

THE GEN Z'S STUDENTS PERSPECTIVE ON COFFEE SHOP CULTURE: A PHENOMENOLOGICAL STUDY

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ABSTRACT

The present study aimed to provide an in - depth perspective in Gen Z students on coffee shop culture. It aimed to understand the trend behind university students' continued purchases and the growth of the coffee shop in Malolos, Bulacan. The coffee shop sector faces numerous challenges, including accessibility, ambiance, coffee quality and customer service. Understanding these issues can help coffee shop owners navigate these issues, distinguish their business from competitors, build a loyal customer base, and strategically expand their business. Thematic analysis was used in data gathering employing the NVivo 12 Software. The study utilized semi - structured interview and conducted a face-to-face interview to collect necessary data, focusing on participants' opinions, perspectives and experiences. The result showed an understanding on how Gen Z perceives coffee shop culture and explains the significance of Gen Z's viewpoint on the customs and behavior of coffee shops. Understanding customer preferences is beneficial as it can support a city's local tourism industry. Feedback and recommendations include helping the Local Tourism of Malolos and the Future Coffee Shop owners.

Keywords: *Coffee Shop Culture, Gen Z Students, Coffee Shops*
