

**PREFERENCE OF AESTHETIC DESIGN AMONG COFFEE SHOPS IN
DAVAO CITY**



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The University of Mindanao

An Undergraduate Thesis Presented to the Faculty of the
College of Business Administration Education
University of Mindanao
Davao City

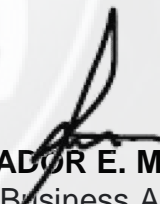
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Bachelor of Science in Business Administration
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ACCEPTANCE AND APPROVAL SHEET

This study entitled “**Preference of Aesthetic design Among Coffee Shops in Davao City**” prepared and submitted by **JERALYN CANOY, AIZA NONGKA**, and **MERY MAE SALDON** for the compilation of the requirement of BUSINESS RESEARCH- MM (MM-301) under the College of Business Administration Education of the University of Mindanao, is hereby accepted.




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APPROVAL AND ENDORSEMENT SHEET

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ABSTRACT

Aside from people who work in the store who can talk to the customers, there are the silent talkers who can attract possible customers to the shop, and these are the shop's designs. The modern coffee shops used the designs to attract their target customers in the area. Because of this, many coffee shops use aesthetic design to connect with their target market. The aesthetic designs that coffee shops usually consider are the decorations and artifacts, store layout, Music, lighting, and Scent. These are the typical choices to consider when choosing a coffee shop, especially for modern customers. This study aims to determine if there is a significant relationship between the preferred aesthetic designs and the potential customers of coffee shops in Davao City. The study used a quantitative method, specifically descriptive research. The results were statistically processed using mean, standard deviation, correlation coefficient, and significance. The result of the study reveals that decoration and artifacts have a significant relationship with young adults' ages. Also, it shows that females who are employed, single, and young adults like to go to coffee shops that have aesthetic designs. The significant relationship between potential customers and their preferences for an aesthetic coffee shop revealed a positive outcome. The findings of this study recommend that coffee shop owners improve their decorations and artifacts to catch customers' attention. This study supports the UN's sustainable goals, precisely Goal 9: industry, innovation, and infrastructure. UN sustainable goals aspire to change the world. Goal 9: Create a strong infrastructure, encourage sustainable and equitable industrialization, and support creativity.

Keywords: *Aesthetic Design, Decoration, UN Sustainable Goals*

Sustainable Development Goal (SDG): (9) *Industry, Innovation and Infrastructure*

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The Researchers

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INTRODUCTION

Coffee shops have become places to buy and enjoy coffee, gather work, and socialize from various walks of life (Larassati D., Latif F., and Indahyani T., 2021). In coffee shops, the most essential thing that customers must consider is the taste of the coffee and drinks they sell. Still, for new generations, interior designs are also important. *Café Culture: For Lovers of Coffee and Good Design* brings together a selection of well-crafted interior spaces by those with a strong sense of pleasing design aesthetics and a pure admiration for the art of a good coffee experience (Schneider, R. 2019). A coffee shop is considered a postmodern phenomenon by some people and is a place that has created a social image via proper interaction with its space and semantic system (Maryam R. and Saeid R., 2022). This study aims to investigate the effects of servicescape on customer satisfaction and loyalty – centered on social interaction and service experience in the café setting (Tran Q.X., Dang M.V., and Tournois N., 2020). Café chain owners compete by offering new café concepts to attract customers and deliver their value to customers effectively. To gain competitiveness and attractiveness, a café must possess an interesting servicescape and provide a good impression on customers in a café (Nguyen V.A and Nguyen T.P.T., 2021).

When going somewhere, the customer's comfort must be unforgettable, leading them to return or revisit the place they went. Now, about cafés, it is also essential to consider the environment a coffee shop offers to the valued customers. The interior designer must speak on behalf of the owner or staff of the coffee shop to persuade the customers. Aesthetic design is the physical

appearance and location of a product that can attract the eyes of the customers toward the product or location of a business. As specified by (Nguyen V.A. and Nguyen T.P.T., 2021), service scape also directly impacts overall service quality, employee service quality, and behavioral intention. The coffee shops aim to provide a good taste of coffee and beverages and give their customers a feel-of-home vibe. Based on the research of Azzuhri and Tanjung (2017), nowadays, the café as a place for eating is known as a master concept of coffee shop that has progressed into a sub-concept that is a café to hang out. In more detail, a café must have a specific theme, like a distinct interior design concept.

Customer enjoyment covers both tangible and intangible elements of product presentation. In this product presentation, service quality and value are significant in customer satisfaction in service firms, e.g., coffee shops, restaurants, and hotels as service sources (Duman, 2020). The first impression of customers always matters, especially if they are going to enter a coffee shop. They will find a coffee shop where they feel comfortable and relaxed. However, not all coffee shops provide this feeling; most old coffee shops do not give importance to their interior designs. Based on its cultural perspective, coffee shops may strengthen one's identity, express specific values, and increase interpersonal bonds. For instance, the fulfillment of this meaning and culture is establishing a coffee shop, previously identified with facilities for eating, drinking, and gathering, which has changed to accommodate the self-discovery and entertainment of urban communities (Dhillon J.K. and Widayani A. I., 2018). In Davao City, many coffee shops offer different coffees and also their ambiance. The ambiance of the interior design of a coffee shop can attract

many customers, especially if the interior design of a coffee shop is very Instagram-able and aesthetic in the eyes of the customers. Design aesthetics play a crucial role in product design. Stakeholders expect to develop refined and premium products by enhancing the design aesthetics of products (Shi A., Hou F. and Hou G., 2021). Customer expectations are gained from the customers' experiences, opinions of their friends and colleagues, and information and promises given by competitors (Duman, 2020). The study of Duman's customer expectations is supported by Madison's article (2023). Customers feel less satisfied when they expect something from a company but need to get what they desire.

On the other hand, if they doubt the company and are unexpectedly surprised, they may feel more satisfied than if they had high expectations and feel they have failed. The physical environment means convenient access, convenient parking, a clean and pleasant environment, an indoor atmosphere, and bathroom comfort. In other words, physical evidence of the service is the careful attention and consideration of the provider providing the service to the customer, such as the appearance of physical facilities, equipment, and communications data (Lee & Kim, 2021). As mention by the study of AbuThahir & Krishnapillai (2018), cafés with a pleasant store environment are likelier to attract a walk-in customer, which triggers their revisit intention. This study anchored the theory of Atmosphere as a Marketing Tool (Kotler, 1973) and investigates how a range of atmospheric stimuli, including Music, lighting, and Scent, can be manipulated to impact consumer emotional, cognitive, and behavioral responses in consumption settings (Spangenberg E. R, Sprott D. E,

Grohman B. and Tracy D.L., 2006; Spence C., Puccinelli, N.M., Grewal, D. and Roggeveen, A.L., 2014). The aesthetic design of the coffee shops might have an impact on the preferences of the customers. The Atmosphere of an establishment might affect customer behavior, especially if the Atmosphere has the quality, pleasantness, and satisfaction that the customers are looking for. The aesthetic designs of coffee shops might affect the customer's taste in choosing their preferred coffee shop.

Many customers prefer to have a relaxed and well-organized interior design of a coffee shop because they can feel the pleasantness and satisfaction they want to feel. Cabres demanded to have a specific theme, like an interior design concept. A room arranged neatly and with a theme would look more attractive to consumers than a room with no character or design (Azzuhri & Tanjung, 2017). Customers will appreciate the themes of coffee shops because they are one of the things that customers consider in a coffee shop other than the taste of their coffee. Most coffee shops nowadays consider the interior design of their coffee shops because these can be the silent salespeople that can attract many customers.

Moreover, the aesthetic interior design of a coffee shop can affect many customer preferences, including quality, pleasantness, and customer satisfaction. Providing customers with demand can boost income and advertise the coffee shop. As indicated by El-Adly & Eid (2016), developing an attractive environment is an essential retail strategy to induce specific positive emotional responses and ultimately affect consumer purchase behavior. Decoration and artifacts are vital components of consumers' attraction towards the pleasant

appearance of the café setting, which influences the consumer's overall satisfaction and loyalty (Jang & Namkung, 2009; Kim & Moon, 2009). Besides that, decorations and artifacts help customers develop their first impression of the overall ambiance of the café (Siu N.Y.M., Wan, P.Y.K. and Dong, P., 2012). VanBaren (2012) claimed that the store layout is the design of a store's interior and provides maximum exposure to merchandise. Store layouts in cafés should emphasize seating arrangement, equipment, and furnishings, which increases customer satisfaction and leads them to spend longer hours in the café (Heung & Gu, 2012).

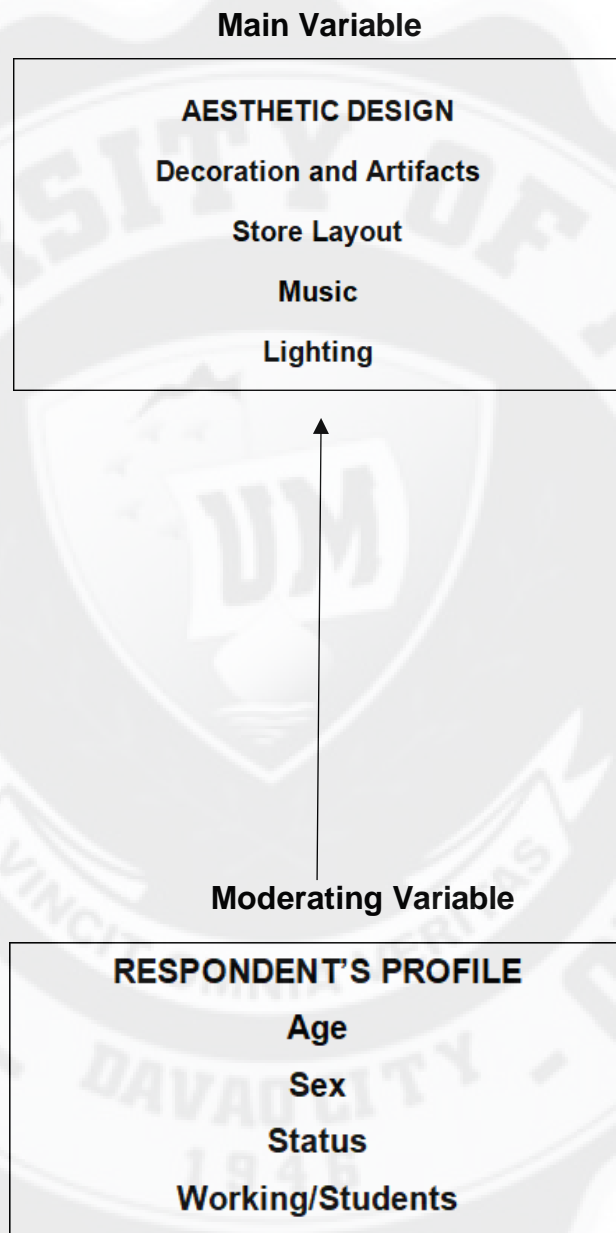
Customer preferences towards Music can affect their satisfaction (Shashikala & Suresh, 2013). Hence, Han H., Back K.J., and Barrett B. (2009), explained that café owners should fine-tune background music by changing its volume (i.e., loud to soft), tempo (i.e., fast to slow), and genre (i.e., classical or jazz), based on the customer interest in to arouse consumer emotional states. As demonstrated by Kim & Moon (2009), popular Music increases the duration customers spend in a café compared to ordinary Music, influencing the dinner experience. Custers, De Kort, IJsselsteijn, and de Kruiff (2010) explained that lighting influences a customer's emotions, mood, and cognition. Ryu and Jang (2008) supported the idea that lighting elements in stores significantly impact customers' intention to visit the retailer for repurchase action. Furthermore, Ramlee and Said (2014) asserted that lighting is one of the essential characteristics of intangible dimensions that significantly affect the non-visual sense of consumer perception towards café selection.

The purpose of this research study is to identify the preferences among the consumers here in Davao City in choosing Coffee shops about the effectiveness of how it influences potential customers or the target market in leading them to try or enter a particular coffee shop or if they have a significant relationship in attracting customers based on the Aesthetic Interior Design. Considering that most people nowadays are more attracted to anything unique and catchy in their eyes, and most of them are more excited about going to a specific place and feeling the services and things that they might see and experience than trying the taste of products such as foods or a coffee itself.

This research will also lead business owners or future coffee shop owners to have this "Consumer-centric innovation" wherein it will put the client at the center of the creative process, and the organization can practice it (Wechsler & Schweitzer, 2019). To gain an advantage, companies increasingly strive to be perceived by their customers as customer-centric (e.g., Selden and MacMillan (2006); Shah et al. (2006); Lee et al. (2015)). Many researchers believe that one of the reasons why most customers will revisit their favorite coffee shops is because of their interior design. This study seeks to answer the following questions to support the primary objective: 1) What is the profile of the respondents? 2) What are the customer's preferences for the aesthetic designs of coffee shops? 3) Is there any significant relationship between customers' preferences and the coffee shops' aesthetic designs?

Figure 1: **Conceptual Framework**

The Figure below represents the relationship between aesthetic design preferences among coffee shops in Davao City.



METHODS

This research study used the Quantitative method, specifically descriptive research. Descriptive research involves gathering data describing events and organizing, tabulating, depicting, and describing the data collection (Glass & Hopkins, 1984). Therefore, this research allows the researchers to identify the specific features or components of coffee shops to know which features its customers value most and to identify the customer's preferences, especially if there is an impact of the Aesthetic design among coffee shops in Davao City. The researchers methodically identified, analyzed, and evaluated the data gathered through quantitative descriptive research.

Research Respondents

The respondents are 199 coffee enthusiasts from selected coffee shops in Davao City. They used convenient purposive sampling to determine who is into Aesthetic design among coffee shops in Davao City. The sampling is divided into meaningful segments of customers, which were used to determine the sample size of 199 respondents for a total population of customers. The researchers themselves conducted 199 questionnaires, and 199 questionnaires were retrieved.

Materials/Instrument

The target respondents are 199 people in Davao City who are 18 years old and above and loved drinking coffee or going to shops because most coffee drinkers are college students and workers. An article by Reason T., (2022)

states that coffee drinkers are typically older than 18 and most often between the ages of 24 and 54. They are well-educated, with thirty-six percent having a college degree or higher. Moreover, they are employed, with nearly sixty percent working full-time.

In addition, 18 years old and above is the suggested age range for surveying because this age group represents the primary coffee drinkers and coffee shop lovers. Furthermore, participation in a survey is not required with parental authorization if they are 18 years old and above because that age is recognized as legal. They used a questionnaire to gather data from their respondents to determine their preferences when choosing a coffee shop. The respondents are required to follow the instructions and answer the questions of the survey questionnaires.

Specifically, the research method they used is convenience sampling. Nikolopoulou (2022) convenience sampling is a non-probability sampling method where units are selected for inclusion in a sample because they are the easiest for the researcher to access. These can be due to geographical proximity, availability at a given time, or willingness to participate in the research. Sometimes called unexpected sampling, convenience sampling is a type of non-random sampling. The survey questionnaire consists of the respondent's profile (e.g., age, sex, status, and occupation/student) and the respondents' preferences for the coffee shops (e.g., quality, pleasantness, and satisfaction). Statistical analysis established the respondent's preferences in choosing the coffee shops with their aesthetic designs.

Design and Procedure

The method they used in this study was the survey method. This can quickly ascertain the customer preference for aesthetic design among coffee shops in Davao City. This study can also determine the significant difference in customers' preferences for the coffee shop's quality, pleasant, and satisfying feeling. The research design obtains information on the present situation of selected coffee shops in Davao City and their aesthetic design. In addition, this method describes the relevance of the coffee shops' aesthetic design.

Scale of Instrument

Below is the numerical scale of the instruments for the service quality levels in selected coffee shops in Davao City.

Level	Rating	Description	Interpretation
5	4.50-5.00	Excellent	Extremely satisfied with the ambiance of the place and its Interior design
4	3.50-4.49	Very Good	Satisfied with the ambiance of the place and its Interior design
3	2.50-3.49	Good	Moderately satisfied with the ambiance of the place and its interior design.
2	1.50-1.49	Fair	Slightly satisfied with the ambiance of the place and its Interior design
1	1.00-1.49	Poor	Not all are satisfied with the ambiance of the Place and its Interior design.

RESULTS AND DISCUSSION

This chapter intends to determine and explain the result and the statistical interpretation of the data gathered. The result of the research method they used is convenience sampling. Convenience sampling is a non-random sampling method where units are selected using the questionnaire. This statistical analysis established the respondent's preference in choosing the coffee shops with their aesthetic designs.

Table 1: Respondent's Profile

AGE	Frequency	Percent
18 - 23 years old	90	45.2%
24 - 29 years old	62	31.2%
30 - 35 years old	35	17.6%
36 years old and above	12	6%
Total	199	100%
SEX		
Female	116	58.3%
Male	83	41.7%
Total	199	100%
CIVIL STATUS		
Single	162	81.4%
Married	37	18.6%
Total	199	100%
OCCUPATION		
Student	62	31.2%
Employee	89	44.7%
Both	48	24.1%
TOATL	199	100%

Table 1 shows the frequency and percentage of the respondents' profiles based on the survey tally; they have an overall total of 199 respondents to the survey. The age range of 18–23 years old has a large percentage of 45.2 percent, equivalent to the frequency of 90 among the other ages such as 24–29 years old (31.2%), 30–35 years old (17.6%), and 36 years old and above 6 percent. Most respondents are female, which is 58.3 percent, equivalent to a frequency of 116; the male respondents have 41.7 percent or 83 frequencies. Among the respondents of civil status, the single respondents have 81.4 percent, equivalent to a frequency of 162, which is more significant than married respondents, who have an 18.6 percent or 37 frequency. The employed respondents have a more substantial percentage, which is 44.7 percent, or equivalent to the frequency of 89, than the students, which is 31.2 percent, and both (working students) have 24.1 percent.

Table 2: Level of Aesthetic Design

Indicators	Mean	Std. Deviation
Decoration & Artifacts (D&G)	1.8656	0.84115
Store Layout (SL)	1.7613	0.49191
Music (M)	1.7462	0.58088
Lightning (L)	1.8216	0.50835
Scent (S)	1.6470	0.67049
Overall Mean	1.7683	0.43748

Table 2 presents the results of the Aesthetic Design level. It is divided into five indicators, namely, decoration and artifacts (D&G), store layout (SL), music (M), lighting (L), and Scent (S). The statistics show that most respondents answered questions about the decorations and artifacts. It has a mean of 1.8656 and a standard deviation of 0.84115, more significant than other indicators. The four other indicators' mean ranges from 1.6470 to 1.8216. The standard deviation ranges from 0.49191 to 0.67049.

The overall mean of the indicators is 1.7683, and the overall standard deviation is 0.43748. A sequence of the store surroundings, such as social, design, and ambiance, can influence the customer's decision. Customers make choices, such as whether to return to the store, feel comfortable, recommend the store, etc. (Turhan, 2014).

Table 3: Significant relationship between Aesthetic Design and Age.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.158	0.025*	Significant
Store Layout (SL)	0.029	0.686	Not Significant
Music (M)	0.075	0.290	Not Significant
Lightning (L)	-0.065	0.360	Not Significant
Scent (S)	0.081	0.256	Not Significant

*. Correlation is significant at the 0.05 level.

Table 3 shows the significant relationship between Aesthetic Design and Age. It shows that decoration and artifacts have the highest correlation coefficient results, 0.158, and a significance of 0.025, which is considered significant. The other indicators, such as store layout, Music, lighting, and scents, indicate that it is insignificant for the age of our respondents. Decorations and artifacts have a relationship with the age of the respondents, and it can affect their buying behavior towards the coffee shops with suitable decorations and artifacts.

Raajpoot (2002) explains that the actual surroundings are essential in creating an image that manipulates customer behavior. Also, per the National Coffee Association (2016), daily consumption of coffee among 18- to 24-year-olds rose to 48 percent from 34 percent and increased to 60 percent from 51 percent for those aged 25 to 39 years old (Supplement Breakfast Journal., 2017). Therefore, many young adults will go to the nearest coffee shop to get their coffee and want to experience a good ambiance. Other indicators that are not significant are the store layout, Music, lighting, and scents; it shows that there is no relationship between the ages of the respondents.

Regarding age, the more excellent flanker effects observed for the relaxing music condition were similar between both groups. This is in line with very recent work demonstrating that classical Music with different arousal and valence levels has the same impact on attention processing in both young and older adults, even if the latter experiences a decline in this particular executive function (Fernandez N. B., Trost W. J., and Vuilleumier P. 2020). Another study found no significant impact on shoppers' perceptions, emotions, or behavior

(Teller & Dennis, 2011). Spangenberg et al. (2006) mentioned that some scents are for the masculine, and some scents are for the feminine. They suggested that gender congruence in ambient scents significantly affects approach and avoidance behaviors.

Table 4: Significant relationship between Aesthetic Design and Sex.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.102	0.151	Not Significant
Store Layout (SL)	0.019	0.794	Not Significant
Music (M)	0.092	0.197	Not Significant
Lightning (L)	0.023	0.745	Not Significant
Scent (S)	0.131	0.065	Not Significant

*. Correlation is significant at the 0.05 level.

Table 4 shows the relationship between Aesthetic Design and Sex. It revealed that the Scent has the highest results with a correlation coefficient of 0.131. It has a significant result of 0.65, interpreted as insignificant. On the other hand, the indicator with the lowest correlation coefficient results is the Store and Layout, which has a result of 0.019 and a significance result of 0.151, interpreted as insignificant. The rest of the indicators are not significant: lighting has a correlation and coefficient result of 0.023 and a significance result of 0.745, Music has a correlation coefficient result of 0.092 and a significance result of 0.745, and lastly, the Decorative and artifacts has a correlation coefficient result of 0.102 and significance results of 0.151.

In the end, the interpretation of the indicators remarks as not significant to the sexuality of the respondents. On the authority of Ma & Kim (2024), their

study may not have adequately considered individual differences, such as age, gender, and cultural background, and their impact on sensory experience. Additionally, more detailed investigations should be conducted to explore how individual differences like age, gender, and culture affect sensory experiences and preferences in spatial design.

This study stated that ever since there has been a difference between males and females in terms of going to coffee shops with aesthetic designs. Also supported by the study of Brewer (2015), the lines between the public and the private were blurred in coffeehouses, for the coffeehouse was often just a particular room in the house. This meant that the dividing line between the coffeehouse's public space and the household's private space needed to be more apparent.

Table 5: Significant relationship between Aesthetic Design and Civil Status.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.016	0.827	Not Significant
Store Layout (SL)	0.005	0.940	Not Significant
Music (M)	-0.017	0.809	Not Significant
Lightning (L)	0.037	0.600	Not Significant
Scent (S)	-0.013	0.851	Not Significant

* Correlation is significant at the 0.05 level.

Table 5 shows the significant relationship between Aesthetic Design and Civil Status. It shows that lightning has the highest correlation coefficient result

of 0.037 and a significance result of 0.600, interpreted as insignificant. However, the lowest result is the Scent correlation coefficient of -0.013, and a significant result of 0.851 is interpreted as insignificant. The other indicators are translated as insignificant:

Music and Music, with a correlation coefficient of -0.017 and a significance of 0.809. The Store Layout has a correlation coefficient of 0.005 and a significance result of 0.940. The Decorative & Artifacts has a correlation coefficient of 0.016 and a significance result of 0.827. Only some of the indicators are significant, and there is no relationship between the aesthetic design of the coffee shops and the civil status. Caan (2011) identified atmospherics as the element of effort in the physical environment that affects users' behavior. Interior design creates space for specific functions, users, and purposes.

The visual component influences the user's impression, but each has a specific factor for a particular reaction. Mohammed (2020), the growing coffee culture in daily life motivates global coffee brands to create desirable environments for their customers. Coffee shops are now more than just coffee-selling venues; they have become businesses that offer their customers exposure to another environment that has to differentiate from others. This study explains that every person has their preferences regarding aesthetic design, whether they are a married couple or single. Therefore, this study supports the conclusion that there is no relationship between aesthetic design and the civil status of respondents.

Table 6: Significant relationship between Aesthetic Design and Occupation.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.019	0.785	Not Significant
Store Layout (SL)	0.058	0.415	Not Significant
Music (M)	-0.037	0.600	Not Significant
Lightning (L)	0.013	0.850	Not Significant
Scent (S)	-0.111	0.119	Not Significant

*. Correlation is significant at the 0.05 level.

Table 6 shows the relationship between Aesthetic Design and Occupation. It shows that the highest indicator with a correlation coefficient result based on the occupation is the Store Layout, which has a result of 0.058. It has a significant result of 0.415; the lowest indicator with a correlation coefficient result is Music, with -0.037 and a significance result of 0.600. It is being interpreted as insignificant, the same thing with the other indicators, the Scent with a correlation coefficient result of -0.111 and significance result of 0.119, and lighting with a correlation coefficient result of 0.013. It has a significance result of 0.850, and lastly, the indicator of Decoration & Artifacts(D&G) has a correlation coefficient result of 0.019 and a significance result of 0.785, wherein all the said indicators are interpreted as insignificant.

The remarks of the indicators are not significant; therefore, there is no relationship between aesthetic design and the occupation of the respondents.

Coffee shops are not impossible to appear as a substitute for entertainment, a place to hang out, and a place to share information with the people of Makassar city. Therefore, the cultural process that develops so naturally must be appreciated because it has a relevant role in the change of space, which is currently symptomatic in almost all corners of Makassar City (Hakim & Amir, 2022). This study explains that whatever the aesthetic design of the coffee shops, there is no relationship between the occupations or lifestyles of the respondents since there is a separation. Daily life is focused on income and consumption of goods that are considered symbols of a significant role (conspicuous consumption, shopping as a self-satisfying activity regardless of the absolute need to buy).

CONCLUSION AND RECOMMENDATION

CONCLUSION

The primary objective of this study is to know the Preferences of Aesthetic Design Among Coffee Shops in Davao City. What are the customers' preferences in aesthetic design for coffee shops and is there any significant relationship between customers' preferences and the Aesthetic Design of the coffee shops? They do not just visit coffee shops to enjoy the coffee. Still, they are there to enjoy the coffee shops' ambiance as what the survey said after it is interpreted shows that among the five indicators, the respondents prefer the coffee shops that offer an excellent ambiance through Decorative and Artifacts that are available while enjoying the time that they are spending there. As stated in the study by Azzuhri and Tanjungon (2017) on age categories, the result showed that most customers and consumers in Captain Coffee are between 17–and 23 years old, which is 38.33 percent.

This means that younger adults are likely to spend their time drinking coffee in a café and hanging out with friends. People in adult age do not spend their time in coffee shops. However, sometimes, they look for a new atmosphere to relax outside and drink coffee in a coffee shop. Therefore, there is a significant relationship between good decorations and customer artifacts. At the end of the survey, the results show that young adults aged 18 to 23 are significantly related to the decorations and artifacts of coffee shops in Davao City. Even though the result is that only decorations and artifacts have a relationship with customers, the researchers still cannot close the possible

preferences of a customer in the aesthetic design of a coffee shop. Other indicators, such as store layout, Music, lighting, and Scent, can still get customers' attention because not all customers' preferences are the same. Even so, the survey results are still based on the respondents' preferences, which they answered with their preferences in choosing an aesthetic design for a coffee shop.

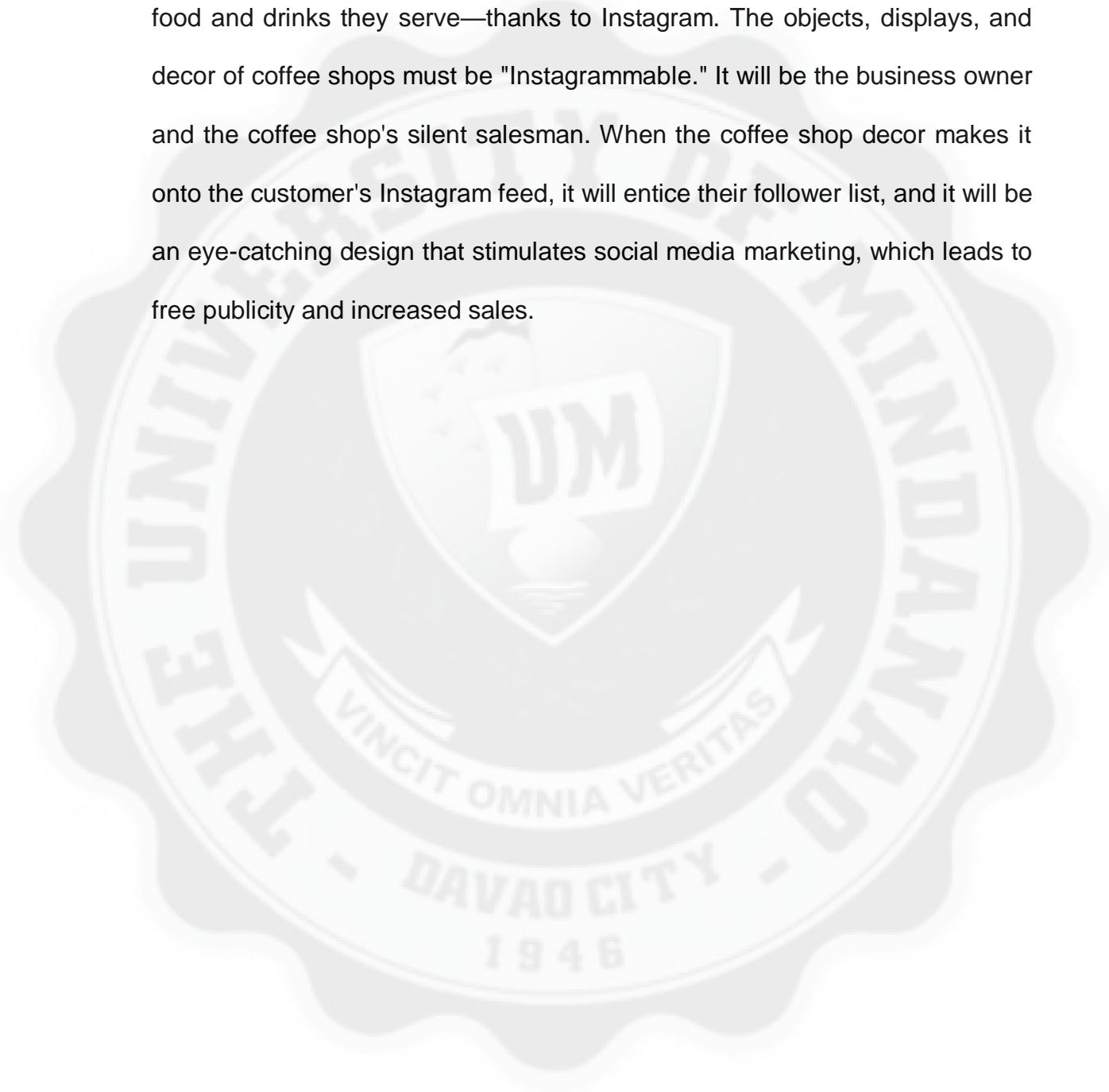
RECOMMENDATION

Based on the conclusions formulated from the study results, the researchers highly recommended the following recommendations to the groups of individuals who may benefit from this study: the coffee shop must have pleasing and attractive decorations and artifacts that can get the attention of their customers, mostly young adults. Aesthetic design, artifacts, and layout require careful consideration, as do furniture choices, color palettes, lighting, and branding components. Coffee shop design concepts attempt to maximize customer flow while creating a unique and engaging atmosphere that reflects the establishment's unique identity. This includes designing service counters that are efficient and warm. These are the factors a coffee should take into account to draw clients. They may have gained the loyalty of their customers and will be able to please new ones as a result.

Second, every coffee shop should have the proper arrangement of tables, chairs, lighting, and color design to encourage customers to patronize the establishment. Drawing clients with functional design, comfortable furnishings, thoughtful storage, and a welcoming atmosphere is advised. A well-designed coffee shop should make its patrons feel at ease, promote social

contact, and leave a lasting impression.

Lastly, it is highly recommended that social media be considered; it will matter a lot. Nowadays, people visit coffee shops for aesthetics as much as the food and drinks they serve—thanks to Instagram. The objects, displays, and decor of coffee shops must be "Instagrammable." It will be the business owner and the coffee shop's silent salesman. When the coffee shop decor makes it onto the customer's Instagram feed, it will entice their follower list, and it will be an eye-catching design that stimulates social media marketing, which leads to free publicity and increased sales.



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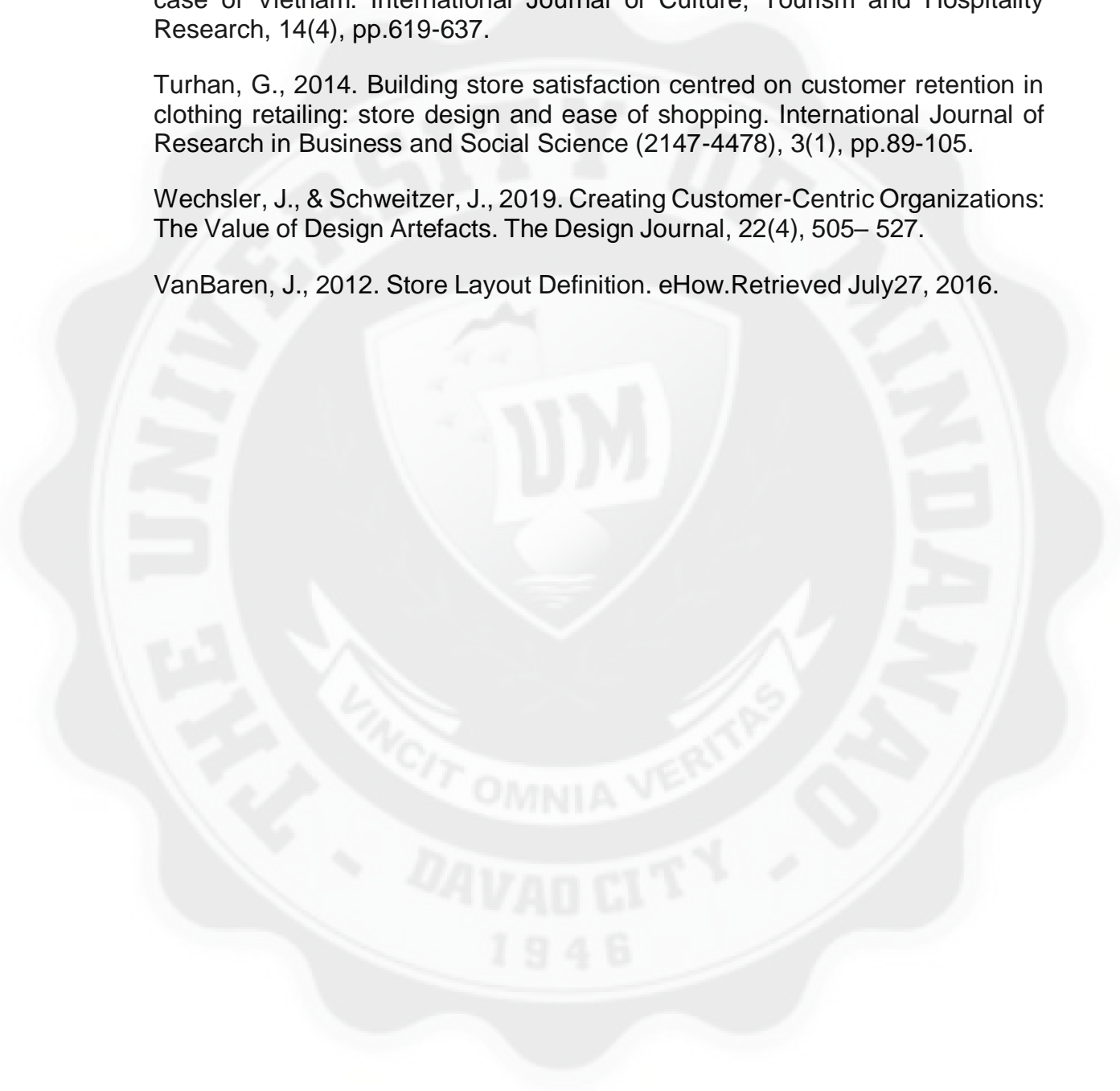
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**APPENDICES
APPENDIX A
LETTER TO ADVISER**

 <p>UM 75 The University of Mindanao YEARS EST. 1946</p>	<p style="text-align: right;">College of Business Administration Education 2nd Floor, SS Building Bolton Street, Davao City Telefax No. (082) 227-5456 Local 131</p>
<p>TO :</p> <p>FROM :</p> <p>THRU :</p> <p>RE :</p> <p>DATE :</p>	<p>Clyde Abner C. Valdez, MBA Adviser</p> <p>Christian Paul S. Moyon, DBM Research Coordinator</p> <p>Vicente Salvador E. Montaña, DBA Dean of College</p> <p>Appointment as Adviser</p> <p>February 27, 2023</p>

Dear Sir Valdez:

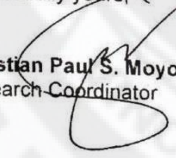
Greetings!

I am pleased to appoint you as **RESEARCH ADVISER** of the research study entitled "**Preferences of Aesthetic Design Among Coffeshops in Davao City: A conjoint analysis**" by **Nongka et al.** – students under the Bachelor of Science in Business Administration Major in Marketing Management Program. With your capacity and your mastery in this field of specialization, you are the qualified personnel (OPM 14.03) who will guide them in enhancing and making their Research study a quality one.

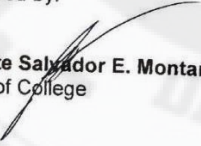
Please affix your signature hereunder to signify your acceptance of the appointment.

Thank you for your continuous cooperation.

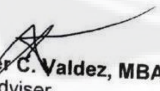
Respectfully yours,


Christian Paul S. Moyon, DBM
Research Coordinator

Approved by:


Vicente Salvador E. Montaña, DBA
Dean of College

Accepted by:


Clyde Abner C. Valdez, MBA
Research Adviser

SUMMARY OF EVALUATOR'S RATING

Validator	Rating	Description
Joanna Lynn L. Mercado, MBA	4	Very Good
Maria Teresa Bulao, MBA	4.29	Very Good
Overall Mean	4.15	Very Good

Points Equivalent:

Scale	Range	Description
5	4.21-5.00	Very High
4	3.21-4.20	High
3	2.61-3.20	Moderate
2	1.81-2.60	Low
1	1.00-1.80	Very Low

APPENDIX C LETTER TO CONDUCT STUDY



College of Business Administration Education
2nd Floor, SS Building
Bolton Street, Davao City
Telefax: (082)227-5456 Local 131

PERMISSION TO CONDUCT STUDY

July 26, 2023

VICENTE SALVADOR E. MONTAÑO, DBA

Dean, College of Business Administration Education
University of Mindanao

Dear Sir,

We are the Marketing Management (MM) students of the University of Mindanao conducting a research study on **“Preference of Aesthetic Design Among Coffee Shops in Davao City: A Conjoint Analysis.”** This is in line with our requirement in the subject of Methods of Research (CBM 300) with the code (8745). S.Y 2nd Semester 2022-2023.


In this regard, we would like to ask permission to gather data in a form of a survey questionnaire to the coffee enthusiast as our respondents. The data we shall collect shall be used exclusively for our research and shall be in no way used for any other purposes. Rest assured that we shall treat their answers with utmost confidentiality and anonymity.

We are hoping for your favorable response to this request.

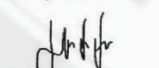
Thank you very much.

Respectfully Yours,


The Researchers:


Aiza Wongka


Mery Mae Saldon



Jerilyn Canoy

Noted by:


CLYDE ABNER C. VALDEZ, MBA
Research Adviser

CHRISTIAN PAUL S. MOYON, DBM
Research Coordinator

Approved by:


VICENTE SALVADOR E. MONTAÑO, DBA
Dean, College of Business Administration Education

APPENDIX D LETTER TO STATISTICIAN



College of Business Administration Education
2nd Floor, SS Building
Bolton Street, Davao City
Telefax: (082)227-5456 Loc 131

LETTER TO THE STATISTICIAN

January 10, 2024

JESSON REY F. SABADO
Faculty Member, CBAE University of Mindanao

Dear Sir:


Greetings!


We are writing to request your expertise as a statistician for our research study, **"Preferences of Aesthetic Designs among Coffee Shops in Davao City"** Your statistical knowledge is crucial to ensuring the study's quality and reliability.


We are confident that your expertise in statistical analysis will significantly contribute to the success of our research study.

Humbly hoping for a positive response on this matter.


Sincerely yours,


Jeralyn Canoy
Researcher

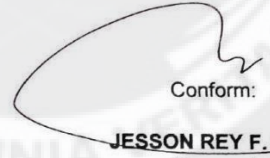

Aiza Mongka
Researcher

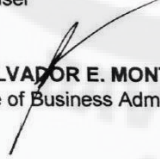

Mery Mae Saldon
Researcher

Noted by:


CLYDE ABNER VALDEZ, MBA
Research Adviser

Conform:


JESSON REY F. SABADO, MBA
Research Statistician


VICENTE SALVADOR E. MONTANO, DBA
Dean, College of Business Administration

APPENDIX E CERTIFICATE FROM THE STATISTICIAN



College of Business Administration Education
2nd Floor, SS Building
Bolton Street, Davao City
Telefax No. (082) 227-5456 Local 131

CERTIFICATION FROM THE STATISTICIAN

This is to certify that the research study entitled. "**Preference of Aesthetic Design Among Coffee Shops in Davao City**", prepared and submitted by **Nongka, Aiza, Canoy, Jeralyn and Saldon, Mery Mae** in partial fulfillment for the degree in Bachelor of Science in Business Administration major in Marketing Management, has been reviewed and edited by the undersigned according to the form and standard prescribed by the UM Research and Publication Center.

A handwritten signature in black ink, appearing to read 'JESSON REY F. SABADO'.

JESSON REY F. SABADO, MBA
Research Statistician

APPENDIX F RESULT

RESULTS DESCRIPTIVE

Age

	Frequency	Percent
18 - 23 years old	90	45.2
24 - 29 years old	62	31.2
30 - 35 years old	35	17.6
36 year old and above	12	6.0
Total	199	100.0

Sex

	Frequency	Percent
Female	116	58.3
Male	83	41.7
Total	199	100.0

Civil Status

	Frequency	Percent
Single	162	81.4
Married	37	18.6
Total	199	100.0

Occupation

	Frequency	Percent
Student	62	31.2
Employee	89	44.7
Both	48	24.1
Total	199	100.0

Level of Aesthetic Design

Indicators	Mean	Std. Deviation
Decoration & Artifacts (D&G)	1.8656	0.84115
Store Layout (SL)	1.7613	0.49191
Music (M)	1.7462	0.58088
Lightning (L)	1.8216	0.50835
Scent (S)	1.6470	0.67049
Overall Mean	1.7683	0.43748

Test of Relationship among the variables/indicators

Significant relationship between Aesthetic Design to Age.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.158	0.025*	Significant
Store Layout (SL)	0.029	0.686	Not Significant
Music (M)	0.075	0.290	Not Significant
Lightning (L)	-0.065	0.360	Not Significant
Scent (S)	0.081	0.256	Not Significant

*. Correlation is significant at the 0.05 level.

Significant relationship between Aesthetic Design to Sex.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.102	0.151	Not Significant
Store Layout (SL)	0.019	0.794	Not Significant
Music (M)	0.092	0.197	Not Significant
Lightning (L)	0.023	0.745	Not Significant
Scent (S)	0.131	0.065	Not Significant

*. Correlation is significant at the 0.05 level.

Significant relationship between Aesthetic Design to Civil Status.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.016	0.827	Not Significant
Store Layout (SL)	0.005	0.940	Not Significant
Music (M)	-0.017	0.809	Not Significant
Lightning (L)	0.037	0.600	Not Significant
Scent (S)	-0.013	0.851	Not Significant

*. Correlation is significant at the 0.05 level.

Significant relationship between Aesthetic Design to Occupation.

Indicators	Correlation Coefficient	Sig.	Remarks
Decoration & Artifacts (D&G)	0.019	0.785	Not Significant
Store Layout (SL)	0.058	0.415	Not Significant
Music (M)	-0.037	0.600	Not Significant
Lightning (L)	0.013	0.850	Not Significant
Scent (S)	-0.111	0.119	Not Significant

*. Correlation is significant at the 0.05 level.

APPENDIX G TURNITIN

PREFERENCE OF AESTHETIC DESIGN AMONG COFFEE SHOPS IN DAVAO CITY

ORIGINALITY REPORT

25%	20%	5%	16%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	mts.intechopen.com Internet Source	2%
2	Submitted to NorthWest Samar State University Student Paper	1% c/18/24 GLENORIEL SORREANANTE
3	ijiasos.penpublishing.net Internet Source	1%
4	www.ncbi.nlm.nih.gov Internet Source	1%
5	Submitted to Midlands State University Student Paper	1%
6	acikbilim.yok.gov.tr Internet Source	1%
7	jurnal.unmer.ac.id Internet Source	1%
8	www.researchpublish.com Internet Source	1%

www.slideshare.net

APPENDIX H GRAMMARLY



Report: The Preference of Aesthetic Design among Coffee Shops in Davao City

The Preference of Aesthetic Design among Coffee Shops in Davao City

by Clyde Abner Valdez

General metrics

33,535	5,168	450	20 min 40 sec	39 min 45 sec
characters	words	sentences	reading time	speaking time

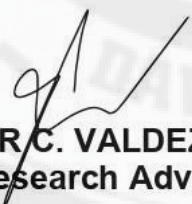
Score

99

This text scores better than 99%
of all texts checked by Grammarly

Writing Issues

10	✓	10
Issues left	Critical	Advanced


CLYDE ABNER C. VALDEZ, REB, MBA, CDMP
Research Adviser

APPENDIX I SURVEY QUESTIONNAIRE

SURVEY QUESTIONNAIRE

PREFERENCES OF AESTHETIC DESIGN AMONG COFFEE SHOPS IN DAVAO CITY

PART I: RESPONDENT'S PROFILE

DIRECTION: Kindly put check (✓) in the box for your response to the following.

NAME (Optional): _____

AGE:

- 18 – 23 years old
- 24 – 29 years old
- 30 – 35 years old
- 35 and above years old

SEX:

- FEMALE
- MALE

STATUS:

- SINGLE
- MARRIED
- WIDOW

ARE YOU A STUDENT OR EMPLOYEE?

- STUDENT
- EMPLOYEE
- BOTH

PART II: PREFERENCES OF AESTHETIC DESIGN IN COFFEE SHOP

DIRECTION: Kindly put check (✓) in the box for your response to the following.

Choose only one.


AESTHETIC DESIGN		Highly Preferred	Preferred	Neutral	Not Preferred	Strongly Not Preferred
Decoration & Artifacts	The concept of the decorations and artifacts surpass my first impression in the coffee shops.					
	The uniqueness of the decorations and artifacts encourages me to spend more time staying in the coffee shops.					
	The style of the decorations and artifacts encourages me to rate the coffee shops as high-class.					
	The design of the decorations and artifacts affects my satisfaction level					

	towards the coffee shops.				
Store Layout	The accessibility of the store layout enhance my good-manner.				
	The design of the store layout encourage me to take more pictures around the coffee shop.				
	The efficiency of the store layout alleviate my entry and exit in the coffee shop.				
	The uniqueness of the store layout (e.g. seating arrangement) motivate me to stay in the coffee shop.				
Music	The right genre of music influence my mood.				

	the bulb) enhance my expectations on the coffee shop.				
Scent	The clean scent of the coffee shop encourage me to have positive impression.				
	The pleasant scent of the coffee shop improve my evaluation of the surroundings.				
	The natural scent of the coffee shop encourage me to stay longer.				
	The relaxing scent of the coffee shop enhance my overall satisfaction.				

https://www.mateconferences.org/articles/mateconf/pdf/2018/09/mateconf_mucet2018_05074.pdf?fbclid=IwAR1BQtDqa7GRFYtCq-GXTXNSD2zGerc_TmxqIzH0NDa02A3-AFbLcgEDDZs

APPENDIX J
PERMISSION TO CHANGE RESEARCH TITLE AND METHOD

 **UM 75 YEARS**
The University of Mindanao

College of Business Administration Education
2nd Floor, SS Building
Bolton Street, Davao City
Telefax No. (082) 227-5456 Local 131

Permission to Change Research Title and Method

November 19, 2023

DR. VICENTE SALVADOR E. MONTAÑO, DBA
Dean, College of Business Administration Education
University of Mindanao

Dear Sir Montaño:

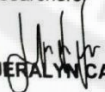
We are Marketing Management (MM) students of the University of Mindanao conducting a research study on "Preference of Aesthetic Design among Coffee Shops in Davao City: A Conjoint Analysis" in line with our requirements of the subject Business Research (MM301).


In regard to this, we would like to ask for your permission from your good office to change our research title into "Preference of Aesthetic Design among Coffee Shops in Davao City" as well as the research method into descriptive (quantitative) research instead of a conjoint analysis as we weren't taught about the proper procedure of conducting a conjoint analysis, and our gathered data cannot be interpreted through a conjoint analysis.


We are hoping for your favorable response on this request.

Respectfully yours;

Researchers:


JERALYN CANOY


AIZA NONGKA


MERY MAE SALDON



College of Business Administration Education
2nd Floor, SS Building Bolton Street,
Davao City Telefax No. (082) 227-
5456 Local 131

Noted by:

PROF. CLYDE ABNER VALDEZ, MBA
Research Adviser

Approved by:

DR. VICENTE SALVADOR E. MONTAÑO
Dean, College of Business Administration

Accepted by:

LEOMAR M. SABROSO, MSAgE
Statistician, College of Business Administration

PROF. JOANNA LYN L. MERCADO, MBA
Panel 1, College of Business Administration

PRO. MARIA TERESA BULAO MBA
Panel 2, College of Business Administration



APPENDIX L
CONSENT TO PRESENT THE PUBLISH RESEARCH STUDY



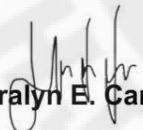
College of Business Administration Education

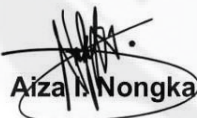
2nd Floor, SS Building
Bolton Street, Davao City
Telefax: (082)227-5456 Loc 131

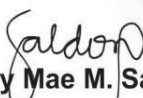
CONSENT TO PRESENT AND PUBLISH RESEARCH STUDY

The undersigned gives their consent to their co-author and adviser, **Clyde Abner C. Valdez, MBA**, to present and publish their research study entitled, **“Preferences of Aesthetic Design Among Coffeeshops in Davao City”** in local, national or international research conferences, research journals and intellectual property protections. It is the responsibility of the adviser to ensure that the primary authors are given due recognition.

The Researchers,


Jeralyn E. Canoy


Aiza N. Nongka


Mery Mae M. Saldon

