoretical framework's emphasis on expectations, service quality, emotional response, satisfaction, and customer loyalty.

3. Research methodology

Research Design - This study employed a quantitative descriptive research design. This design was appropriate because the study aimed to describe the demographic profile, café-going habits, and preferences of Generation Z café-goers in Camarines Sur. A quantitative approach enabled the systematic collection, classification, and analysis of numerical data, while the descriptive design provided a clear picture of the characteristics, behaviors, and preferences of the target respondents (Calderon & Gonzales, 2006; Sirisilla, 2023).

Data-Gathering Instrument - The primary data-gathering instrument was an online survey questionnaire created using Google Forms. The questionnaire was designed to gather information on Generation Z café habits and preferences. After the survey form was finalized, the link was distributed to selected respondents through Facebook Messenger. The questionnaire consisted of three parts. Part I gathered the demographic profile of the respondents, including gender, civil status, occupation, source of income, and disposable income. Part II focused on customer habits, including menu choices, ordering style, purpose of visit, spending habits, and time of visit. Part III examined customer preferences, including ambience, amenities, menu variety, pricing, and service quality.

Data-Gathering Procedure - Data collection was conducted over a two-week period among Generation Z café-goers in Camarines Sur. The survey was administered online through Google Forms, and the link was distributed via Facebook Messenger to selected respondents. At least 100 respondents were invited to participate in the study. The data-gathering process followed several stages. First, the research instrument was prepared and reviewed by the research advisers to ensure the clarity, relevance, and validity of the questionnaire items. Second, permission was secured from relevant parties, including covered businesses or establishments and individual participants. A formal letter was prepared explaining the purpose, scope, and ethical considerations of the study. Third, the online survey link was distributed to the selected respondents through Facebook Messenger. Fourth, responses were automatically recorded through Google Forms. Finally, the collected data were organized, summarized, and analyzed to generate findings aligned with the research objectives.

Sampling Technique - The study used purposive sampling, a non-probability sampling technique in which participants are selected based on specific characteristics relevant to the research objectives. This method was

appropriate because the study required respondents who were Generation Z café-goers and had direct experience with café consumption. Purposive sampling allowed the researcher to obtain data from participants who could provide relevant and meaningful information about café habits and preferences (Nikolopoulou, 2022). At least 100 respondents were selected and invited to participate in the survey. This approach enabled the study to gather data from individuals who were knowledgeable about the research topic in a practical, timely, and cost-effective manner.

Respondents of the Study - The respondents of the study were frequent café customers in Camarines Sur, particularly those from Iriga City, Naga City, and nearby municipalities. They were selected because their experiences as café-goers could provide useful insights into customer habits and preferences, which served as the basis for developing a proposed café business model. The respondents were members of Generation Z, specifically those aged 13 to 28 at the time of the study. Screening questions were included to ensure that participants met the generational and café-going qualifications. The demographic variables included gender, civil status, occupation, source of income, and disposable income. Gender was categorized as male or female. Civil status included single, married, annulled, separated, and widowed. Occupation included student, unemployed, employed, self-employed, and business owner. Source of income included allowance, employment, business, investment, and grant. Disposable income was categorized into ranges, such as ₱2,000 and below, ₱3,000–₱5,000, ₱6,000–₱9,000, ₱10,000–₱14,000, and ₱15,000 and above. These variables were included to determine how demographic characteristics may relate to café habits and preferences.

Ethical Considerations - In conducting the study, the researcher adhered to the ethical guidelines of the University of Nueva Caceres and observed principles of integrity, voluntary participation, confidentiality, and protection of respondents' rights. Respondents were informed about the purpose of the study, the procedures involved, and the possible risks and benefits of participation. They were also informed that participation was voluntary and that they could withdraw from the study at any time without penalty. Informed consent was obtained from eligible participants before they answered the survey. For respondents below 18 years old, parental or guardian consent and participant assent were obtained, as appropriate. Respondents were assured that the information collected would be used solely for academic purposes and treated with strict confidentiality. Personal information was anonymized or coded to protect participants' identities. The researcher also ensured that no deception was involved, that participants were not coerced, and that potential physical, psychological, social, or privacy-related risks were minimized throughout the study.

Data Analysis Techniques - The study used descriptive and inferential statistical techniques to analyze the data. Frequencies, percentages, and ranks were used to describe the demographic profile, café habits, and preferences of the respondents. Weighted mean was used to determine the level of agreement or preference for selected café-related indicators. For inferential analysis, Pearson's correlation coefficient was used to determine the strength and direction of the relationship between customer habits and preferences. The chi-square test was used to examine whether significant associations existed between categorical demographic variables and selected café habits or preferences. These statistical techniques allowed the researcher to summarize the data and determine whether meaningful relationships existed among the study variables.

4. Results and discussion

4.1 Demographic profile of the respondents along with gender, civil status, occupation, source of income, and disposable income

Table 1
Demographic Profile of the Respondents

Profile	Frequency	Percent	Rank
Age			
13-16 Years Old	9	9%	3
17-19 Years Old	3	3%	5
20-22 Years Old	4	4%	4

Table 1 ... continued

Profile	Frequency	Percent	Rank
23-25 Years Old	70	70%	1
26-28 Years Old	14	14%	2
Total	100	100%	
Gender			
Female	54	54%	1
Male	46	46%	2
Total	100	100%	
Civil Status			
Single	97	97%	1
Married	3	3%	2
Total	100	100%	
Occupation			
Business Owner	2	2%	5
Employed	59	59%	1
Self-Employed	5	5%	4
Student	27	27%	2
Unemployed	7	7%	3
Total	100	100%	
Source of Income			
Allowance	31	31%	2
Business	6	6%	3
Employment	62	62%	1
Subsidy	1	1%	4
Total	100	100%	
Monthly Disposable Income			
₱ 2,000 and Below	19	19%	2
₱ 3,000-5,000	17	17%	3
₱ 6,000-9,000	8	8%	5
₱ 10,000-14,000	9	9%	4
₱ 15,000 and Above	47	47%	1
Total	100	100%	

Age - The findings show that the 23–25-year-old group ranked highest, accounting for 70% of respondents, indicating that café engagement is most prominent among young adults in their mid-twenties. In contrast, the 17–19-year-old group ranked lowest at 3%, suggesting limited participation among late teenagers. Overall, the age distribution shows a predominantly young-adult Gen Z, highlighting this group as the primary demographic among café visitors. Analyzing the age distribution, it is evident that the majority of respondents are concentrated in the 23–25 years old bracket at 70%, indicating that the café preferences captured in the study primarily reflect the behaviors of young adult Gen Z. The smaller proportions in the 13–16, 17–19, and 20–22 age groups suggest that early and mid-teen Gen Z individuals are less engaged in café-going activities, while the 26–28 group represents a minor but relevant older segment. This concentration implies that the study’s insights will be most applicable to the core Gen Z young adult population. Interpreting the age data, it is clear that the café habits and preferences observed in the study are predominantly influenced by young adults in Gen Z, aged 23–25, who make up 70% of the respondents. This suggests that trends in café visit frequency, beverage choices, and social behaviors are largely reflective of this core age group. At the same time, younger and slightly older Gen Z segments contribute less to the overall patterns. The predominance of the 23–25 age group in your sample mirrors academic research showing that younger adults in the Gen Z cohort (“late teens to mid-20s”) are leading coffee shop usage, integrating cafés into their lifestyles for socializing, studying, or leisure. A recent study on coffee shop preferences among Gen Z college students reported that the majority of respondents were aged 18–23, highlighting how this age segment forms the core café-going population and actively shapes coffee culture preferences, much like your 70% majority in the 23–25 bracket (Gabato et al., 2025). Based on the dominance of respondents aged 23–25 years, it is recommended that cafés tailor their products, services, and marketing strategies to appeal to young adult Gen Z. This could include trendy beverage offerings, cozy and Instagrammable spaces, and digital engagement through social media platforms where this age group is highly active, ensuring that the café experience aligns with their lifestyle and social habits.

Gender - The findings indicate that female respondents ranked highest at 54%, suggesting a slightly stronger

representation and engagement in café-related activities. Meanwhile, male respondents ranked lowest at 46%, reflecting a near-equal but marginally lower participation. Overall, the distribution shows a generally balanced sample, with both genders actively involved, though females are modestly overrepresented. From the analysis of gender, female respondents slightly outnumber males at 54% versus 46%, showing a marginally higher café engagement among women in the sample. This balanced distribution allows the study to reflect both male and female perspectives while highlighting subtle gendered trends that may influence café preferences, such as product selection or social habits. The gender distribution indicates a near balance between male and female respondents, with a slight female majority at 54%. This balance implies that the study's findings are representative of both genders. In contrast, subtle gender differences in café preferences may persist and influence marketing and service strategies. The finding of a slightly larger female share (54%) is supported by research showing higher female engagement in café consumption and in social café environments than among males. Similar studies in coffee shop research describe female dominance in samples and link it to women's stronger participation in social experiences, which can shape café preferences and spending behaviour. Given the slight female majority in the sample, cafés can consider designing promotions, loyalty programs, and social events that appeal to both genders while also including elements that particularly attract female patrons, such as aesthetically pleasing interiors, specialty drinks, and community-driven experiences that encourage repeat visits.

Civil Status - The findings show that single respondents ranked highest at 97%, indicating that most participants are single. In contrast, married respondents ranked lowest at 3%, reflecting minimal representation. Overall, the distribution indicates a predominantly single Gen Z sample, which aligns with the respondents' age profile in the study. Examining civil status, the dominance of single respondents at 97% indicates that the majority of the sample is free from marital obligations. This suggests that their café habits and spending patterns may be influenced more by personal interests and socialization than by family responsibilities, which can inform the design of services, promotions, and engagement strategies targeted toward this demographic. Interpreting the civil status data, the overwhelming majority of single respondents (97%) suggests that most café-goers in this sample are primarily focused on socializing, leisure, and personal experiences rather than family-oriented activities. This insight helps in understanding the types of services and experiences that would appeal most to this demographic. Although direct Gen Z café studies on civil status are limited, the consumer behaviour literature emphasizes that demographic variables, such as marital status, influence consumption patterns and decision-making processes. Research in consumer behaviour demonstrates how single and married individuals differ in purchase motivations and social activities, which can be extended to explain why the overwhelmingly single profile in your study may align with more independent decision-making and social café habits common among single young adults (Niosi, 2021). Given that 97% of respondents are single, it is recommended that cafés focus on creating environments conducive to socializing with friends, studying, or casual meetups. Features like group seating, collaborative tables, and event nights can cater to single young adults seeking leisure and interaction, enhancing engagement and retention.

Occupation - The findings reveal that employed respondents ranked highest at 59%, indicating that most participants are actively engaged in the workforce. Conversely, business owners ranked lowest at 2%, showing minimal representation. Overall, the occupational profile reflects a sample largely composed of working individuals and students, suggesting a group with regular routines and income sources that support café patronage. Analyzing occupation, employed respondents constitute the largest group at 59%, followed by students at 27%. The smaller shares of the unemployed, self-employed, and business owners indicate that café-going behavior is primarily shaped by structured work and academic schedules. This suggests that cafés catering to this audience may benefit from offering flexible services that fit both professional and student routines, such as quick-service options or study-friendly spaces. The occupational profile shows that employed individuals and students make up the largest portions of the sample, at 59% and 27%, respectively. This indicates that café visits are likely shaped by routines such as work breaks or study sessions, and that cafés catering to these groups may need to provide both productivity-friendly environments and convenient services for busy schedules. Showing a mix of employed respondents and students corresponds with broader Gen Z consumer behaviour studies that describe this generation

as transitioning into financial independence, with many balancing work, study, and informal income streams. Industry reports on Gen Z also note that many rely on employment or side hustles as primary income sources. This structural context influences how they spend on cafés and leisure activities (ICSC, 2023). Given that employed individuals and students make up the largest segments, cafés should offer flexible services that accommodate varying schedules, such as quick-service options for working patrons and study-friendly areas for students. Introducing loyalty programs, combo deals, and student discounts can help retain these two primary occupational groups.

Source of Income - The findings indicate that employment ranked highest as the primary source of income at 62%, suggesting that most respondents rely on stable earnings from work. In contrast, subsidy ranked lowest at 1%, reflecting minimal dependence on external support. Overall, the results show a financially self-sustaining sample, with income largely driven by formal employment and, to a lesser extent, allowances. When analyzing the sources of income, employment accounts for 62%, allowances for 31%, and business income for 6%. This indicates that most respondents rely on predictable income streams, which can influence consistent spending patterns in cafés. The smaller proportion dependent on subsidy highlights that few respondents rely on external support, reinforcing the importance of pricing strategies that consider earning stability. Interpreting the source of income shows that most respondents rely on employment (62%) and allowances (31%), indicating stable and predictable spending capacities. This understanding suggests that café pricing, promotions, and product offerings should be aligned with the purchasing power of working young adults and students, ensuring affordability without compromising quality. The pattern in the sample, where employment and allowances are major income sources, aligns with findings in Gen Z research documenting their early reliance on jobs, freelance work, or financial support from family. This reflects a transitional economic stage characteristic of Generation Z, shaping their discretionary spending on food and beverage experiences, such as café visits (ICSC, 2023). Since employment and allowances are the main sources of income, pricing strategies should be balanced to reflect affordability while maintaining quality. Cafés can introduce tiered offerings, bundle deals, and promotional campaigns that align with the predictable yet varied financial capacities of Gen Z consumers.

Monthly Disposable Income - The findings show that respondents with a monthly disposable income of ₱15,000 or more ranked highest at 47%, indicating stronger spending capacity among nearly half of the sample. In contrast, the ₱6,000–9,000 income group ranked lowest at 8%, reflecting limited representation. Overall, the results suggest a sample skewed toward higher disposable income, implying greater financial flexibility for café spending. Analyzing monthly disposable income shows a wide range, with 47% earning ₱15,000 or more, suggesting a substantial portion of respondents have higher spending power. The presence of lower-income groups, however, indicates variability in purchasing behavior, implying that cafés may need to offer tiered Pricing or promotions to accommodate diverse financial capacities while still appealing to the higher-income segment. The disposable income interpretation shows that nearly half of respondents (47%) have a relatively high spending capacity (₱15,000 or more).

In contrast, the remaining respondents span a broad range of lower-income levels. This suggests that cafés targeting Gen Z can attract both premium and budget-conscious customers by offering a mix of affordable and upscale products to suit diverse financial situations. The variation in disposable income in your data, especially the higher share earning ₱15,000 and above, is supported by research comparing spending behaviour across income and age cohorts, which finds that income level is a key determinant of how consumer groups, including young adults, allocate spending to experiences such as café consumption. The literature on Gen Z spending behaviour consistently points out that income and life stage shape consumption patterns and priorities (Rai & Jha, 2024). Given the wide range of disposable incomes, with a significant portion earning ₱15,000 or more, cafés are recommended to offer a mix of premium and budget-friendly products. This approach ensures inclusivity, allowing both higher-income patrons to enjoy upscale experiences while still attracting lower-income consumers through affordable options and value deals.

4.2 *Customer habits in visiting a café, such as menu choices, ordering style, purpose of visit, spending habits, and time of visit.*

The tables present survey results on customer habits when visiting a café, including menu choices, ordering style, purpose of visit, spending habits, and time of visit.

Table 2
Customer Habits in Visiting Café in terms of Menu Choices

Indicators	Mean	Interpretation	Rank
Usually order coffee-based beverages.	3.44	Sometimes	2
Usually order tea-based or non-coffee drinks.	3.31	Sometimes	3
Usually order dessert products.	3.15	Sometimes	5
Usually order snacks.	3.64	Often	1
Usually order a full meal.	3.23	Sometimes	4
Overall	3.35	Sometimes	

Note: 4.51 - 5.00 = Always, 3.51 - 4.50 = Often, 2.51 - 3.50 = Sometimes, 1.51 - 2.50 = Rarely, 1.01 - 1.50 = Never

The findings indicate that ordering snacks ranked highest, with a mean of 3.64 (interpreted as 'Often'), suggesting that snacks are the most consistent choice among Gen Z café patrons. In contrast, ordering dessert products ranked lowest, with a mean of 3.15 (Sometimes), suggesting a less frequent preference. Overall, the results show that respondents sometimes choose from a range of menu options, reflecting balanced, moderate ordering habits across café offerings. Analyzing these mean scores reveals distinct patterns: snacks clearly stand out as the most frequently purchased items in cafés, while beverages and meals are less consistently ordered. The "Often" classification for snacks suggests that this generation may view café visits as quick breaks or social hangouts, with grab-and-go items preferred. Meanwhile, coffee based and other drink purchases score moderately, hinting that drinks are part of the café routine but not overwhelmingly dominant. The comparatively lower interest in desserts and full meals suggests that cafés are not primarily used for dining; instead, they serve as casual spaces for light consumption and social snacking.

Interpreting the findings, Gen Z's café behavior indicates that snacks serve both social and functional purposes, as snacks to munch on during conversations, study sessions, or short leisure visits. The moderate scores for beverages imply they are still important but are not universal must-order drinks for every visit, possibly because Gen Z may choose alternative beverages (e.g., bottled or take-away orders) or visit for reasons beyond just coffee. The lower dessert scores hint that sweet treats are more occasional indulgences rather than everyday café staples for this group. Research from industry trend reporting shows that Gen Z's beverage and snack preferences are reshaping how cafés and foodservice businesses design their menus. A recent 2025 trend analysis by Food Business News highlights that younger consumers, including Generation Z, are driving demand for personalized, varied, and experience-oriented beverages that go beyond traditional coffee choices. According to this report, Gen Z values drink personalization, variety, and offerings that deliver mental and physical benefits; coffee remains essential but is consumed differently (for example, cold, customized options are increasingly popular). Additionally, vibrant, flavor-rich drinks appeal especially to younger consumers, supporting your data where snacks are ordered "often" and beverages (coffee-based and tea/non-coffee drinks) are ordered "sometimes," reflecting Gen Z's exploratory and experience-driven café habits (Newton, 2025).

Based on these menu choice habits, cafés targeting Gen Z should prioritize snack offerings as a core product category, focusing on bite-sized, shareable, Instagram-friendly snacks that appeal to social and study occasions. Enhance beverages by introducing customizable coffee and non-coffee options that reflect flavor variety (e.g., iced, flavored, or health-oriented drinks) to capture the moderate but significant interest in drinks. Offering light meal options and dessert combos as add-ons or bundle deals can also entice those who order "Sometimes." Additionally, integrating seasonal specials and limited-edition snack-and-drink pairings may stimulate repeat visits and align with Gen Z's tendency toward novelty and social sharing.

Table 3
Customer Habits in Visiting Café in terms of Ordering Style

Indicators	Mean	Interpretation	Rank
Prefer to dine in when visiting a café.	4.25	Often	1
Often choose take-out orders.	2.72	Sometimes	2
Usually order for delivery.	2.46	Rarely	3
Prefer using drive-through services.	2.34	Rarely	4
Usually make a reservation order in advance.	1.58	Rarely	5
Overall	2.67	Sometimes	

Note: 4.51 - 5.00 = Always, 3.51 - 4.50 = Often, 2.51 - 3.50 = Sometimes, 1.51 - 2.50 = Rarely, 1.01 - 1.50 = Never

The findings show that dining ranked highest, with a mean of 4.25 (interpreted as Often), highlighting Gen Z’s strong preference for experiencing the café environment. In contrast, making reservation orders in advance ranked lowest, with a mean of 1.58 (Rarely), indicating minimal use of this option. Overall, the ordering style results fall under Sometimes (overall mean = 2.67), suggesting that while dine-in dominates, other ordering methods are used occasionally but remain less preferred. Analyzing these figures, the strong preference for dine-in suggests that Gen Z café visits are more social and experience oriented rather than purely transactional. The significantly lower scores for delivery, drive-through, and reservations imply that convenience-based or distant ordering channels are not the primary modes for this group at cafes. Take-out appears to be moderately used, indicating that flexibility is appreciated but not dominant. The low reservation rate suggests a tendency toward spontaneous decision-making rather than planning, aligning with casual café visits rather than scheduled ones.

Interpreting these habits reveals that Gen Z values the social and experiential aspect of café culture, where the environment and in-person interactions are meaningful. Preferring to dine in suggests that cafés serve as third spaces for socializing, studying, or unwinding. The “Sometimes” frequency for takeout suggests a secondary behavior in which convenience is chosen, perhaps when time or context doesn't allow lingering. Rare use of delivery and drive-through suggests that cafés are not commonly used for remote or quick grab-and-go options, and infrequent reservations point to a preference for flexibility and spontaneous socializing over planning. Research on generational dining behavior supports these patterns: studies demonstrate that Gen Z places a strong value on the restaurant or café experience as a social and lifestyle activity, often dining in for connection, atmosphere, and quality time with peers, while off-premises formats like takeout or delivery remain secondary or context-specific options. According to research examining Gen Z's dining attitudes and restaurant preferences, younger consumers prioritize quality service, the dining environment, and value-for-money experiences in physical spaces when choosing where to eat out, even as digital and convenience options coexist in their routines (Afchar et al., 2025).

To leverage these ordering style tendencies, café operators should enhance the dine-in experience by creating inviting, comfortable spaces with Ambiance, Wi-Fi, and social zones that appeal to Gen Z’s desire for experiential visits. Supplement this with efficient takeout options for customers who choose flexibility, such as counter pick-ups or app ordering, without sacrificing the social space. Delivery and drive-through can be lower-priority offerings, but should still be available if aligned with branding and convenience for targeted promotions. Finally, avoid complex reservation requirements; instead, focus on walk-in friendliness and spontaneous incentives (e.g., loyalty perks for dine-in customers), since Gen Z in this study rarely plans orders far in advance.

Table 4
Customer Habits in Visiting Café in terms of Purpose of Visit

Indicators	Mean	Interpretation	Rank
Visit cafés mainly for meetings.	2.41	Rarely	3
Visit cafés mainly for studying.	2.2	Rarely	5
Visit cafés mainly for working.	2.28	Rarely	4
Visit cafés mainly for leisure or relaxation.	4.3	Often	2
Visit cafés mainly to satisfy cravings for food or drinks.	4.36	Often	1
Overall	3.11	Sometimes	

Note: 4.51 - 5.00 = Always, 3.51 - 4.50 = Often, 2.51 - 3.50 = Sometimes, 1.51 - 2.50 = Rarely, 1.01 - 1.50 = Never

The findings reveal that satisfying cravings for food or drinks ranked highest with a mean of 4.36, interpreted

as Often, indicating that this is the primary reason Gen Z visits cafés. In contrast, studying ranked lowest with a mean of 2.20, interpreted as Rarely, showing limited use of cafés for academic purposes. Overall, the results fall under Sometimes (overall mean = 3.11), suggesting that while Gen Z visits cafés for various reasons, leisure and cravings are the strongest drivers compared to functional activities. Looking at the means and ranks, pleasure-oriented purposes satisfying cravings and leisure dominate Gen Z's café behavior. These two indicators (ranks 1 and 2) are well above the "often" threshold, signaling that visiting cafés for enjoyment and treats is central to their habits. Meanwhile, functional or productivity purposes (meetings, studying, working) all fall into the "rarely" category with lower means, showing that cafés are not primarily used as spaces for structured tasks or formal engagements by this cohort. This numerical pattern reveals that experience greater than utility for Gen Z in café contexts.

Behaviorally, Gen Z appears to prioritize experiential consumption when choosing to visit cafés. High means for leisure and cravings imply that cafés are spaces where they seek relaxation, socializing, and sensory enjoyment, rather than venues for study or work. The rare use of cafés for meetings, studying, and working suggests these purposes are either fulfilled elsewhere (e.g., libraries, home) or that Gen Z prefers alternative environments for intellectual or professional focus. In essence, café visits among these young adults are less instrumental and more hedonic and social. This pattern aligns with recent research showing Gen Z's café habits are experience-driven and social rather than purely functional. For example, a study on Gen Z and coffee culture highlights that cafés serve as trendy, comfortable spaces where young consumers socialize, interact, and enjoy the atmosphere, not just consume coffee making them part of lifestyle and social engagement rather than work or academic productivity (Azahra et al., 2024). To better cater to Gen Z's café habits, café owners and business developers should emphasize leisure-oriented experiences and crave-satisfying offerings such as indulgent or innovative drinks and comfortable relaxation zones. Because productivity-based purposes are rare, cafés that do want to attract students or remote workers could introduce targeted zones or promotions (e.g., study hours with discounted beverages). Still, primary strategic focus should remain on creating social and experiential value that aligns with Gen Z's preferences.

Table 5
Customer Habits in Visiting Café in terms of Spending Habit

Indicators	Mean	Interpretation	Rank
Usually spend below ₱100 per visit.	2.32	Rarely	3
Usually spend ₱100–199 per visit.	3.34	Sometimes	1
Usually spend ₱200–299 per visit.	2.95	Sometimes	2
Usually spend ₱300–399 per visit.	2.3	Rarely	4
Usually spend ₱400 and above per visit.	2.11	Rarely	5
Overall	2.60	Sometimes	

Note: 4.51 - 5.00 = Always, 3.51 - 4.50 = Often, 2.51 - 3.50 = Sometimes, 1.51 - 2.50 = Rarely, 1.01 - 1.50 = Never

The findings revealed that spending ₱100–199 per visit ranked highest, with a mean of 3.34 (interpreted as Sometimes), indicating that Gen Z prioritizes affordability in their café spending. In contrast, spending ₱400 and above per visit ranked lowest, with a mean of 2.11 (Rarely), reflecting minimal overspending for social purposes. Overall, the results fall into the Sometimes category (overall mean = 2.60), suggesting that Gen Z's spending habits are generally moderate, guided primarily by budget-conscious choices. Examining these results reveals a balanced yet cost-conscious spending pattern among Gen Z café-goers. The strong emphasis on purchases that fit the budget indicates that value for money is a key driver; money isn't spent recklessly but instead spent with intention. Moderately high scores on relaxation and self-reward indicate that cafés serve important lifestyle roles beyond just food or drink; they offer psychological and social benefits. The lower scores for overspending for social reasons and impulse buying suggest that Gen Z is not easily swayed to spend beyond its means, perhaps due to financial awareness or limited disposable income. Altogether, these data portray a generation that enjoys café experiences but still monitors their spending.

The data suggest that Gen Z café spending is purposeful and value-driven. The high mean on budget-fit purchases suggests that this cohort selects items that align with their financial comfort zone, likely reflecting broader financial awareness and spending discipline. When they do spend on relaxation or self-reward (moderate

scores), it shows that cafés function as spaces of emotional restoration and self-care, not just as eating or socializing venues. The rare inclination toward overspending or impulse buying suggests that Gen Z does not view café outings as occasions for financial indulgence, but rather as intentional choices aligned with personal budgets and priorities. The current literature on Gen Z consumer behavior shows that this generation is highly value-conscious, intentional about spending, and selective in its dining choices, often seeking affordable experiences and meaningful purchases rather than impulsive or status-driven consumption. A recent PwC report highlights that Gen Z is value-conscious, prioritizing emotional and social value in purchases, often waiting for pricing opportunities and seeking deals, yet still spending on experiences that deliver personal satisfaction even within budget constraints. This aligns with your data, where Gen Z café customers prioritize buying products that fit their budget while occasionally spending for relaxation or self-reward (PwC, 2025).

To align with Gen Z spending habits, cafés should design pricing strategies that emphasize value without compromising experience. Introduce budget-friendly product tiers, combo deals, and loyalty discounts that make purchases feel rewarding rather than burdensome. Highlight well-priced sets for study or social sessions that promote relaxation and self-care. Offer occasional value-add promotions (e.g., "coffee + snack at a special price") to appeal to Gen Z's intentional spending style. Finally, communicate price transparency and value in marketing so Gen Z feels confident that their café experiences match both their budget expectations and emotional rewards.

Table 6
Customer Habits in Visiting Café in terms of Time of Visit

Indicators	Mean	Interpretation	Rank
Usually visit cafés during early morning hours (4:00–6:00 AM).	1.39	Never	5
Usually visit cafés in the morning (7:00–11:00 AM).	1.82	Rarely	4
Usually visit cafés in the afternoon (12:00–5:00 PM).	3.59	Often	2
Usually visit cafés in the evening (6:00–10:00 PM).	3.61	Often	1
Usually visit cafés late at night (11:00 PM–3:00 AM).	1.83	Rarely	3
Overall	2.45	Rarely	

Note: 4.51 - 5.00 = Always, 3.51 - 4.50 = Often, 2.51 - 3.50 = Sometimes, 1.51 - 2.50 = Rarely, 1.01 - 1.50 = Never

The findings show that evening visits (6:00–10:00 PM) ranked highest, with a mean of 3.61 (interpreted as Often), indicating that Gen Z prefers cafés during peak evening hours. In contrast, early morning visits (4:00–6:00 AM) ranked lowest, with a mean of 1.39 (interpreted as Never), reflecting minimal activity at this time. Overall, the results fall into Rarely (mean = 2.45), suggesting that café visits are generally infrequent outside the afternoon and evening periods. Analyzing the distribution reveals that Gen Z café activity peaks in the afternoon and evening, suggesting these periods align best with their lifestyles, whether for socializing after school or work, studying, or winding down. The rare morning and early morning visits suggest that cafés are not a primary part of this group's early daily routine, possibly because school or work schedules don't allow leisurely morning stops. The late-night low scores also reflect that most Gen Z customers prefer not to visit cafés very late, likely due to safety concerns, sleep patterns, or limited late-night operating hours in local cafés.

Interpreting these patterns, Gen Z café visits appear to be centered on social and leisure occasions rather than on routine daily rituals like breakfast or morning coffee runs. Afternoon visits might coincide with breaks between classes or work, while evening café trips can coincide with social meetups, studying after daytime commitments, or simply relaxing. The data suggest that cafés serve as third-place social spaces, places outside of home and work, where Gen Z gathers during times when they are free and seeking community or personal downtime. Research on coffee shop visitation behavior among Gen Z supports these patterns. A recent study found that younger consumers, including Gen Z, tend to visit coffee shops in the late afternoon and evening, often after completing their daily routines, to socialize, unwind, or engage in leisure activities. The researchers concluded that coffee shops function as social spaces that accommodate diverse interactions and preferences among Gen Z, especially in the afternoon and early evening, when they are free from structured daytime obligations (Fajri & Putri, 2025).

To align with these time-based habits, cafés targeting Gen Z should optimize operations and promotions for the afternoon and evening windows, when foot traffic is strongest. Introduce afternoon snack bundles or evening social deals that encourage linger time and group visits. Consider extending hours into the early evening, with

comfortable lighting and seating to create welcoming study or hangout zones. Morning promotions may still be offered, but resources and staffing should be concentrated during peak afternoon and evening hours to maximize engagement and profitability with Gen Z patrons.

4.3 Customer preferences from café experience, such as ambiance, amenities, menu variety, pricing, and quality service.

The tables present the survey results that identify the customer's café experience in terms of ambiance, amenities, menu variety, pricing, and quality of service.

Table 7
Customer Preferences from Café Experience in terms of Ambiance

Indicators	Mean	Interpretation	Rank
Prefer a cozy and relaxing ambiance.	4.71	Strongly Preferred	1
Prefer a modern and minimalistic ambiance.	4.36	Preferred	2
Prefer a lively and energetic ambiance.	3.17	Neutral	5
Prefer an artistic and creative space.	4.14	Preferred	3
Prefer a themed café design.	3.89	Preferred	4
Overall	4.05	Preferred	

Note: 4.51 - 5.00 = Strongly Preferred, 3.51 - 4.50 = Preferred, 2.51 - 3.50 = Neutral, 1.51 - 2.50 = Less Preferred, 1.01 - 1.50 = Not Preferred

The findings indicate that a cozy and relaxing ambiance ranked highest with a mean of 4.71, interpreted as Strongly Preferred, showing that comfort and calm are the top priorities for Gen Z in cafés. In contrast, lively and energetic ambiance ranked lowest with a mean of 3.17, interpreted as Neutral, reflecting mixed feelings toward more dynamic environments. Overall, the results fall under Preferred (overall mean = 4.05), suggesting that Gen Z generally favors thoughtfully designed café spaces that balance comfort, modern aesthetics, and creativity. Analyzing the ratings, it is clear that the highest-ranked Ambiance cozy and relaxing aligns with Gen Z's desire for spaces that support comfort, personal downtime, and social connection. The preference for modern minimalism and artistic design suggests that aesthetic qualities matter, perhaps because such settings provide an appealing backdrop for social media sharing, studying, or creative expression. The relatively lower interest in lively and energetic spaces may indicate that Gen Z café visits are less about high-energy social events and more about casual, personal, or focused experiences. The steady ranking of themed cafés shows openness to imaginative environments, but not as a primary driver compared to comfort and visual appeal.

Interpreting these patterns, Gen Z appears to seek café environments that offer psychological comfort, aesthetic satisfaction, and space for both social and individual activities. A cozy, relaxing ambiance likely provides a sense of refuge from daily stresses, while modern, minimalistic, and artistic spaces reflect this generation's cultural value for contemporary style and self-expression. The neutral response to lively Ambiance suggests that while energy and buzz are appreciated in some contexts, they are not core to most café experiences for this group. Overall, Gen Z's preferred Ambiance emphasizes restorative, visually pleasing, and personally meaningful environments. Research on café ambiance and Gen Z consumer behavior supports the importance of the environment in attracting this group. A recent study using the Servicescape Model and Theory of Planned Behavior found that ambiance elements such as music, lighting, interior design, and layout significantly shape coffee shop preferences for Generation Z, with sensory and aesthetic features being key influences on satisfaction and revisit intention. These findings align with your data showing strong preferences for cozy, modern, and creative atmospheres that enhance the emotional and experiential value of café visits (Awa et al., 2025).

To capitalize on Gen Z's ambiance preferences, cafés should prioritize cozy, relaxing spaces with comfortable seating, warm lighting, and a calm auditory environment that supports chats or focused work. Incorporating modern, minimalistic design elements such as clean lines, neutral palettes, and artistic accents will appeal to their aesthetic sensibilities. Café layouts can include creative corners or featured art walls that encourage social media sharing while reinforcing identity expression. While lively and energetic elements can be offered occasionally (e.g., weekend acoustic sessions), the core design strategy should center on comfort, visual appeal, and creative

expression to build emotional attachment and encourage repeat visits among Gen Z patrons.

Table 8
Customer Preferences from Café Experience in terms of Amenities

Indicators	Mean	Interpretation	Rank
Prefer cafés that offer free Wi-Fi.	4.69	Strongly Preferred	3
Prefer cafés with parking space.	4.24	Preferred	5
Prefer cafés with charging outlets.	4.71	Strongly Preferred	2
Prefer air-conditioned cafés.	4.79	Strongly Preferred	1
Prefer cafés with background music.	4.34	Preferred	4
Overall	4.55	Strongly Preferred	

Note: 4.51 - 5.00 = Strongly Preferred, 3.51 - 4.50 = Preferred, 2.51 - 3.50 = Neutral, 1.51 - 2.50 = Less Preferred, 1.01 - 1.50 = Not Preferred

The findings show that air-conditioned cafés ranked highest, with a mean of 4.79, indicating Strongly Preferred, highlighting the importance of temperature comfort to Gen Z. In contrast, parking space ranked lowest, with a mean of 4.24 (interpreted as Preferred), indicating it is less critical than other amenities. Overall, the results fall into Strongly Preferred (mean = 4.55), suggesting that a combination of comfort, connectivity, and convenience strongly shapes Gen Z's café experience. Analyzing these results reveals a clear trend: Gen Z café patrons emphasize comfort, connectivity, and convenience. The highest scoring amenities, air conditioning, outlets, and WiFi, all support extended stays, whether for studying, socializing, or remote work. Background music and parking space, while still important, are secondary enhancements that improve the overall experience. The high consensus on these amenities suggests that physical comfort and functional support for digital engagement are core drivers behind Gen Z's choice of café venues.

Interpreting these patterns, it becomes evident that Gen Z views cafes as multifunctional social and productivity spaces, not just places for a quick drink. Amenities like WiFi and charging outlets signal that this generation often blends café visits with digital tasks, whether studying, working, or connecting with friends online. A strong preference for air conditioning further reflects a desire for an environment that feels comfortable and welcoming over long periods. These preferences imply that Gen Z sees a café's physical amenities as essential, almost as important as the food or drink itself, because they shape how well the café fits into their daily routines and lifestyle needs. Academic research confirms that store atmosphere and amenity factors significantly influence Gen Z's intention to visit and linger in cafés. A recent study on store atmosphere and visit intention among Gen Z consumers found that environmental cues, including ambient comfort, connectivity features (like WiFi), and physical design, are strongly linked to behavioral intentions to visit and return, underscoring the importance of amenities as part of the overall café experience that resonates with digital native consumers' expectations (Almaz & Suryawardani, 2025).

Cafés should prioritize a climate-controlled environment with reliable air conditioning, as this directly addresses comfort expectations. Ensure high-speed free WiFi and plentiful charging outlets throughout the space to support studying, remote work, or socializing. These are amenities that significantly increase dwell time and repeat visits. Complement these with pleasant background music that enhances rather than distracts, and designated parking areas to improve accessibility. Marketing these amenities will help cafés signal that they understand and deliver what Gen Z truly values, increasing relevance and competitive appeal.

For table 9, the findings show that iced or hot coffee drinks ranked highest, with a mean of 4.68, indicating Strongly Preferred, highlighting that classic café beverages are central to Gen Z's preferences. In contrast, rice meals or all-day breakfast options ranked lowest with a mean of 3.85, interpreted as Preferred, indicating comparatively lower but still positive interest. Overall, the results fall into the Preferred category (mean = 4.30), suggesting that Gen Z values a diverse menu that balances traditional café staples with versatile options. Looking closely at these results, it's clear that beverages and meal-like choices are key attractors for this generation. The strong preference for coffee drinks reflects their cultural role in café consumption. At the same time, the high ranking of savory items like pasta and sandwiches shows that cafés are viewed not just as drink stops but as places for meaningful eating occasions. Sweet items and trendier drinks like milk tea and frappes also hold appeal, though

slightly less so than core coffee and hearty meal options. Lower (but still positive) interest in rice meals and breakfast items suggests flexibility in menu expectations without making them the main draw.

Table 9

Customer Preferences from Café Experience in terms of Menu Variety

Indicators	Mean	Interpretation	Rank
Prefer cafés that serve iced or hot coffee drinks.	4.68	Strongly Preferred	1
Prefer cafés that offer milk tea or frappes.	4.15	Preferred	4
Prefer cafés that serve cakes or pastries.	4.31	Preferred	3
Prefer cafés that serve pasta or sandwiches.	4.51	Strongly Preferred	2
Prefer cafés that offer rice meals or all-day breakfast options.	3.85	Preferred	5
Overall	4.30	Preferred	

Note: 4.51 - 5.00 = Strongly Preferred, 3.51 - 4.50 = Preferred, 2.51 - 3.50 = Neutral, 1.51 - 2.50 = Less Preferred, 1.01 - 1.50 = Not Preferred

Interpreting these patterns, Gen Z customers appear to value cafés as multifunctional food and drink destinations combining drink rituals with social eating or casual meals. Their strong preference for coffee and solid meal items suggests that cafés must balance tradition and substance with variety and trends. This indicates that menu diversity can enhance satisfaction and repeat visits by catering to both typical café behavior (coffee drinking) and broader eating needs (meals, snacks, desserts, and trendy drinks), making cafés relevant throughout the day. Recent research directly supports the importance of menu variety in attracting and satisfying Gen Z diners. A 2025 study investigating Generation Z preferences for menu variety and restaurant atmosphere found that Gen Z tends to favor healthy, diverse, and varied menu options, demonstrating that diversified food choices are key to appealing to this demographic in foodservice settings. This aligns with your finding that Gen Z café customers strongly prefer classic beverage choices like coffee and substantial meal options such as pasta or sandwiches, while also appreciating pastries, milk tea/frappes, and all-day breakfast choices, all reflecting a broad palate (Astania et al., 2025).

Cafés should curate a balanced yet dynamic menu that highlights high-quality coffee drinks and substantial meal options, such as pasta, sandwiches, and brunch-style dishes. Incorporate sweet treats and trend-based beverages (e.g., frappes, milk teas) to attract social occasions and impulse visits. Regularly refreshing seasonal offerings and introducing limited-edition items can also stimulate repeat visits and cater to Gen Z's appetite for novelty. Finally, ensure that menu items are presented clearly and attractively across both in-store menus and digital platforms to reinforce the perception of variety and quality that resonates with this cohort.

Table 10

Customer Preferences from Café Experience in terms of Price

Indicators	Mean	Interpretation	Rank
Prefer affordable pricing in cafés.	4.68	Strongly Preferred	2
Prefer high-end pricing for quality experience.	3.19	Neutral	5
Prefer cafés with a wide range of price options.	4.23	Preferred	3
Believe café prices should match the quality of products.	4.71	Strongly Preferred	1
Prefer cafés with competitive or comparative pricing.	4.12	Preferred	4
Overall	4.19	Preferred	

Note: 4.51 - 5.00 = Strongly Preferred, 3.51 - 4.50 = Preferred, 2.51 - 3.50 = Neutral, 1.51 - 2.50 = Less Preferred, 1.01 - 1.50 = Not Preferred

The findings show that price matching product quality ranked highest, with a mean of 4.71, indicating Strongly Preferred, highlighting Gen Z's focus on value and fairness in café spending. In contrast, high-end pricing for a quality experience ranked lowest, with a mean of 3.19 (Neutral), suggesting limited appeal for premium-only pricing. Overall, the results fall under Preferred (overall mean = 4.19), suggesting that Gen Z values pricing that is reasonable, flexible, and aligned with the product offered. Analyzing these figures reveals that Gen Z café visitors are price-conscious but value-oriented. They don't simply want the cheapest menu; instead, they emphasize that what they pay should be justified by what they receive, quality products that match price points. The strong preference for affordable Pricing alongside competitive, varied options suggests that this group wants choices that fit different budgets without feeling excluded. The neutral stance on high-end Pricing suggests that luxury or premium alone doesn't justify a higher cost unless it still reflects fair value. This analytical pattern shows that Gen

Z balances cost, quality, and choice when making purchase decisions.

Interpreting these results, Gen Z café customers appear to want Pricing that feels fair and empowering rather than intimidating or exclusive. They are not inclined to pay premium prices simply for status; instead, they appreciate transparency and fairness, cafes where the Price aligns with product quality, and multiple price points to accommodate different financial capacities. This suggests that cafés perceived as too expensive without clear quality justification may lose appeal, while those that communicate value clearly are more likely to attract repeat visits. Thus, Price is not just an economic barrier but a signal of respect for the customer's budget and expectations. Empirical research confirms that Gen Z places strong emphasis on Price and value when making food purchasing decisions, often even more than on luxury or prestige. A recent study on young consumers' price perceptions in food purchases found that Generation Z prioritizes value-to-price interconnections, that is, how much value they get relative to what they pay, over prestige or high price points, which are the least preferred. This aligns with your café data, which shows a strong preference for prices that match quality and affordability, and a neutral preference for high-end Pricing (Kalyva et al., 2024).

Café operators should adopt a value-focused pricing strategy that clearly links costs to perceived quality. This means offering transparent Pricing where customers can readily see what they get for what they pay, alongside a range of price options from affordable staples to higher-tier items, so customers with varied disposable incomes feel welcome. Discount bundles, student promotions, and loyalty deals can enhance the sense of value without devaluing quality. Avoid positioning the brand solely as high-end luxury; rather, emphasize quality experiences that deliver fair value to build long-term trust and repeat patronage among budget-aware Gen Z customers.

Table 11
Customer Preferences from Café Experience in terms of Quality Service

Indicators	Mean	Interpretation	Rank
Value a sanitary environment in cafés.	4.88	Strongly Preferred	1
Appreciate accommodating staff.	4.82	Strongly Preferred	2
Prefer fast and accurate service.	4.69	Strongly Preferred	5
Value customer attention and care.	4.73	Strongly Preferred	4
Appreciate professionalism among café staff.	4.79	Strongly Preferred	3
Overall	4.78	Strongly Preferred	

Note: 4.51 - 5.00 = Strongly Preferred, 3.51 - 4.50 = Preferred, 2.51 - 3.50 = Neutral, 1.51 - 2.50 = Less Preferred, 1.01 - 1.50 = Not Preferred

The findings show that valuing a sanitary environment ranked highest, with a mean of 4.88 (Strongly Preferred), highlighting that cleanliness is the top priority for Gen Z café patrons. In contrast, fast and accurate service ranked lowest with a mean of 4.69, still interpreted as Strongly Preferred, indicating that while slightly less prioritized, efficiency remains highly valued. Overall, the results fall into Strongly Preferred (mean = 4.78), indicating that Gen Z consistently expects excellence across all aspects of café service. Analyzing these results reveals that Gen Z doesn't just want a good product; they want a quality service experience that is reliable, respectful, and attentive. The highest-scoring item, cleanliness, underscores that hygiene is non-negotiable in their assessment of a café's service environment. Close behind, qualities like accommodating staff and professionalism suggest that interpersonal interactions matter deeply; customers want staff who are both friendly and competent. Although fast and accurate service is slightly lower in rank, it remains strongly preferred, indicating that efficiency is important but perhaps secondary to relational and environmental service qualities.

Interpreting these patterns, Gen Z café patrons view service quality holistically, not just about speed, but also about how staff make them feel, how safe and clean the environment feels, and how professionally they are treated. Their strong preferences suggest that service is a core expectation rather than a bonus. For this cohort, service quality likely influences emotional comfort, trust, and overall satisfaction, which, in turn, shape loyalty and positive word-of-mouth. In a café setting, where experience often matters as much as the product itself, these preferences underscore the pivotal role of the human and environmental sides of service. Research supports that Gen Z has distinct expectations for service quality in hospitality settings, prioritizing elements beyond basic transactional interactions. A study examining Generation Z's perspective on restaurant service quality found that

this cohort evaluates service through a broad lens, including reliability, assurance, empathy, and responsiveness, and that these dimensions significantly shape their dining experience and satisfaction. This aligns with your findings that Gen Z strongly values sanitation, staff accommodation, professionalism, attention, and service accuracy, emphasizing that quality service is integral to customer satisfaction and experience (Nuyken et al., 2023).

To meet Gen Z's service quality expectations, cafés should prioritize a clean, hygienic environment as a baseline, ensuring visible cleanliness throughout the space. Staff training is essential; emphasize accommodating behavior, professionalism, and attentive customer care so that interactions feel genuine and respectful. While efficiency and accuracy in service remain important, focus first on empathy, assurance, and responsiveness qualities that build strong emotional connections. Implement regular service quality feedback loops (e.g., digital surveys or comment cards) to continually refine service performance, ensuring that every visit feels consistent, comfortable, and customer-centric to this experience-oriented generation.

4.4 Demographic profile that influences customer habits and preferences. Significant relationship between customer habits and preferences of Gen Z café goers.

The following tables present the correlations between demographic profiles and customer habits and preferences. Furthermore, a subsequent table presents the significant relationships between customer habits and preferences of Gen Z café-goers.

Table 12

Chi-Square Test for the Demographic Profile Influencing Customer Habits of Gen Z Café Goers

Demographic Profile	Customer Habit	Chi-Square (X ² -value)	Significance (p-value)	N
Age	Menu Choices	76.280	.076	100
	Ordering Style	68.603	.209	100
	Purpose of Visit	51.069	.938	100
	Spending Habit	59.514	.349	100
	Time of Visit	45.910	.830	100
Gender	Menu Choices	13.529	.562	100
	Ordering Style	12.700	.625	100
	Purpose of Visit	18.740	.344	100
	Spending Habit	26.201*	.024	100
	Time of Visit	14.602	.406	100
Civil Status	Menu Choices	6.828	.962	100
	Ordering Style	14.442	.492	100
	Purpose of Visit	15.495	.560	100
	Spending Habit	65.636**	.000	100
	Time of Visit	36.063**	.001	100
Occupation	Menu Choices	43.167	.950	100
	Ordering Style	85.961*	.016	100
	Purpose of Visit	99.012**	.008	100
	Spending Habit	49.125	.731	100
	Time of Visit	45.461	.842	100
Source of Income	Menu Choices	33.124	.905	100
	Ordering Style	45.151	.466	100
	Purpose of Visit	67.643	.059	100
	Spending Habit	27.836	.954	100
	Time of Visit	27.327	.961	100
Monthly Disposable Income	Menu Choices	45.826	.912	100
	Ordering Style	59.159	.506	100
	Purpose of Visit	68.085	.474	100
	Spending Habit	59.149	.361	100
	Time of Visit	42.118	.915	100

Note: **. Correlation is significant at the 0.01 level (2-tailed); *. Correlation is significant at the 0.05 level (2-tailed).

Relationship between Demographic Profile and Customer Habits - This table (Table 12) presents the results of the Chi-Square test conducted to determine whether respondents' demographic characteristics are significantly related to their customer habits when visiting the café. The demographic included Age, Gender, Civil Status,

Occupation, Source of Income, and Monthly Disposable Income. On the other hand, the customer habits focused on Menu Choices, Ordering Style, Purpose of Visit, Spending Habit, and Time of Visit. A significant level of 0.005 was used in the analysis.

Relationship between Age and Customer Habits - Results showed that none of the five customer habit indicators were significantly related to Age, as all p-values exceeded the 0.05 threshold. This implies that the respondents were not affected by age bracket, menu choices, ordering style, purpose of visit, spending habits, or time of visit, and may behave similarly regarding what is ordered, how to order, why visit, how much money to spend, and when to visit.

Relationship between Gender and Customer Habits - Spending habits showed a significant relationship with gender, with a p-value less than 0.01. This implies that male and female respondents differ in how they handle café expenses. Meanwhile, menu choices, ordering style, purpose of visit, and time of visit exceeded the threshold of 0.05 p-value and thus have no significant relationship with gender.

Relationship between Civil Status and Customer Habits - Spending habits showed a highly significant relationship with civil status ($p < 0.01$). This implies that being single or married influences spending behavior. Single individuals may spend more on themselves, while married individuals may be more controlled in their spending. Time of visit showed a highly significant relationship ($p\text{-value} < 0.01$). This implies that marital status influences the best time to visit a café. Such that single individuals may have more liberty with time than married individuals. Moreover, no significant relationships were found among menu choices, ordering style, and purpose of visit, with p values exceeding the 0.05 threshold.

The relationship between Occupation and Customer Habit - Ordering style was significant ($p < 0.05$). This implies that profession influences how payment may be made. Employed or business owners may have more financial resources and thus a greater ability to choose any ordering style than students and unemployed individuals. The purpose of the visit showed a highly significant relationship with occupation ($p\text{-value} < 0.01$). This implies that profession influences why respondents come to the café. Employed individuals may come to the café to work on a laptop or other devices, or students may come to study there. On the other hand, no significant relationships were found between occupation and menu choices, spending habits, or time of visit.

Relationship between Source of Income and Customer Habits - Results showed that none of the five customer habit indicators were significantly associated with the source of income. All p values exceeded the 0.05 threshold. This implies that the respondents were not affected by menu choices, ordering style, purpose of visit, spending habits, and time of visit in relation to the source of income.

Relationship between Monthly Disposable Income and Customer Habits - Results showed that none of the five customer habit indicators were significantly related to monthly disposable income. All p values exceeded the 0.05 threshold. This implies that the respondents were not affected by menu choices, ordering style, purpose of visit, spending habits, or time of visit in relation to their monthly disposable income.

Table 13

Chi-Square Test for the Demographic Profile Influencing Customer Preferences of Gen Z Café Goers

Demographic Profile	Customer Preferences	Chi-Square (X^2 -value)	Significance (p-value)	N
Age	Ambiance	58.903	.370	100
	Amenities	68.421**	.011	100
	Menu Variety	44.015	.471	100
	Pricing	105.433	.000	100
	Quality Service	48.532	.079	100
Gender	Ambiance	9.431	.802	100
	Amenities	7.742	.736	100
	Menu Variety	15.758	.150	100
	Pricing	16.697	.214	100
	Quality Service	8.024	.532	100

Table 13 ... continued

Civil Status	Ambiance	12.371	.577	100
	Amenities	4.63	.948	100
	Menu Variety	6.572	.833	100
	Pricing	6.904	.907	100
	Quality Service	4.492	.876	100
Occupation	Ambiance	49.368	.722	100
	Amenities	45.329	.416	100
	Menu Variety	51.446	.205	100
	Pricing	73.445*	.027	100
	Quality Service	43.652	.178	100
Source of Income	Ambiance	36.641	.705	100
	Amenities	42.283	.129	100
	Menu Variety	35.245	.362	100
	Pricing	49.862	.114	100
	Quality Service	30.161	.307	100
Monthly Disposable Income	Ambiance	70.552	.091	100
	Amenities	43.715	.484	100
	Menu Variety	50.965	.219	100
	Pricing	70.585*	.044	100
	Quality Service	39.666	.310	100

Note: **. Relationship is significant at the 0.01 level (2-tailed); *. Relationship is significant at the 0.05 level (2-tailed).

Relationship between Demographic Profile and Customer Preferences - This table (Table 13) presents the results of the Chi-Square test conducted to determine whether respondents' demographic characteristics are significantly related to their preferences for visiting cafés. The demographic variables included Age, Gender, Civil Status, Occupation, Source of Income, and Monthly Disposable Income, while customer preferences focused on Ambiance, Amenities, Menu Variety, Pricing, and Quality Service. A significance level of 0.05 was used in the analysis.

Relationship between Age and Customer Preferences - Results reveal that among the five customer preference indicators, Amenities ($p = .011$) and Pricing ($p = .000$) showed significant relationships with Age. This implies that respondents belonging to different age brackets tend to have varying expectations and priorities regarding the availability and quality of amenities, as well as pricing considerations when patronizing cafés. Older and younger customers may value different levels of comfort, technological support, convenience features, or affordability, which influence their café choice. Conversely, Ambiance ($p = .370$), Menu Variety ($p = .471$), and Quality Service ($p = .079$) were not significantly related to Age. This indicates that, regardless of age, customers share similar preferences for the café's atmosphere, the variety of food and beverages offered, and the perceived quality of service.

Relationship between Gender and Customer Preferences - All p-values for gender were above the significance threshold, indicating no significant relationships between gender and any of the customer preference indicators. This means that both male and female respondents exhibited similar preferences for Ambiance, amenities, menu variety, Pricing, and quality of service. The findings suggest that café preferences in the studied community are largely uniform across gender.

Relationship between Civil Status and Customer Preferences - Civil status also showed no significant relationship with any of the customer preference variables. Whether the respondent was single, married, widowed, or separated, their café preferences remained consistent. This suggests that civil status does not play a substantial role in determining what customers look for in a café experience.

Relationship between Occupation and Customer Preferences - Among the indicators, only Pricing ($p = .027$) was significantly related to respondents' occupation. This implies that individuals with different occupational backgrounds, such as students, professionals, self-employed, or unemployed, may differ in their price sensitivity or spending priorities when visiting cafés. For instance, students or lower-income workers may be more cautious about spending, while professionals might be more willing to pay for higher-priced offerings. No significant relationships were observed between occupation and ambiance, amenities, menu variety, or quality of service,

suggesting that occupational categories do not influence these aspects of customer preferences.

Relationship between Source of Income and Customer Preferences - The analysis indicates that the source of income is not significantly related to any of the customer preference indicators. Regardless of whether respondents rely on salaries, allowances, business income, remittances, or other sources, their preferences for Ambiance, amenities, menu variety, Pricing, and service quality do not differ significantly. This demonstrates that the origin of one’s financial resources does not necessarily influence café-related preferences.

Relationship between Monthly Disposable Income and Customer Preferences - A significant relationship was found only between Monthly Disposable Income and Pricing ($p = .044$). This finding suggests that respondents' spending capacity influences their sensitivity to Pricing when choosing a café. Those with higher disposable income may be more tolerant of premium Pricing, while those with lower disposable income are likely to prioritize affordability. However, no significant relationships were observed between monthly disposable income and ambiance, amenities, menu variety, or quality service, indicating that these preferences remain consistent across income levels. Across all demographic variables, Pricing emerged as the most sensitive customer preference, showing significant relationships with Age, Occupation, and Monthly Disposable Income. This suggests that cost considerations vary by life stage, type of work, and financial capacity. Meanwhile, Amenities was significantly influenced only by Age, highlighting generational differences in expectations for café facilities. On the other hand, preferences for Ambiance, Menu Variety, and Quality Service showed no significant differences across demographic groups, indicating a shared expectation among customers for these aspects of the café experience. Overall, the results imply that while certain demographic characteristics shape customers' pricing expectations and amenity needs, many aspects of café preference remain universally valued regardless of personal background. Café management may therefore benefit from tailoring pricing strategies to specific segments while maintaining consistently high standards in Ambiance, menu variety, and service quality for all customers.

Table 14
Pearson's Correlation to ascertain the Significant Relationship between Customer Habits and Preferences of Gen Z Café Goers

Customer Habit	Customer Preferences	Pearson's Correlation (r-value)	Significance (p-value)	N
Menu Choices	Ambiance	.340**	.001	100
	Amenities	.451**	.000	100
	Menu Variety	.589**	.000	100
	Pricing	.189	.060	100
	Quality Service	.247*	.013	100
Ordering Style	Ambiance	.133	.188	100
	Amenities	.066	.513	100
	Menu Variety	.032	.748	100
	Pricing	.045	.658	100
Purpose of Visit	Quality Service	-.091	.367	100
	Ambiance	.457**	.000	100
	Amenities	.279**	.005	100
	Menu Variety	.204*	.042	100
	Pricing	.313**	.002	100
Spending Habit	Quality Service	.294**	.003	100
	Ambiance	.367**	.000	100
	Amenities	.106	.296	100
	Menu Variety	.200*	.046	100
	Pricing	.201*	.045	100
Time of Visit	Quality Service	-.062	.542	100
	Ambiance	.301**	.002	100
	Amenities	.143	.155	100
	Menu Variety	.226*	.024	100
	Pricing	.253*	.011	100
	Quality Service	.181	.072	100

Note: **. Correlation is significant at the 0.01 level (2-tailed); *. Correlation is significant at the 0.05 level (2-tailed).

Significant Relationship between Customer Habits and Preferences - Table 14 presents Pearson's Correlation results indicating whether significant relationships exist between the customer habits of Gen Z café-goers and their preferences for Ambiance, amenities, menu variety, Pricing, and quality service. The analysis identifies which aspects of customer habits are most strongly associated with café preferences and which relationships are statistically significant.

Menu Choices and Customer Preferences - The results reveal several significant and positive correlations between menu choices and customer preferences. Specifically, menu choices show a highly significant relationship with Ambiance ($r = .340, p = .001$), amenities ($r = .451, p < .001$), and menu variety ($r = .589, p < .001$). These findings indicate that the café's Ambiance influences customers' menu selections, the availability of amenities, and the variety of menu offerings. In particular, a more appealing ambiance and better amenities tend to encourage Gen Z customers to order more. Likewise, a wider array of menu options positively affects customer choices, suggesting that increased menu variety leads to higher ordering among café-goers. A weak but significant correlation is also observed between menu choices and quality service ($r = .247, p = .013$), suggesting that service quality slightly influences the types of items customers choose. Meanwhile, Pricing ($r = .189, p = .060$) shows no significant relationship, suggesting that menu selections are not strongly influenced by price. Overall, the findings show that Gen Z customers tend to align their menu choices with Ambiance, amenities, and the diversity of food and beverage options available.

Ordering Style and Customer Preferences - Ordering style demonstrates no significant relationship with any of the customer preference variables. All computed p-values exceed the .05 level. This indicates that whether customers order traditionally, digitally, or through self-service options does not meaningfully relate to their preferences for Ambiance, amenities, menu variety, Pricing, or quality service. This suggests that Gen Z café-goers, who are often considered digitally adept, may be flexible in their ordering methods, viewing them as independent of preferences related to the café environment and offerings.

Purpose of Visit and Customer Preferences - The purpose of the visit shows several significant positive relationships, indicating that the reasons customers visit a café affect their preference patterns. Notably, Ambiance ($r = .457, p = .000$) and Pricing ($r = .313, p = .002$) show moderate and significant relationships, meaning customers who visit for studying, socializing, or relaxation value these aspects strongly. Amenities ($r = .279, p = .005$), menu variety ($r = .204, p = .042$), and quality service ($r = .294, p = .003$) also correlate significantly, though at weaker levels. These results imply that the purpose of the visit influences which aspects of the café environment and offerings customers prioritize. For instance, those visiting for extended stays may value Ambiance and amenities, while those seeking casual or quick visits may consider Pricing and service more.

Spending Habit and Customer Preferences - Spending habits show a significant relationship with Ambiance ($r = .367, p = .000$), indicating that customers who spend more tend to prefer cafés with better Ambiance. Similar but weaker significant relationships are found with menu variety ($r = .200, p = .046$) and Pricing ($r = .201, p = .045$), suggesting that higher spenders place value on broader menu selections and fair Pricing. No significant correlations are observed for amenities ($p = .296$) or service quality ($p = .542$), suggesting that spending behavior is influenced more by the environment and menu offerings than by facilities or service quality.

Time of Visit and Customer Preferences - Time of visit also shows notable correlations. Significant positive relationships appear with ambiance ($r = .301, p = .002$), menu variety ($r = .226, p = .024$), and pricing ($r = .253, p = .011$). These findings imply that the times customers prefer to visit a café (morning, afternoon, or evening) are influenced by the quality of Ambiance, variety of food selections available, and reasonable Pricing. Amenities ($p = .155$) and quality service ($p = .072$) do not show significant relationships. This suggests that while Gen A customers consider the environment and offerings when choosing what time to visit, their decisions are less dependent on additional amenities or perceived levels of service. The correlations collectively indicate that customer habits among Gen A café goers are most strongly linked to Ambiance, menu variety, Pricing, and, in some cases, amenities, depending on the specific habit examined. The strongest relationships emerge in menu

choices, purpose of visit, and spending habits, indicating that customers' preferences directly shape these behaviors. Conversely, ordering style appears independent of customer preferences, suggesting that Gen A customers are adaptable and do not base their preference patterns on how they place their orders. The results underscore the importance of maintaining a visually appealing ambiance, offering a diverse menu, and ensuring reasonable Pricing, as these factors most consistently relate to customer habits.

5. Conclusions

This study explored the café habits and preferences of Generation Z café-goers in Camarines Sur as a basis for developing a customer-centered café business model. The findings showed that the respondents were primarily young adult Gen Z individuals, mostly single, employed, and with employment or allowance as their main source of income. This profile suggests that the target market has both lifestyle-driven interests and practical spending considerations. In terms of café habits, respondents showed a preference for dine-in experiences, light food purchases such as snacks, afternoon and evening visits, and moderate spending per visit. Their main reasons for visiting cafés were to satisfy food and beverage cravings and to relax, rather than to study, work, or attend meetings. This indicates that cafés are valued by Gen Z customers mainly as leisure, social, and experiential spaces. Regarding café preferences, the respondents strongly valued a cozy and relaxing ambiance, air-conditioning, charging outlets, free Wi-Fi, coffee drinks, pasta or sandwiches, fair pricing, cleanliness, accommodating staff, professionalism, and fast and accurate service. These findings suggest that Gen Z café-goers expect cafés to offer not only quality food and drinks but also comfort, convenience, aesthetic appeal, and dependable service.

The statistical results further showed that some demographic variables influenced selected habits and preferences. Gender was significantly related to spending habits, civil status was related to spending habits and time of visit, and occupation was related to ordering style and purpose of visit. For customer preferences, pricing emerged as the most sensitive factor, showing significant relationships with age, occupation, and monthly disposable income, while amenities were significantly related to age. However, preferences for ambiance, menu variety, and quality service appeared to be generally shared across demographic groups. These findings suggest that while some café strategies should be segmented according to demographic differences, other features such as ambiance, menu variety, and service quality should be consistently maintained for all Gen Z customers. Overall, the study concludes that a successful café business model for Gen Z customers in Camarines Sur should be experience-driven, value-oriented, and responsive to lifestyle needs. Such a model should integrate cozy and visually appealing spaces, reliable amenities, fair and flexible pricing, diverse food and beverage options, strong hygiene practices, and professional yet accommodating service. The significant relationships between customer habits and preferences further confirm that café offerings should be aligned with how Gen Z customers actually visit, spend, order, and experience cafés.

Implications for Learners - For business, hospitality, entrepreneurship, and marketing students, the findings provide a practical example of how customer behavior research can guide business model development. Learners may use the study as a reference for understanding how demographic profiling, consumer habits, and customer preferences can be translated into market-responsive business strategies. The study also shows the importance of using data-driven decision-making rather than relying only on assumptions about young consumers. The findings may also help learners understand the importance of customer experience in modern service businesses. Gen Z customers do not evaluate cafés based only on food and beverage offerings; they also consider ambiance, amenities, price fairness, cleanliness, staff behavior, and social value. This reinforces the idea that a café business model must combine product quality, service quality, and experiential value.

Implications for Practitioners - For café owners and managers, the findings suggest that Gen Z customers in Camarines Sur prefer cafés that provide comfort, convenience, affordability, and quality service. Practitioners should prioritize cozy interiors, air-conditioning, free Wi-Fi, charging outlets, clean surroundings, and accommodating staff. Since respondents strongly preferred dine-in experiences, café spaces should be designed to encourage customers to stay, relax, socialize, and enjoy the overall environment. The findings also imply that

pricing strategies should be carefully designed. Gen Z customers are budget-conscious but not necessarily unwilling to spend; they prefer prices that match product quality. Café operators may therefore offer tiered pricing, student-friendly options, snack-and-drink bundles, loyalty rewards, and affordable premium choices. Since afternoon and evening were the preferred visiting times, cafés may also design promotional offers, staffing schedules, and menu availability around these peak periods. For aspiring café entrepreneurs, the study provides a practical basis for developing a business model that responds to Gen Z lifestyles. A proposed café model should include a clear value proposition centered on relaxation, cravings, affordability, social experience, and service reliability. This means that a café should not compete only through products but through the total experience it provides to customers.

Recommendations - Based on the findings, the following recommendations are proposed: First, café owners should develop an experience-centered café environment. Since respondents strongly preferred cozy and relaxing spaces, cafés should invest in comfortable seating, good lighting, air-conditioning, pleasant background music, and modern or creative interior design. These features can help position cafés as preferred leisure and social spaces for Gen Z customers. Second, cafés should strengthen essential amenities. Free Wi-Fi, charging outlets, and air-conditioning should be treated as core service features rather than optional additions. These amenities support Gen Z's digitally connected lifestyle and encourage longer stays, especially during afternoon and evening visits. Third, café operators should offer a balanced and flexible menu. Since respondents preferred snacks, coffee drinks, pasta, sandwiches, and other light food items, cafés should provide affordable snack-based options, beverage pairings, and meal bundles. Seasonal drinks, customizable beverages, and visually appealing menu items may also help attract Gen Z customers. Fourth, pricing should be fair, transparent, and value-oriented. Since respondents preferred prices that match product quality, cafés should avoid overpricing without clear value. Instead, they may offer different price levels, combo meals, loyalty programs, student discounts, and promotional packages that appeal to both budget-conscious and higher-spending customers. Fifth, café staff should be trained in service quality. Cleanliness, professionalism, accommodation, customer care, and fast and accurate service were strongly preferred by respondents. Café owners should therefore implement regular staff training, hygiene monitoring, and customer feedback systems to ensure consistent service quality. Sixth, marketing strategies should be aligned with Gen Z behavior. Since this generation is digitally active and experience-driven, cafés should use social media platforms to promote ambiance, menu offerings, customer experiences, and special promotions. Posts should emphasize comfort, affordability, aesthetics, and customer-centered service. Finally, future café business models should integrate the findings into a practical framework. A Gen Z-oriented café model may include the following components: affordable and varied menu offerings, relaxing and visually appealing ambiance, essential digital amenities, strong service quality, fair pricing, social media engagement, and customer feedback mechanisms.

Limitations of the Study - This study has several limitations. First, the study was geographically limited to Camarines Sur, particularly respondents from Iriga City, Naga City, and nearby municipalities. Therefore, the findings may not fully represent Gen Z café-goers in other provinces or regions with different café cultures, income levels, and market conditions. Second, the study used purposive sampling and included at least 100 respondents. While this approach was appropriate for reaching frequent Gen Z café-goers, the use of non-probability sampling limits the generalizability of the findings to the broader Gen Z population. Third, the study relied on an online survey distributed through Google Forms and Facebook Messenger. As a result, responses were limited to individuals with internet access, social media access, and willingness to participate online. This may have excluded some Gen Z café-goers who are less active online. Fourth, the study used self-reported data. Respondents may have answered based on memory, personal interpretation, or socially desirable responses. Actual café behavior may differ from reported habits and preferences. Fifth, the study used a quantitative descriptive design, which allowed the researcher to identify patterns and relationships but did not deeply explore the personal reasons behind respondents' choices. Qualitative interviews or focus group discussions could have provided richer explanations of why Gen Z customers prefer certain café features. Finally, the study focused only on selected variables, including demographic profile, customer habits, and café preferences. Other factors such as brand loyalty, social media influence, peer influence, sustainability attitudes, location accessibility, and actual purchasing records were

not extensively examined.

Future Research Recommendations - Future studies may expand the geographic scope by including Gen Z café-goers from other provinces or regions in the Philippines. This would allow comparison across urban, semi-urban, and rural café markets and provide a broader understanding of Gen Z café behavior. Future researchers may also use a larger sample size and probability sampling techniques to improve the representativeness and generalizability of the findings. A larger sample may also allow more advanced statistical analyses, such as regression analysis, factor analysis, cluster analysis, or structural equation modeling. It is also recommended that future studies use a mixed-methods design. Quantitative surveys may be complemented by interviews, focus group discussions, or observation to better understand the motivations, emotions, and decision-making processes behind Gen Z café habits and preferences. Future research may also examine the role of social media, influencer marketing, sustainability practices, digital ordering systems, loyalty programs, and brand identity in shaping café patronage among Gen Z customers. These variables may provide deeper insights into how cafés can strengthen customer engagement and loyalty. Finally, future studies may test the proposed café business model in an actual café setting. Researchers may conduct feasibility studies, pilot implementation, or customer satisfaction evaluation after applying the recommended business model. This would help determine whether the proposed model is effective in improving customer satisfaction, revisit intention, and business performance.

AI Declaration Statement - The author used generative artificial intelligence tools to assist in improving the clarity, organization, grammar, and academic tone of selected sections of the manuscript. The AI tool was used only for language polishing, synthesis, and editorial refinement. The author reviewed, revised, and verified the final content and remains fully responsible for the accuracy of the data, interpretation of findings, citations, conclusions, and overall integrity of the manuscript. No AI tool was used to generate, fabricate, or manipulate research data, statistical results, respondent information, or references. The final manuscript reflects the author's own analysis, judgment, and scholarly responsibility.

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