

Marketing Analysis of Café Goers’: Resonating Reasons and Factors

EDLAN JOAB FLORENDO¹, ELISA C. CRISTOBAL, PHD²

^{1,2} *Institute of Graduate and Advanced Studies, Urdaneta City University*

Abstract- This study examined café-goers’ resonating reasons for patronage and the factors influencing loyalty in selected cafés in Urdaneta City and Villasis, Pangasinan. Using a quantitative descriptive-correlational design, data was collected from 150 respondents through a structured Likert-scale questionnaire. Weighted mean, overall weighted mean, and Pearson Product-Moment Correlation were used for analysis. Findings revealed that respondents’ café patronage is primarily driven by strong agreement on social bonding and relaxation, followed by mental health benefits and productivity enhancement, while caffeine habit was only moderately emphasized as a reason for visiting cafés. In terms of loyalty factors, respondents strongly agreed that ambiance is the most influential determinant, followed by standout products and convenience and accessibility, with value-based pricing also highly rated as reflective of perceived experience quality. The study concludes that café loyalty is predominantly shaped by environmental experience and social interaction rather than product consumption alone. This indicates that cafés function as hybrid spaces that simultaneously support emotional well-being, social engagement, and productivity, requiring businesses to prioritize atmosphere, experiential quality, and customer-centered space design to sustain long-term patronage.

Index Terms- Café-Goers, Café Patronage, Long-Term Patronage, Loyalty Factors, Resonating Reasons

I. INTRODUCTION

Café culture has emerged globally as a significant component of contemporary consumer behavior, where consumption extends beyond food and beverage intake to encompass social, psychological, and functional experiences. Ting & Thurasamy (2016) highlight that cafés function as “third places,” offering environments that foster social interaction, emotional relaxation, and informal productivity outside home and workplace settings. Research in consumer behavior further emphasizes that ambiance, product differentiation, and perceived experiential

value significantly influence customer satisfaction and loyalty in competitive café markets (Banerjee, 2025; Oronan & Paulino, 2025; Yeow & Yi-Yen, 2014). In urban economies, cafés are increasingly recognized as hybrid spaces where leisure, work, and socialization intersect, shaping modern lifestyle patterns.

In the Philippines, café culture has rapidly expanded alongside the growth of the service and creative economy. Suratos (2022) indicated that Filipino consumers are increasingly drawn to cafés not only for coffee consumption but also for social bonding, academic productivity, and mental well-being. However, despite this growth, limited empirical evidence exists on the specific motivations and loyalty factors influencing café-goers, particularly in secondary urban areas, meanwhile, Revilla (2025) remain concentrated in major cities, leaving gaps in understanding provincial consumer behavior.

In Pangasinan, particularly in Urdaneta City and Villasis, cafés have increasingly evolved into multifunctional lifestyle spaces that reflect broader patterns of economic modernization, urban influence, and shifting consumer identity among students, professionals, and young adults. These establishments now operate not only as food and beverage outlets but also as informal learning spaces, social hubs, and work-friendly environments shaped by digital culture and flexible lifestyles. Despite this emerging relevance, empirical understanding of café consumption behavior in these municipalities remains limited, particularly in terms of how different motivational drivers, such as relaxation, productivity, social interaction, and mental well-being, are prioritized and sustained over time.

More critically, there is insufficient localized evidence explaining how these motivations translate

into loyalty formation, repeat patronage, and brand attachment within provincial café markets that differ significantly from highly urbanized settings. Factors such as accessibility, community familiarity, and experiential expectations may uniquely shape consumer behavior in these areas, yet they remain underexplored in existing literature. This gap constrains the ability of café entrepreneurs and marketers to develop evidence-based strategies that align with actual consumer psychology and lived experiences.

Accordingly, this study provides a focused empirical investigation of café-goers' resonating reasons and loyalty determinants, offering context-specific insights that can strengthen customer experience design, enhance competitive positioning, and support more responsive and sustainable café business practices in emerging local markets.

II. METHODOLOGY

The study adopted a quantitative, descriptive-correlational research design to analyze café-goers' underlying motivations and examine their association with brand connection and repeat patronage behavior. A quota sampling technique was employed to ensure proportional representation of respondents while addressing practical constraints inherent in field-based data collection. The sample consisted of 150 café-goers from Urdaneta City and Villasis, Pangasinan. Data were collected through a structured survey instrument utilizing Likert-scale items to measure key dimensions, including relaxation, productivity enhancement, mental health benefits, social bonding, and caffeine consumption habits. The same statistical treatment was applied to address the most common factors influencing loyalty, including standout products, ambiance, convenience and accessibility, and value-based pricing. Composite mean scores were computed to quantify each construct. To assess the strength and direction of relationships among the variables, the Pearson Product-Moment Correlation was applied, given its suitability for analyzing continuous data derived from aggregated Likert-scale measures.

III. RESULTS AND DISCUSSIONS

Table I: Extent of Agreement of the Respondents on their Resonating Reasons as Café Goers in Relation to Relaxation; Productivity Enhancement; Mental Health Benefits; Social Bonding; and Caffeine Habit
 The findings underscore that café patronage is fundamentally experienced-driven and multidimensional, a pattern that is strongly supported by contemporary consumer behavior and service environment literature. The prominence of social bonding as the highest-rated dimension aligns with research emphasizing cafés as “third places”, social environments distinct from home and work that foster informal interaction and relational connectedness. Studies have consistently shown that consumers frequent cafés not merely for products but for opportunities to engage in meaningful social exchanges, reinforcing a sense of belonging and community (Bautista & Belandres, 2022; Maritsha et al., 2025; Reyes et al., 2024). The high agreement on meeting friends and spending time in relaxed settings reflects this social utility, positioning cafés as socially embedded consumption spaces.

RELAXATION	Weighted Mean	Descriptive Equivalent
I go to the café because...		
I need a break or time to relax	3.26	Strongly Agree
I need to de-stress or recharge.	3.24	Agree
I need a space that helps me feel emotionally refreshed.	3.22	Agree
I need a moment to pause during a stressful day.	3.23	Agree
I need time away from my usual routine.	3.29	Strongly Agree
Total Average Mean	3.25	Agree

PRODUCTIVITY ENHANCEMENT	Weighted Mean	Descriptive Equivalent
I go to the café because...		
I need to focus on schoolwork or office	2.91	Agree

tasks.		
I need an environment that helps me become more productive.	3.25	Agree
I need to work or study outside my home.	3.29	Strongly Agree
I need a steady atmosphere to help me finish my tasks.	3.29	Strongly Agree
I need to study in a place where there are minimal interruptions.	3.33	Strongly Agree
Total Average Mean	3.21	Agree

MENTAL HEALTH BENEFITS	Weighted Mean	Descriptive Equivalent
I go to the café because...		
I need a space that helps calm my mind.	3.21	Agree
I need to lift my mood during a heavy day.	3.27	Strongly Agree
I need time to sort my thoughts and feel grounded.	3.17	Agree
I want to feel emotionally balanced.	3.31	Strongly Agree
I need a place that helps me ease my stress or worries.	3.26	Strongly Agree
Total Average Mean	3.24	Agree

SOCIAL BONDING	Weighted Mean	Descriptive Equivalent
I go to the café because...		
I want to bond with family.	3.09	Agree
I plan to meet friends for simple conversations.	3.29	Strongly Agree
I want a place that feels welcoming for group hangouts.	3.19	Agree
I want to catch up with someone over coffee.	3.35	Strongly Agree
I feel like spending time with people in a relaxed place.	3.38	Strongly Agree
Total Average Mean	3.26	Strongly

		Agree
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CAFFEINE HABIT	Weighted Mean	Descriptive Equivalent
I go to the café because...		
I need the taste or smell of freshly brewed coffee.	3.07	Agree
I need the strength and quality of their coffee.	3.19	Agree
I need an energy boost to start or continue my day.	3.21	Agree
I need coffee to stay mentally alert.	3.27	Strongly Agree
I need to stay awake for long periods.	3.29	Strongly Agree
Total Average Mean	3.20	Agree

Closely associated with this is the strong endorsement of relaxation and mental health benefits, which reflects the growing recognition of cafés as therapeutic environments. Oronan & Paulino (2025) found that ambient conditions, such as lighting, music, aroma, and spatial design play a critical role in emotional regulation and stress reduction. Moreover, Jankowski (2021) further indicated that consumers increasingly seek “restorative consumption spaces” that provide psychological relief from daily pressures. The respondents’ agreement that cafés help them feel distressed, feel emotionally refreshed, and maintain mental balance suggests that café environments function as micro-level coping mechanisms within urban lifestyles. This is particularly relevant in contemporary contexts where mental well-being is a significant determinant of consumption behavior.

The dimension of productivity enhancement also reflects an evolving consumer trend wherein cafés serve as alternative workspaces. This finding is corroborated by studies on “flexible work environments,” which highlight that cafés provide a hybrid space combining comfort, moderate noise levels, and social presence, factors that can enhance cognitive performance and task engagement (Adeleke, 2020; Gabato et al., 2025; Lertpongwipusana, 2024; Putri & Innayah, n.d.) The strong agreement on studying or working outside the home suggests that respondents perceive cafés as environments conducive to focus and efficiency,

particularly in contrast to potentially distracting home settings. This aligns with the concept of “productive ambiance,” where environmental stimuli indirectly support goal-oriented behavior.

While caffeine habit remains a relevant factor, its relatively lower ranking reinforces the argument that café consumption has shifted from a product-centered to an experience-centered paradigm. Previous research in food and beverage marketing provides that sensory attributes such as taste and aroma are important, however, they are often secondary to the overall experiential value offered by the establishment (De Andrade, 2025 and Severo, 2025). The findings suggest that coffee itself functions as an enabler rather than the primary motivator, supporting the notion that modern café-goers are motivated by symbolic and experiential meanings attached to consumption.

Overall, the convergence of these dimensions highlights that café patronage is shaped by an interplay of social, psychological, and functional motivations. The results affirm that cafés operate as integrated lifestyle spaces that simultaneously address emotional well-being, social connectivity, and productivity needs. This multidimensionality reflects broader shifts in consumer behavior, where value is derived not only from tangible products but also from the experiential, relational, and psychological benefits embedded within the consumption environment.

Table II. Most Common Resonating Factors that Respondents Believe and Experience as Loyal Café Goers

The findings reveal that café loyalty is strongly anchored in experiential value, with all dimensions, standout products, ambiance, convenience and accessibility, and value-based pricing, garnering “Strongly Agree” ratings, indicating a high level of endorsement among respondents. Among these, ambiance (OWM = 3.47) emerges as the most influential factor, suggesting that the physical and atmospheric environment plays a central role in sustaining customer loyalty. Respondents particularly value minimal interruptions and a steady atmosphere conducive to productivity, reinforcing the notion that

cafés function as hybrid spaces for both leisure and task-oriented activities. This is consistent with servicescape theory, which posits that environmental cues significantly shape customer satisfaction and behavioral intentions (Chong & Zhang, 2025).

STANDOUT PRODUCTS	Weighted Mean	Descriptive Equivalent
I am loyal to the café because...		
I crave their signature drink.	3.25	Agree
I am impressed by the quality of beverages.	3.33	Strongly Agree
I want to recommend its unique drinks to others.	3.32	Strongly Agree
I miss the flavor of a drink that only it offers.	3.35	Strongly Agree
I want to try its seasonal beverages.	3.47	Strongly Agree
Total Average Mean	3.34	Strongly Agree

AMBIANCE	Weighted Mean	Descriptive Equivalent
I am loyal to the café because...		
I need to focus on schoolwork or office tasks.	3.41	Strongly Agree
I need an environment that helps me become more productive.	3.44	Strongly Agree
I need to work or study outside my home.	3.43	Strongly Agree
I need a steady atmosphere to help me finish my tasks.	3.47	Strongly Agree
I need to study in a place where there are minimal interruptions.	3.59	Strongly Agree
Total Average Mean	3.47	Strongly Agree

CONVENIENCE AND ACCESSIBILITY	Weighted Mean	Descriptive Equivalent
I am loyal to the café because...		

I can reach the location easily from where I live or work.	3.25	Agree
Parking access is available and straightforward for my commute.	3.33	Strongly Agree
The area offers a safe and comfortable environment to visit.	3.32	Strongly Agree
The location is easy to find without complicated directions.	3.35	Strongly Agree
I can stop by quickly and leave without hassle.	3.47	Strongly Agree
Total Average Mean	3.34	Strongly Agree

VALUE-BASED PRICING	Weighted Mean	Descriptive Equivalent
I am loyal to the café because...		
The price range feels worth the quality of experience.	3.41	Strongly Agree
Product quality consistently matches the price.	3.44	Strongly Agree
Every visit gives me a sense of good value.	3.43	Strongly Agree
Taste and presentation justify the cost of my order.	3.47	Strongly Agree
Overall experience makes the price feel reasonable.	3.59	Strongly Agree

Equally compelling is the role of standout products (OWM = 3.34), where respondents express strong attachment to signature and seasonal beverages. The desire to revisit for unique flavors and recommend them to others reflects the importance of product differentiation and sensory appeal in building emotional connections with customers. Prior studies affirm that product uniqueness and perceived quality enhance brand attachment and repeat patronage, particularly in competitive food and beverage markets (Justinus et al., 2024; Severo, 2025; Suratos, 2022). The emphasis on seasonal offerings further

suggests that novelty and anticipation contribute to sustained engagement.

The dimension of convenience and accessibility (OWM = 3.34) highlights the practical considerations underpinning loyalty. Ease of access, safety, and efficient mobility contribute to a seamless customer experience, which is critical in routine consumption behavior. This aligns with consumer convenience theory, where accessibility reduces perceived effort and enhances the likelihood of repeat visits (Jankowski, 2021). The ability to “stop by quickly and leave without hassle” reflects the integration of cafés into everyday routines, reinforcing habitual patronage.

Meanwhile, value-based pricing registers consistently high agreement, with respondents affirming that price aligns with quality and overall experience. This implies that loyalty is not driven by low cost but by perceived value, where customers evaluate the balance between what they pay and what they receive. Bautista & Belandres (2023) suggests that perceived value is a key determinant of customer satisfaction and loyalty, particularly when experiential and emotional benefits are factored into the consumption equation. The strong agreement that the “overall experience makes the price feel reasonable” underscores the importance of holistic value perception rather than isolated price sensitivity.

Collectively, these findings suggest that café loyalty is shaped by an integrated consumption experience, where environmental quality, product distinctiveness, accessibility, and perceived value interact to influence repeat patronage. This supports contemporary marketing perspectives that emphasize experiential branding and customer engagement over purely transactional exchanges. In essence, cafés that successfully combine sensory appeal, functional convenience, and emotional satisfaction are more likely to cultivate enduring customer loyalty in an increasingly competitive market landscape.

IV. CONCLUSION

The findings indicate that respondents generally agree that their café patronage is driven by a

combination of relaxation, productivity enhancement, mental health benefits, social bonding, and caffeine habit, with all dimensions yielding mean scores within the “Agree” to “Strongly Agree” range. Among these, social bonding and relaxation emerge as the most salient motivations, suggesting that cafés are primarily perceived as spaces for interpersonal connection and emotional reprieve. Mental health benefits further reinforce this perspective, indicating that café environments contribute to mood regulation and stress alleviation. Meanwhile, productivity enhancement reflects the evolving role of cafés as alternative workspaces, although its slightly lower means suggests variability in how effectively cafés support focused task completion. The least emphasized dimension, caffeine habit, indicates that consumption of coffee is no longer the primary driver of café visits but rather a complementary aspect of the overall experience. A notable gap lies in the inconsistent translation of psychological and productivity-related motivations into fully optimized experiences, particularly in sustaining focus and delivering structured work-conducive environments. Additionally, while respondents acknowledge mental health benefits, the results suggest that these remain situational rather than deeply embedded outcomes. Overall, café-going behavior is largely experienced-oriented, yet there remains a need for cafés to more intentionally align their environments with both emotional and functional expectations.

The results demonstrate that café loyalty is strongly influenced by standout products, ambiance, convenience and accessibility, and value-based pricing, all of which were rated “Strongly Agree,” indicating a high level of consumer endorsement. Among these, ambiance stands out as the most influential factor, highlighting the critical role of environmental quality—such as comfort, minimal distractions, and overall atmosphere—in sustaining repeat patronage. This underscores the transformation of cafés into multifunctional spaces that cater to both leisure and productivity needs. Standout products, particularly unique and high-quality beverages, also significantly contribute to loyalty, reflecting the importance of differentiation and sensory appeal. Convenience and accessibility further reinforce habitual visits, as ease of location and mobility integrate cafés into consumers’ daily routines.

Meanwhile, value-based pricing indicates that customers prioritize perceived value over absolute cost, evaluating their experience holistically. However, key gaps are evident in the potential overreliance on ambiance and experiential factors without equally strengthening product innovation and service efficiency. Additionally, while value perception is high, it remains dependent on consistency, suggesting vulnerability if quality fluctuates. Overall, loyalty is driven by an integrated experience, yet sustaining it requires continuous alignment between environmental appeal, product excellence, and operational reliability.

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