Aesthetic Appeal and Consumer Preference: A Correlational Study of Coffee Shops Along Getha Road in Tarlac City

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ABSTRACT

This study examined the relationship between coffee shop aesthetic appeal and consumer café preferences along Getha Road, Tarlac City. Using a descriptive-correlational research design, the study employed a structured questionnaire to assess seven aesthetic dimensions: atmosphere, ceiling, lighting, color, décor, furniture, and outdoor appeal. The data were analyzed using descriptive statistics and correlation analysis to examine the relationship between aesthetic appeal and consumer preferences for cafés. The findings indicated positive associations between aesthetic dimensions and consumer preferences, suggesting that the physical environment may influence consumers' café choices. The results provide insights into how café design characteristics relate to consumer preferences and may guide café owners and entrepreneurs in planning their establishments. However, the findings should be interpreted considering the study's sampling method and correlational design, which limit generalizability and do not establish causal relationships.

Keywords: Coffee Shop, Aesthetic Appeal, Consumer Preference, Getha Road, Tarlac City

INTRODUCTION

The coffee shop industry has evolved beyond providing coffee and other beverages, becoming an important setting for social interaction, leisure, and individual activities. Coffee shops increasingly serve as places where people study, work, meet friends, and spend their free time. Waxman (2006) discussed the role of coffee shops as "third places," or settings outside the home and workplace where people can interact and establish social connections. In this context, the physical environment of a coffee shop may contribute to customers' overall experience and perceptions of an establishment. Elements such as lighting, furniture, décor, color, and atmosphere can shape the space's visual and functional qualities, making aesthetic appeal a relevant consideration in the study of consumer preferences for cafés.

The relationship between physical environments and consumer responses can be examined through established theoretical perspectives. Bitner's (1992) servicescape framework explains how the physical surroundings of a service establishment can influence customers' internal responses and behaviors. Similarly, the Stimulus-Organism-Response (S-O-R) model, developed by Mehrabian & Russell (1974), posits that environmental stimuli can influence individuals' internal states and subsequent responses. In the context of coffee shops, aesthetic characteristics can be viewed as environmental stimuli that consumers perceive and evaluate. These evaluations may be associated with their preferences for establishments. The frameworks provide a theoretical basis for examining whether different aesthetic dimensions are related to consumer café preferences, although the strength and nature of these relationships must be established empirically.

Coffee shop culture has also expanded across Asia, where cafés serve diverse social and recreational purposes. In countries such as South Korea and Japan, coffee shops have become part of everyday urban life, accommodating activities ranging from studying and socializing to leisure. In Southeast Asia, café interiors and visually appealing spaces have also received attention in discussions of contemporary café culture and consumer experiences (Lee et al., 2018; Winata, 2022). Previous studies have examined the relevance of ambiance, décor,

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lighting, and other environmental characteristics to consumer perceptions and preferences (Awa et al., 2024; Coronel et al., 2024). These developments highlight the importance of examining café aesthetics as a multidimensional concept rather than treating the physical environment as a single characteristic. However, the relevance of individual aesthetic dimensions may vary across consumer groups and local contexts.

In the Philippines, coffee shops have become familiar settings for work, study, socialization, and leisure. The expansion of café establishments has created opportunities for entrepreneurs while increasing the importance of understanding consumer preferences. In Tarlac City, Getha Road provides a relevant setting for examining these preferences because of the concentration and emergence of coffee shops in the area. The presence of cafés serving students, employees, and other visitors makes the area a suitable context for investigating how consumers evaluate the aesthetic characteristics of coffee shop environments. Understanding these evaluations may provide locally relevant information for entrepreneurs seeking to develop establishments that respond to consumer preferences.

Despite growing interest in café experiences and aesthetic appeal, further investigation is warranted into the relationships between specific aesthetic dimensions and consumers' café preferences in particular local settings. Examining these dimensions separately can provide a more detailed understanding of whether atmosphere, ceiling design, lighting, color, décor, furniture, and outdoor appeal are associated with consumers' preferences. The present study addresses this concern by examining these seven dimensions in relation to consumer preferences for cafés along Getha Road, Tarlac City. The study also provides an opportunity to consider whether the observed relationships are consistent with theoretical perspectives emphasizing the role of physical environments in consumer responses.

Accordingly, this study aimed to determine the relationship between coffee shop aesthetic appeal and consumer café preferences along Getha Road, Tarlac City. Specifically, it examined the respondents' assessments of atmosphere, ceiling, lighting, color, décor, furniture, and outdoor appeal, as well as their consumer café preferences. Using a descriptive-correlational research design and a structured questionnaire, the study analyzed the collected data to determine the relationships between the aesthetic dimensions and consumer preferences. The findings may provide useful insights for café owners and entrepreneurs in evaluating the role of physical design in consumers' café preferences. By focusing on a specific commercial area in Tarlac City, the study also contributes local evidence to the broader discussion of café environments and consumer behavior.

Statement of the Problem

This study aimed to determine how the aesthetic appeal of cafés affects consumers' café preferences on Getha Road, Tarlac City. Specifically, this study sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
   1.1 age;
   1.2 sex; and
   1.3 occupation?
2. How do consumers along Getha Road in Tarlac City prefer coffee shop aesthetic appeal in terms of the following factors:
   2.1 atmosphere;
   2.2 ceiling;
   2.3 lighting;
   2.4 color;
   2.5 décor;
   2.6 furniture; and
   2.7 outdoor?
3. How do consumers along Getha Road in Tarlac City describe their café preferences?

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4. What is the significant relationship between the aesthetic appeal of coffee shops and the café preferences of consumers in Getha Road, Tarlac City?
5. Which among the demographic profiles significantly relates to consumer preferences?

Hypothesis

H_1: The aesthetic appeal of coffee shops relates to consumer preference.

LITERATURE REVIEW

Coffee shops' visual appeal has become an increasingly important factor influencing customers' choices and behaviors. Several studies have been carried out to determine the role of the physical environment, which consists of the décor, lighting, and the overall interior design, on customers' choice, satisfaction, and loyalty. In the Philippines, Obenza & Buenaventura (2024) recognized a number of specific aesthetic factors, such as atmosphere, ceiling design, color, decor, furniture, and outdoor, and their contributions to the value perceived by the customer. Findings from the study indicate that a major source of satisfaction for coffee shop customers in Metro Manila is the shop's environment, particularly its aesthetic appeal. Similarly, Awa et al. (2025) revealed that the factors of lighting, seating arrangement, and interior design had a major impact on the coffee shop selection of the Generation Z college students in Davao City, thereby signifying that the sensory and relaxing environment, if properly created, could be the best way to enhance customer satisfaction and overall experience.

Beyond functional benefits, coffee shops also provide visual and affective experiences that influence customer loyalty. According to Nautiyal (2016), cafés inspired by Deweyan aesthetics promote emotional and sensory enjoyment, thereby strengthening customers' attachment to cafés and enhancing satisfaction. In line with this, Jang & Lee (2019) found that sensory-stimulating aspects, such as visual appeal, can positively influence customer behavior by making them feel good when visiting coffee shops. A pleasant sensory experience is one of the factors that support repeat visits and thus contribute to the business's long-term success. All the studies suggest that customers' emotional and sensory reactions, largely determined by aesthetics, are among the main factors driving loyalty.

Moreover, Aprilia & Suryani (2020) pointed out that customers' satisfaction with the coffee shop atmosphere, especially the aesthetics of the facility, can be a cause of the customers' favorable attitudes, including the willingness to tell others about the shop or visiting it again in the future, even when the price is higher. These findings are supported by earlier research by Fikry (2016), who also found that facility aesthetics, particularly elements of interior design such as flooring and furniture, along with lighting, strongly influence behavioral intention and are considered important factors in shaping customer preferences. Observations highlight the significance of aesthetics and well-designed spaces as strategic factors. These factors not only directly affect consumer behavior but also increase the likelihood of patronage retention.

To appeal to and retain customers, coffee shops must emphasize aesthetics. According to Susanti et al. (2021), the use of aesthetically pleasing designs makes customers feel better and extends their stay, while the emotional attachment to the place, created through positive experiences, becomes more intense. Additionally, Wang & Song (2025) examined the aesthetic preferences of the YZ generation in China and concluded that this consumer group is highly concerned with the overall ambiance of coffee shops, especially the façade design. Their research showed that both the Y and Z generations have a habit of visiting coffee shops, and they believe that exterior design is the most important factor influencing their choice of coffee shop and their decision to return, especially if the façade meets their aesthetic standards. The aesthetic aspect of coffee shops has a consistent and significant impact on customer satisfaction, loyalty, and behavioral intentions, confirming that it is a critical factor for the coffee shop industry's success.

Demographic features are also significant factors influencing customers' behavior and choices in coffee shops. Earlier studies have indicated that consumers' age and gender are among the main factors that determine their perception and evaluation of the café atmosphere. Bhirawidha (2025) found a strong association between age groups and gender differences in coffee shop buying behavior in Makassar, with younger customers being more

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inclined toward particular types of coffee shop environments. In the same way, studies conducted with student populations, in which the majority of respondents were young females, identified demographic patterns that clarify why different groups prefer and select different coffee shop settings.

RESEARCH METHODOLOGY

Research Design

This study employed a descriptive-correlational research design to examine the relationship between coffee shop aesthetic appeal and consumer café preferences along Getha Road, Tarlac City. The descriptive component summarized respondents' assessments of coffee shop aesthetic appeal and consumer café preferences, while the correlational component determined the direction and strength of the relationships between the identified aesthetic dimensions and consumer café preferences. Since the study did not involve manipulation of the variables, the findings were interpreted as associations rather than causal effects.

Research Instrument

The study utilized a structured questionnaire adapted from the studies of Obenza & Buenaventura (2024), Kilinç Şahin & Artuğer (2023), and Duman (2020). The instrument was adapted to the local context of coffee shops along Getha Road, Tarlac City, to measure respondents' perceptions of the aesthetic appeal of coffee shops and their café preferences.

The questionnaire consisted of two parts. The first part gathered information regarding the respondents' demographic characteristics and coffee shop-related background. The second part contained statements that measured the aesthetic appeal of coffee shops and consumers' café preferences. The aesthetic appeal variables examined were atmosphere, ceiling, lighting, color, décor, furniture, and outdoor appeal.

A four-point Likert scale was used, ranging from 1 (Strongly Disagree) to 4 (Strongly Agree). The terms "café" and "coffee shop" were used interchangeably throughout the study to refer to establishments that serve coffee and related beverages.

Sampling Method

The study employed convenience sampling, a non-probability sampling technique in which participants are selected based on their accessibility and willingness to participate. This approach was used because the exact population of coffee shop customers along Getha Road in Tarlac City could not be determined.

For sample size estimation, an assumed population of 20,000 was entered into the Raosoft online sample size calculator, with a 90% confidence level and a 5% margin of error. The resulting minimum sample size was 267 respondents. A total of 300 completed questionnaires were obtained for the study.

Locale of the Study

The study was conducted along Getha Road, Tarlac City, Tarlac, Philippines. Getha Road was selected as the study locale because it has several coffee shops serving students, employees, residents, and other customers. The establishments in the area offer different physical environments and design characteristics, providing an appropriate setting for examining consumers' perceptions of coffee shop aesthetic appeal and their café preferences.

The location also provides a context in which customers may visit coffee shops for various purposes, including drinking coffee, studying, working, socializing, and engaging in leisure activities. These characteristics made Getha Road a suitable setting for examining the relationship between café aesthetics and consumer preferences.

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Participants of the Study

The participants comprised 300 customers who had visited one or more coffee shops along Getha Road in Tarlac City. Participants were included based on their accessibility and willingness to participate during the data collection period.

Respondents were required to have experience visiting coffee shops along Getha Road to provide relevant assessments of coffee shop aesthetics and consumer preferences. Participation was voluntary, and respondents were informed of the study's academic purpose before completing the questionnaire.

Data Collection

Data were collected using both electronic and printed questionnaires. Of the 300 completed responses, 202 were obtained electronically through Google Forms, while 98 were collected through printed questionnaires. The two modes of administration were used to accommodate respondents' accessibility and convenience.

The researchers approached potential respondents who met the study's participation criteria and invited them to answer the questionnaire. Before participation, respondents were informed about the purpose of the study, the voluntary nature of their participation, and the confidentiality of their responses. Respondents who agreed to participate completed the questionnaire during the data collection period.

Completed responses were compiled and coded for statistical analysis. No personally identifying information was included in the reported results, and responses were treated confidentially.

Data Analysis and Statistical Treatment

The collected data were summarized and analyzed using descriptive and inferential statistics.

Frequency and percentage distributions were used to summarize the respondents' demographic characteristics and other categorical information. Descriptive measures were also used to summarize respondents' assessments of the seven coffee shop aesthetic dimensions—atmosphere, ceiling, lighting, color, décor, furniture, and outdoor appeal—and their consumer café preferences.

Pearson's product-moment correlation coefficient was used to determine the direction and strength of the relationship between each aesthetic dimension and consumer café preference. The correlation coefficient (r) was interpreted based on its direction and magnitude, while the corresponding p-value was used to determine statistical significance. A p-value of 0.05 or lower was considered statistically significant.

The correlation results were used to identify which aesthetic dimensions showed stronger or weaker associations with consumer preferences for cafés. Because the research employed a correlational design, statistically significant relationships were interpreted as associations rather than evidence of causal effects.

Ethical Considerations

The study observed ethical principles applicable to research involving human participants. Participation was voluntary, and respondents were informed of the purpose of the study, the nature of their participation, and the intended academic use of the information collected. Respondents were given the opportunity to decline participation.

Confidentiality and anonymity were maintained throughout the data collection and reporting processes. The questionnaire did not require disclosure of information that would directly identify individual respondents, and responses were reported in aggregate.

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The study involved questions concerning coffee shop aesthetics and consumer preferences and did not intentionally solicit sensitive personal information. The researchers treated respondents respectfully and took reasonable measures to protect the confidentiality of the collected responses.

RESULTS AND DISCUSSION

Demographic Profile of the Respondents

Age

Table 1 presents the age distribution of the respondents. The majority were 21–30 years old, accounting for 64.3% of the sample, followed by respondents aged 20 and below at 21.0%. The remaining respondents were in older age groups and represented a smaller proportion of the sample. The concentration of respondents in the younger age groups indicates that the sample was predominantly composed of young adults.

Table 1. Age

Age	Frequency (*f*)	Percentage
Below 21 years old	63	21.0%
21-30 years old	193	64.3%
32-40 years old	27	9.0%
41-50 years old	11	3.7%
Over 50 years old	6	2.0%
Total	**300**	**100%**

Sex

By sex, female respondents comprised 63.3% of the sample, while male respondents accounted for 36.7%. Thus, female respondents accounted for a larger proportion of participants. This distribution describes the composition of the sample and does not, by itself, indicate that females have stronger café preferences than males.

Table 2. Sex

Sex	Frequency (*f*)	Percentage
Male	110	36.7%
Female	190	63.3%
Total	**300**	**100%**

Occupation

With respect to occupation, students comprised the largest group of respondents at 50.67%, followed by employed respondents at 32.67%. Unemployed respondents accounted for 7% of the sample, while the remaining respondents belonged to other occupational categories reported in the study. The relatively large proportion of students is consistent with the use of coffee shops as spaces for studying, working, socializing, and leisure.

Table 3. Occupation

Occupation	Frequency (*f*)	Percentage
Student	182	60.67%
Employed	97	32.33%
Unemployed	21	7.0%
Total	**300**	**100%**

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Aesthetic Appeal of the Coffee

Atmosphere

Table 4 presents the respondents' assessment of atmosphere, which obtained a composite mean of 3.46. The result indicates a high level of agreement with the statements describing a warm, comfortable, positive, and cozy coffee shop environment.

Table 4. Atmosphere

Statement	Mean	Description
The atmosphere offers a warm feeling	3.49	Agree
The atmosphere communicates its concept	3.40	Agree
The atmosphere is comfortable	3.49	Agree
The atmosphere is positive	3.49	Agree
The atmosphere is cozy	3.45	Agree
Composite Mean	**3.46**	**Agree**

The finding suggests that respondents value an atmosphere that supports comfort and relaxation while spending time in a coffee shop. A pleasant atmosphere may also contribute to customers' overall evaluation of the establishment. This observation is consistent with Obenza & Buenaventura (2024) and Jang & Lee (2019), who emphasized the relevance of atmospheric characteristics to customers' experiences and evaluations of service environments.

Ceiling

Table 5 shows that the ceiling design obtained a composite mean of 3.41, indicating a high level of agreement among respondents regarding the importance of the identified ceiling characteristics. Respondents generally agreed with statements concerning ceiling height, design, color, and lighting as elements contributing to the visual quality and comfort of the coffee shop.

Table 5. Ceiling

Statement	Mean	Description
The height of the ceiling is within standard	3.32	Agree
The design of the ceiling is connected in the concept	3.40	Agree
The design of ceiling can make people appreciate the ambience of the place	3.51	Agree
Colors along with light is one the elements of the ceilings	3.41	Agree
Composite Mean	**3.41**	**Agree**

These findings suggest that ceiling design forms part of the overall visual environment perceived by customers. The result is consistent with Fikry (2016) and Aprilia & Suryani (2020), who highlighted the role of interior design elements in creating harmonious and functional spaces.

Lighting

Table 6 shows that lighting obtained a composite mean of 3.50, indicating a high level of agreement with the lighting-related statements. Respondents generally valued lighting that was comfortable, visually pleasing, and suitable for activities such as studying, working, and socializing.

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Table 6. Lightning

Statement	Mean	Description
The ambient lighting creates a comfortable atmosphere	3.51	Agree
The ambient lighting creates a friendly atmosphere	3.51	Agree
The lighting of the environment is suitable for men for my purpose of visit	3.49	Agree
Ambient lighting is not irritating	3.49	Agree
Composite Mean	3.50	Agree

The finding suggests that lighting is an important component of the coffee shop environment, as it contributes to both visual comfort and the establishment's overall ambiance. This is consistent with Nautiyal (2016) and Jang & Lee (2019), who emphasized the role of lighting in shaping customers' perceptions of an environment.

Color

Table 7 presents the respondents' assessment of color, which obtained a composite mean of 3.43. Respondents generally agreed that attractive, concept-consistent, and visually comfortable color schemes contribute to a coffee shop's appeal.

Table 7. Color

Statement	Mean	Description
The color is very attractive	3.39	Agree
The color is always associated with concept	3.41	Agree
The color is safe to the eyes	3.46	Agree
The lighting color is calming for the eyes	3.45	Agree
Composite Mean	3.43	Agree

The result suggests that coordinated color schemes may form part of customers' overall visual evaluation of a café. This finding is consistent with Obenza & Buenaventura (2024), Jang & Lee (2019), and Nautiyal (2016), whose studies emphasized the contribution of visual and sensory characteristics to customers' experiences and evaluations of service environments.

Décor

Table 8 shows that décor obtained a composite mean of 3.50. Among the individual indicators, respondents gave the highest rating to the statement concerning Instagrammable décor (mean = 3.58), followed by interactive décor (mean = 3.49) and décor aligned with the establishment's values, mission, and brand (mean = 3.42).

Table 8. Decor

Statement	Mean	Description
The décor is instagrammable	3.58	Agree
The décor is interactive	3.49	Agree
The artwork relates to values, mission, and brand	3.42	Agree
Composite Mean	3.50	Agree

These findings indicate that respondents generally value décor that is visually distinctive, interactive, and consistent with the coffee shop's identity. Such characteristics may contribute to how customers perceive and remember the establishment. The result is consistent with Awa et al. (2025), Gordon (2022), and Tanjung (2018),

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who emphasized that customers evaluate not only the product offered but also the experience created by the physical environment.

Furniture

Table 9 shows that furniture obtained a composite mean of 3.44. Respondents generally agreed that tables and chairs should be consistent with the coffee shop's concept (mean = 3.46), comfortable (mean = 3.47), and useful (mean = 3.45). The availability of power outlets in seating areas also received a relatively high mean of 3.38.

Table 9. Furniture

Statement	Mean	Description
The table and chairs are connected in the concept	3.46	Agree
The furniture is comfortable	3.47	Agree
The furniture is useful	3.45	Agree
There are outlets available at seating area	3.48	Agree
Composite Mean	3.44	Agree

The findings indicate that respondents value furniture that combines visual consistency with functional comfort. This is consistent with Fikry (2016) and Aprilia & Suryani (2020), who noted the relevance of furniture and interior layout to customers' experiences in service environments.

Outdoor

Table 10 presents the respondents' assessment of outdoor appeal, which obtained a composite mean of 3.46. The individual indicators received relatively high ratings, including readable brand-name lettering (mean = 3.48), attractive logo lighting (mean = 3.44), visually appealing exterior design (mean = 3.44), and tall windows providing a view of the interior seating or displays (mean = 3.46).

Table 10. Outdoor

Statement	Mean	Description
The lettering style of brand name is easily read	3.48	Agree
The color lighting of brand name is attracted	3.44	Agree
The exterior design of the store is visually appealing	3.44	Agree
Tall window gives a great view of prime inside sleeping or even the food display	3.46	Agree
Composite Mean	3.46	Agree

The results suggest that respondents generally value exterior characteristics that contribute to a coffee shop's visibility, identity, and overall visual appeal. This finding is consistent with Susani et al. (2021) and Wang & Song (2025), who emphasized the role of exterior design in shaping first impressions and perceptions of a business.

Consumer Preference

Table 11 presents the respondents' assessment of consumer preferences for cafés. The composite mean of 3.69 indicates a high level of agreement with the preference-related statements. Among the indicators, respondents reported a high level of agreement with feeling valued by an aesthetically appealing café (mean = 3.75), returning to cafés with a favorable ambiance (mean = 3.69), and recommending aesthetically appealing cafés to others (mean = 3.69). The preference for distinctive café designs also received a high mean of 3.64.

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Table 11. Consumer Preference

Statement	Mean	Description
The lettering style of brand name is easily read	3.48	Agree
The color lighting of brand name is attracted	3.44	Agree
The exterior design of the store is visually appealing	3.44	Agree
Tall window gives a great view of prime inside sleeping or even the food display	3.46	Agree
Composite Mean	3.46	Agree

Overall, the findings indicate that respondents generally expressed favorable preferences for cafés in relation to aesthetic and environmental characteristics. These results suggest that the physical environment is relevant to respondents' overall evaluation and preference for coffee shops. However, because the data are based on self-reported perceptions and the study uses a correlational design, the findings do not establish that aesthetic characteristics directly cause customers to return or recommend a coffee shop.

Correlation Matrix

Table 12 presents the Pearson product-moment correlation coefficients between the seven aesthetic dimensions and consumer preference for cafés. All seven dimensions demonstrated statistically significant positive relationships with consumer preference for cafés at $p < .001$.

Table 12. Correlation Matrix

Consumer Preference	p-value	Interpretation
Atmosphere	0.37 < .001	Weak Positive Correlation (Significant)
Ceiling	0.46 < .001	Moderate Positive Correlation (Significant)
Lightning	0.48 < .001	Moderate Positive Correlation (Significant)
Color	0.47 < .001	Moderate Positive Correlation (Significant)
Décor	0.51 < .001	Moderate Positive Correlation (Significant)
Furniture	0.48 < .001	Moderate Positive Correlation (Significant)
Outdoor	0.54 < .001	Moderate Positive Correlation (Significant)

Atmosphere showed a positive and statistically significant relationship with consumer preference for cafés ($r = 0.37$, $p < .001$). The magnitude of the relationship was comparatively lower than that observed for the other aesthetic dimensions. Nevertheless, the result indicates that more favorable evaluations of the atmosphere were associated with more favorable consumer preferences for cafés.

Ceiling design showed a positive and statistically significant relationship with consumer preference for cafés ($r = 0.46$, $p < .001$). This indicates that respondents who reported more favorable evaluations of ceiling characteristics also tended to report more favorable café preferences.

Lighting showed a positive and statistically significant relationship with consumer preference for cafés ($r = 0.48$, $p < .001$). The finding suggests that favorable perceptions of lighting were associated with favorable consumer preferences for cafés. Lighting may contribute to the visual and functional quality of the café environment, particularly for customers who use coffee shops for studying, working, socializing, or leisure.

Color also showed a positive and statistically significant relationship with consumer preference for cafés ($r = 0.47$, $p < .001$). This indicates that respondents who gave more favorable evaluations of the coffee shop's color characteristics also tended to report more favorable café preferences.

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Décor demonstrated a positive and statistically significant relationship with consumer preference for cafés ($r = 0.51$, $p < .001$). This was among the stronger relationships observed in the study. The result suggests that favorable evaluations of décor were associated with more favorable consumer preferences for cafés. Distinctive and visually appealing décor may shape customers' perceptions of a coffee shop's identity and environment.

Furniture showed a positive and statistically significant relationship with consumer preference for cafés ($r = 0.48$, $p < .001$). The finding indicates that respondents who evaluated furniture more favorably also tended to report more favorable café preferences. The result highlights the relevance of comfort and functionality as components of the café environment.

Outdoor appeal demonstrated the strongest positive relationship with consumer preference for cafés among the seven dimensions ($r = 0.54$, $p < .001$). This indicates that respondents who gave more favorable evaluations of outdoor characteristics also tended to report more favorable café preferences. Although this was the strongest observed association, the correlation remains an association and should not be interpreted as evidence that outdoor appeal causes consumer preference.

Overall, the results support the hypothesis that the aesthetic appeal of coffee shops is significantly and positively associated with consumer preference for cafés. The strength of the observed relationships varied across the seven dimensions, with atmosphere showing the lowest correlation ($r = 0.37$) and outdoor appeal showing the highest ($r = 0.54$). Décor also demonstrated a relatively strong association ($r = 0.51$). These findings suggest that different aesthetic dimensions may have varying degrees of relevance to consumer café preferences. However, none of the correlation coefficients establishes a causal relationship between aesthetic appeal and consumer preference.

Regression Analysis

Table 13 presents the reported linear regression model fit, which yielded an R-value of 0.204 and an R-squared value of 0.0417. The R-squared value indicates that the reported model accounted for approximately 4.17% of the variance in consumer preference. Thus, the model had limited explanatory power, indicating that a substantial proportion of the variation in consumer preference was attributable to factors not captured by the reported model.

Table 13. Regression Analysis

Linear Regression	R	R^2
Model Fit Measures Model	0.204	0.0417

Table 14 presents the reported results for the demographic variables. Age was not a statistically significant predictor of consumer café preference ($p = 0.736$), while sex was likewise not statistically significant ($p = 0.296$). Occupation also did not demonstrate a statistically significant relationship with consumer preference based on the reported results.

These findings indicate that the demographic variables examined in the reported model did not show statistically significant predictive relationships with consumer café preference in this sample. However, the results should not be interpreted to mean that demographic characteristics are universally irrelevant to café preferences. Rather, they indicate that no statistically significant relationships were detected for the demographic variables included in the reported analysis.

The relatively low R-squared value also indicates that consumer café preference is likely related to factors beyond the variables included in the reported regression model. Such factors may include coffee and food quality, price, service quality, location, accessibility, promotions, social influence, and other individual preferences. Therefore, the findings reinforce the importance of interpreting coffee shop aesthetics as one aspect of the broader consumer experience rather than as the sole explanation for café preference.

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Table 14. Model Coefficients – Consumer Preference

Predictor	Estimate	Se	t	P	
Intercept[a]	3.64787	0.12284	29.696	< .001	
Gender:					
Male-Female	-0.5333	0.05095	-1.047	0.296	Not Significant
Occupation:					
Student-Employed	0.02997	0.06516	0.46	0.646	Not Significant
Student-Employed	0.19008	0.42668	0.445	0.656	Not Significant
Unemployed-Employed	-0.09969	0.07927	-1.258	0.21	Not Significant
Age	-0.00125	0.0037	-0.338	0.736	Not Significant
*Represents reference level					

CONCLUSION

This study examined the relationship between coffee shop aesthetic appeal and consumer café preference along Getha Road, Tarlac City. The findings indicate that respondents generally expressed favorable evaluations of the aesthetic characteristics of coffee shops, including atmosphere, ceiling, lighting, color, décor, furniture, and outdoor appeal. Consumer café preference also received a high overall rating, suggesting that respondents generally valued café environments that are favorable and distinctive.

The findings showed positive and statistically significant relationships between all seven aesthetic dimensions and consumer preference for cafés. Among the aesthetic dimensions, outdoor appeal and décor demonstrated the strongest observed relationships with consumer preference, while atmosphere showed the weakest. These findings indicate that different aesthetic characteristics are associated with consumer café preferences to varying degrees, with exterior characteristics and décor showing relatively stronger associations in this sample.

The findings further suggest that consumers value coffee shop environments that provide comfort, relaxation, pleasant design, functionality, and distinctive visual characteristics. The favorable responses regarding willingness to return and to recommend aesthetically appealing cafés also indicate positive consumer preferences for establishments with attractive physical environments.

Overall, the study concludes that the aesthetic appeal of coffee shops is positively associated with consumer preference for cafés along Getha Road. However, the findings do not establish that aesthetic characteristics alone determine customer choice, satisfaction, or return behavior. Other factors, such as product quality, price, service, accessibility, and social influences, may also contribute to consumer preferences. Nevertheless, the findings provide useful insights for café owners and entrepreneurs in considering the physical and visual characteristics of their establishments.

RECOMMENDATIONS

Based on the study's findings, coffee shop owners and entrepreneurs may consider giving greater attention to the overall aesthetic and physical environment of their establishments. Outdoor appeal and décor showed relatively stronger associations with consumer preference for cafés. Storefronts may therefore be enhanced through visually cohesive signage, appropriate exterior lighting, large windows, greenery, and other distinctive features that complement the coffee shop's concept and brand identity. Interior spaces may likewise incorporate creative, visually appealing décor, artwork, and other design elements that lend a distinctive character while remaining consistent with the establishment's overall identity.

Attention may also be given to lighting, furniture, atmosphere, and color as complementary elements of the café environment. Lighting may be designed to provide visual comfort and accommodate different customer activities, such as studying, working, dining, and socializing. Comfortable and functional seating, together with accessible power outlets where feasible, may also be considered, particularly for customers who spend extended

periods in the establishment. Maintaining adequate air circulation, appropriate sound levels, cleanliness, and a comfortable temperature may further contribute to a pleasant café environment. Similarly, the use of cohesive and visually comfortable color schemes may help create a consistent interior design that complements the coffee shop's branding and other aesthetic elements.

Customer feedback may also be gathered periodically to identify preferred aesthetic features and areas for improvement. Such feedback may help coffee shop owners make design decisions that remain responsive to changing consumer preferences. However, aesthetic improvements may be considered alongside other aspects of the café experience, such as product quality, price, service, accessibility, and location, since consumer preference may be influenced by multiple factors. Future researchers may examine these factors further and conduct studies using probability sampling or broader geographic coverage to yield more generalizable findings on consumer café preferences.

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