

DETERMINANTS OF CAFÉ SELECTION AMONG GENERATION Z CONSUMERS: BASIS FOR RECOMMENDATIONS

ABSTRACT

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This study examined factors associated with café selection among Generation Z consumers in selected areas of Quezon City, where café culture has expanded. Cafés serve not only as food-and-beverage establishments but also as spaces for studying, social interaction, and self-expression. The study sought to identify local determinants of café choice among Generation Z customers. The study used a quantitative descriptive-correlational design. Data were collected from 75 Generation Z respondents aged 18–27 through a structured questionnaire administered in Atomik Café, Cotti Coffee, and Wiltlover Café in Fairview, Quezon City. The questionnaire assessed demographic characteristics and café-selection factors involving ambiance and aesthetics, price and promotions, menu and product offerings, service and convenience, and digital presence and social media. Frequency distribution, percentage, weighted mean, and nonparametric tests were used. Most respondents were students with limited budgets. Ambiance and aesthetics—including cleanliness, comfortable seating, and lighting—were identified as the leading determinants of café choice. Price and promotions ranked second, reflecting interest in discounts and bundled offers. Menu variety, service convenience, and digital presence were also considered important. Age was reported as significantly associated with the factors considered in café selection, while sex was not. Generation Z consumers considered experiential, economic, and digital factors in addition to product quality when selecting cafés. Cafés seeking to attract this group may benefit from comfortable and visually appealing spaces, affordable options, and an active digital presence. Future research may use larger samples, include other Metro Manila locations, or incorporate qualitative methods.

RECOMMENDED CITATION

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