

Value of Aesthetic Designs in Two Coffee Shops in Metro Manila: Inputs for New Business Developers

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Abstract

Coffee shops have become one of today's go-to places for people of all ages making it as meeting venues, places to relax, and even alternative study spots. Consequently, coffee shops have placed importance on their aesthetic design as part of their business strategy to attract customers. Researchers conducted a study to gather evidence on the value of aesthetic design in coffee shops in Metro Manila. Specifically, this study aimed to determine if there is a difference in the value of aesthetic design between various coffee shops and if respondents differ in their aesthetic perception based on their demographic profiles. Using researcher-made survey questionnaires, data was collected from 100 coffee shop goers. Results showed that both male and female respondents appreciate the aesthetic designs of coffee shops. It was also revealed that majority of coffee shop goers are students and have valued mostly the atmosphere and ambiance of coffee shops. Likewise, the aroma of the coffee stimulates them. Data showed that there is no significant difference in the value of aesthetic design in terms of gender ($p < 0.98$), age ($p < 0.23$), and social status ($p < 0.06$). However, there is a significant difference in the value of aesthetic design in terms of frequency of visits to coffee shops ($p > 0.045$). The researchers suggest, especially to new business developers, that the aesthetic design of coffee shops must be highlighted as it significantly impacts consumer behavior. This, in turn, can increase patronage and foster greater connection with consumers.

Keywords: Value, Aesthetics, Coffee Shop, Ambiance, Asian Institute of Maritime Studies, Metro Manila



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INTRODUCTION

A coffeehouse, coffee shop, or café is an establishment that primarily serves coffee, coffee-related drinks (latte, cappuccino, espresso), and – depending on country – other drinks including alcoholic. Some coffeehouses may serve cold drinks such as iced coffee and iced tea; in continental Europe, cafés serve alcoholic drinks. A coffeehouse may also serve some type of food, such as light snacks, sandwiches, muffins or other pastries. Coffeehouses range from owner-operated small businesses to large multinational corporations. Some coffeehouses are franchise-based business models, with numerous branches across various countries all around the world.

From a cultural standpoint, coffeehouses largely serve as centers of social interaction: the coffeehouse provides patrons with a place to congregate, talk, read, write, entertain one another, or pass the time, whether individually or in small groups. Since the development of Wi-Fi, coffeehouses with this capability have also become places for patrons to access the

Internet on their laptops and tablet computers. A coffeehouse can serve as an informal club for its regular members. As early as the 1950s Beatnik era and the 1960s folk music scene, coffeehouses have hosted singer-songwriter performances, typically in the evening.

Coffee shops have always been the design darlings of the contemporary generation. They're the perfect place to hang out in a casual setting and meet your friends or classmates for a regular study date and are definitely a nice way to generate some revenue from a business point of view. The importance of student cafes is crucial – it offers hands-on management, finance administration and a taste of professional life to students.

Nowadays, customers visit coffee shop not only for the quality of the beverage, but mainly for self-ego. With the growing competition in coffee industry, product is no longer the only element that plays important role in the industry. Meanwhile, other factors such as design and decoration also play important roles in affecting customer satisfaction. Therefore, it is important for business owners to understand which

factors will have greater impact to attract customers. The elements that can be discussed in ambience are colors, background music, aroma and temperature. Some of the marketers overlook on providing a good ambience to customers in coffee shop. They might apply unsuitable color concept in painting their coffee shop or unmatched background music. Furthermore, in order to cut cost, they may not switch on all the air conditioner and lead to increase temperature in coffee shop. Customers will feel uncomfortable with the surrounding and will just leave the coffee shop. Therefore, all elements that are related to ambience plays important role in satisfying customers (Ryu & Jang, 2007).

Pondering on the above premises, the researchers decided to investigate this topic as this can serve as basis for new business developers and existing coffee shop owners to grow their business, thus earning greater profit. Paramount on the investigation is to determine how important is the value of aesthetic design in coffee shops with respect to the following factors: Atmosphere, Bathroom, Ceiling, Color, Décor, Furniture, Floor, Music, Outdoor, and Odor. The study also finds out as to what demographic group (in terms of Age, Gender, Social Status, Frequency of Visit) is more interested in the various design factors of a coffee shop.

LITERATURES

Aesthetics and Designs in Businesses. The importance of aesthetics, ambience, and design in business establishments, particularly coffee shops, cannot be overstated. According to Gordon (2021), it's more than just excellent coffee that keeps me coming back to my favorite cafes. Sure, the drink is important, but the overall aesthetic and design of the shop is just as important as the beans. It's truly all about the experience, the essence, and the vibe.

Aesthetic and design considerations in the restaurant industry are crucial for creating a pleasing and functional environment. Farooq (2020) emphasizes the need for balanced lighting design, while Horng (2013) underscores

the importance of eco-friendliness, creativity, and performance in physical dining environment design. Bogdanova (2019) further highlights the significance of textile products in restaurant aesthetics, focusing on environmental friendliness, fire safety, and the impact of color on appetite. Lastly, Horng (2020) presents a holistic aesthetic experience model, which includes the physical environment, product and service, employee and customer aesthetic traits, and their interactions. These studies collectively underscore the importance of aesthetics and design in creating a harmonious and pleasurable dining experience.

In the competitive coffee industry, understanding customer preferences and prioritizing their satisfaction is paramount. Factors like ambience, design, and overall experience significantly impact customer retention and business success (Veciana, 2018). Therefore, businesses must invest in creating appealing and functional spaces that align with their brand identity and target audience preferences. Customers are the most important people for business. They are the prospective buyers and/or services (Ryu & Jang, 2007).

Additionally, coffee shop design should consider practical elements such as stool and table arrangements, internet connectivity options, and cozy seating areas to accommodate different customer needs (Hose, 2017). The ambience created by factors like colors, background music, aroma, and temperature also play a crucial role in satisfying customers and encouraging them to return (Ryu & Jang, 2007).

In conclusion, the design of coffee shops and other business establishments is a multifaceted endeavor that encompasses aesthetics, ambience, functionality, and customer satisfaction. By prioritizing these elements and understanding their impact on customer, businesses can create memorable and distinct experiences that can attract new, as well as retain, customers.

Influence of Aesthetics to Consumer Preferences. When opening a cafe, proper

groundwork is essential to ensure quality and success. This involves designing a theme, ambiance, and menu that appeal to the target audience. Various popular cafe design models exist, including Cafe Bakery, Student Cafe, Co-Working Cafe, Parisian Cafe, Sidewalk Cafe, Grab-and-go Cafe, and Corporate Cafe, each requiring careful consideration and detailing to create the desired ambiance for patrons.

Aesthetic value permeates all aspects of organizational design, contributing to the overall experience of stakeholders. Attention to organizational aesthetics can lead to positive outcomes, enhancing the perception of aesthetic value among stakeholders. Research has consistently shown that aesthetics plays a significant role in consumer preferences. Brunel (2015) highlighted the importance of product aesthetics in consumer behavior proposing a theoretical framework for understanding how aesthetics are processed and interacted with individual differences. Bertagnolli (2022) and Baxter (2018) further emphasized the influence of consumer aesthetic experience in product design on product perception and purchasing behavior, with specific noting of Bertagnolli (2022) on the role of neuroscience, information processing, and emotional responses in this process. These studies collectively underscore the impact of aesthetics on consumer preferences and the need for further research in this area.

Consumers' preferences and behaviors are influenced by cultural factors, as evidenced by studies on consumer willingness-to-buy and word-of-mouth (Gilal, Zhang, & Gul Gilal, 2018). Aesthetic design plays a significant role in capturing consumer willingness-to-buy and enhancing word-of-mouth, with cultural differences influencing consumption patterns and preferences. Therefore, it is crucial for businesses to consider cultural nuances when designing products and marketing strategies to effectively target diverse consumer groups.

METHODOLOGY

Population and Sampling. Convenience sampling was employed in this study, wherein

100 respondents were selected from the customers of two (2) designated coffee shops in Metro Manila. This sampling approach was chosen due to its practicality and accessibility, allowing for the inclusion of readily available participants without extensive logistical constraints. However, though it's convenient, it is also important to note that convenience sampling may introduce biases and limits the generalizability of findings to broader populations.

Instrumentation. The primary data collection instrument was a 52-item self-made questionnaire and structured into three sections. Firstly, the questionnaire aimed to profile respondents based on key demographic variables such as age, gender, social status, and frequency of visits to the coffee shop. Secondly, it sought to evaluate the perceived aesthetic design value of the coffee shops. A Likert scale (Table 1) was used to measure this variable.

Table 1
Likert Scale used in assessing the aesthetic design value of the coffee shops

| Rating | Scale Range | Interpretation |
|--------|-------------|-------------------|
| 5 | 4.51 - 5.00 | Strongly Agree |
| 4 | 3.51 - 4.50 | Agree |
| 3 | 2.51 - 3.50 | Undecided |
| 2 | 1.51 - 2.50 | Disagree |
| 1 | 1.00 - 1.50 | Strongly Disagree |

Lastly, it aimed to analyze the perceived aesthetic design value when based on respondents' profiles. Prior to implementation, the questionnaire underwent thorough validation by experts in the field, including a technical instructor, a coffee shop manager, and the research adviser. This validation process ensured the questionnaire's reliability, relevance, and clarity in addressing the study's objectives. A reliability test survey was also done in 10 non-participating respondents to determine the internal consistency of the instrument. The Cronbach Alpha result revealed 0.90 rating indicating a high internal consistency.

Data Source. Customers from two (2) selected coffee shops in Metro Manila were provided

adequate time to complete the survey questionnaire, ensuring they could respond thoughtfully and accurately. The surveys were administered directly to the respondents allowing for immediate data collection. Upon completion, researchers meticulously reviewed the data, then tallied the scores. This process ensured the comprehensive collection and accurate recording of data. Additionally, researchers remained available to address any queries or concerns from respondents throughout the data gathering procedure, fostering transparency and cooperation.

Data Analysis. Data analysis was conducted using Microsoft Excel and SPSS v23. For profiling respondents, frequency count, percentage equivalents, and pie charts were used to analyze the data. To assess the aesthetic design value of the coffee shops, weighted mean and average weighted means were calculated. For comparing aesthetic values across respondent groups, t-tests for independent samples were utilized. To compare aesthetic values across respondent profiles, t-tests and analysis of variance (ANOVA) were employed. T-tests were used for two groups (e.g., gender), while ANOVA was used for three or more groups (e.g., age, social status, frequency of visit).

RESULTS

From the results yielded, the following are the results of the study:

Table 2
Aesthetic Value of the Coffee Shops According to Atmosphere (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|--|---------------|--------------|---------------|-----------------------|
| 1. ATMOSPHERE | Mean | Description | Mean | Description |
| 1.1 The atmosphere offer warmth; comfort feeling | 4.42 | Agree | 4.60 | Strongly Agree |
| 1.2 The atmosphere communicates its concept | 4.16 | Agree | 4.44 | Agree |
| 1.3 The atmosphere is comfortable | 4.42 | Agree | 4.56 | Strongly Agree |
| 1.4 The atmosphere is positive | 4.40 | Agree | 4.64 | Strongly Agree |
| 1.5 The atmosphere is cozy | 4.50 | Agree | 4.48 | Agree |
| Average Mean | 4.38 | Agree | 4.54 | Strongly Agree |

Table 2 presents the aesthetic value of two coffee shops based on atmosphere, as perceived by respondents. For Coffee Shop 1, respondents generally agreed that the atmosphere offered warmth and comfort, communicated its concept effectively, was comfortable, positive, and cozy, as indicated by weighted means ranging from 4.16 to 4.50. Similarly, for Coffee Shop 2, respondents strongly agreed that the atmosphere provided warmth, comfort, effectively communicated its concept, was comfortable, positive, and cozy, with slightly higher weighted means ranging from 4.44 to 4.64. The average weighted mean for Coffee Shop 1 was 4.38, indicating overall agreement with the atmosphere, while for Coffee Shop 2, it was 4.54.

Table 3
Aesthetic Value of the Coffee Shops According to Bathroom (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|---|---------------|--------------|---------------|----------------|
| 2. BATHROOM | Mean | Description | Mean | Description |
| 2.1 The design of the mirror can enable two or more people to use it at once | 3.86 | Agree | 4.36 | Agree |
| 2.2 The space of the bathroom can enter more than two people | 3.66 | Agree | 4.26 | Agree |
| 2.3 The lock of the toilet door is safe | 4.30 | Agree | 4.58 | Strongly Agree |
| 2.4 The trash receptacle was placed right near at the toilet and under the sink. | 4.20 | Agree | 4.30 | Agree |
| 2.5 The installing of faucets, soap dispenser and hand drying stations was placed in the right area | 4.16 | Agree | 4.34 | Agree |
| 2.6 The bathroom design is accessible for everyone | 3.92 | Agree | 4.38 | Agree |
| 2.7 The toilet bowl is elongated | 4.00 | Agree | 4.22 | Agree |
| Average Mean | 4.01 | Agree | 4.35 | Agree |

Table 3 illustrates the aesthetic value of the bathroom facilities in two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents generally agreed that the design of the mirror enabled multiple users, the space accommodated more than two people, the toilet door lock was safe, the placement of the trash receptacle was appropriate, faucets, soap dispensers, and hand drying stations were situated correctly, the bathroom design was accessible, and the toilet bowl was elongated, as indicated by weighted means ranging from 3.66 to 4.30. Similarly, in Coffee Shop 2, respondents agreed that the mirror design allowed for simultaneous use by multiple individuals, the space accommodated more

than two people, the toilet door lock was safe, the trash receptacle placement was suitable, the positioning of faucets, soap dispensers, and hand drying stations was adequate, the bathroom design was accessible, and the toilet bowl was elongated, with weighted means ranging from 4.22 to 4.58. The average weighted mean for Coffee Shop 1 was 4.01, indicating overall agreement with the bathroom aesthetics, while for Coffee Shop 2, it was 4.35, suggesting a higher level of agreement.

Table 4
Aesthetic Value of the Coffee Shops According to Ceiling, (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|--|---------------|--------------|---------------|----------------|
| | Mean | Description | Mean | Description |
| 3. CEILING | | | | |
| 3.1 The height of the ceiling is within standard | 4.40 | Agree | 4.54 | Strongly Agree |
| 3.2 The design of the ceiling is connected in the concept | 4.32 | Agree | 4.50 | Agree |
| 3.3 The LED lights of the ceiling completely change the atmosphere | 4.36 | Agree | 4.28 | Agree |
| 3.4 The air conditioners were put in the right place. | 4.30 | Agree | 4.26 | Agree |
| 3.5 Hide all the electric wires and sewer pipes | 4.42 | Agree | 4.35 | Agree |
| 3.6 The design of ceiling can make people appreciate the ambience of the place | 4.36 | Agree | 4.36 | Agree |
| 3.7 Colors along with lights is one of the elements of the ceilings | 4.26 | Agree | 4.24 | Agree |
| Average Mean | 4.35 | Agree | 4.36 | Agree |

Table 3 displays the aesthetic value of the ceiling features in two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents generally agreed that the height of the ceiling was within standard, the ceiling design was connected to the overall concept, LED lights altered the atmosphere positively, air conditioners were appropriately placed, electric wires and sewer pipes were concealed, the ceiling design enhanced the ambience of the place, and colors along with lights contributed to the ceiling's appeal, with weighted means ranging from 4.26 to 4.42. Similarly, in Coffee Shop 2, respondents strongly agreed that the ceiling height was within standard, the ceiling design was cohesive with the concept, LED lights influenced the atmosphere positively, air conditioners were correctly positioned, electric wires and sewer pipes were hidden, the ceiling design enhanced the ambience, and colors along with lights were integral elements, with weighted means ranging from 4.24 to 4.54. The

average weighted mean for Coffee Shop 1 was 4.35, indicating overall agreement with the ceiling aesthetics, while for Coffee Shop 2, it was 4.36, suggesting a slightly higher level of agreement.

Table 5
Aesthetic Value of the Coffee Shops According to Color (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|---|---------------|----------------|---------------|-----------------------|
| | Mean | Description | Mean | Description |
| 4. COLOR | | | | |
| 4.1 The color is very attractive | 4.34 | Agree | 4.60 | Strongly Agree |
| 4.2 The color is always associated with the concept | 4.48 | Agree | 4.54 | Strongly Agree |
| 4.3 The color is safe to the eyes | 4.58 | Strongly Agree | 4.50 | Agree |
| 4.4 The lighting color is calming for the eyes | 4.54 | Strongly Agree | 4.48 | Agree |
| Average Mean | 4.49 | Agree | 4.53 | Strongly Agree |

Table 5 outlines the aesthetic value of color schemes in two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents agreed that the color was very attractive, consistently associated with the overall concept, safe for the eyes, and offered calming lighting, with weighted means ranging from 4.34 to 4.58. Similarly, in Coffee Shop 2, respondents strongly agreed that the color was very attractive, consistently associated with the concept, safe for the eyes, and provided calming lighting, with weighted means ranging from 4.48 to 4.60. The average weighted mean for Coffee Shop 1 was 4.49, indicating overall agreement with the color aesthetics, while for Coffee Shop 2 gained 4.53, suggesting a stronger agreement.

Table 6
Aesthetic Value of the Coffee Shops According to Décor (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|--|---------------|--------------|---------------|----------------|
| | Mean | Description | Mean | Description |
| 5. DÉCOR | | | | |
| 5.1 The décor is instagrammable. | 4.00 | Agree | 4.58 | Strongly Agree |
| 5.2 The décor is interactive | 4.04 | Agree | 4.40 | Agree |
| 5.3 The books and magazines relate to brand and mission | 3.64 | Agree | 4.20 | Agree |
| 5.4 The style and color of mugs and dishes is personalized | 3.96 | Agree | 4.28 | Agree |
| 5.5 The artwork relates to values, mission, and brand | 4.08 | Agree | 4.38 | Agree |
| 5.6 The plants in pots, plant walls, and flowers is organic, natural | 3.82 | Agree | 4.02 | Agree |
| Average Mean | 3.92 | Agree | 4.31 | Agree |

Table 6 presents the aesthetic value of décor in two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents generally agreed that the décor was instagrammable, interactive, related to the brand and mission through books and magazines, personalized through style and color of mugs and dishes, featured artwork reflecting values, mission, and brand, and incorporated organic and natural elements such as plants and flowers in pots and plant walls, with weighted means ranging from 3.64 to 4.08. Similarly, in Coffee Shop 2, respondents strongly agreed that the décor was instagrammable, interactive, related to the brand and mission through books and magazines, personalized through style and color of mugs and dishes, featured artwork reflecting values, mission, and brand, and incorporated organic and natural elements, with weighted means ranging from 4.02 to 4.58. The average weighted mean for Coffee Shop 1 was 3.92, indicating overall agreement with the décor aesthetics, while for Coffee Shop 2, it was 4.31, suggesting a higher level of agreement.

Table 7
Aesthetic Value of the Coffee Shops According to Furniture (N=100)

| 6. FURNITURE | Coffee Shop 1 | | Coffee Shop 2 | |
|--|---------------|----------------|---------------|--------------|
| | Mean | Description | Mean | Description |
| 6.1 The table and chairs are connected in the concept | 4.36 | Agree | 4.40 | Agree |
| 6.2 The furniture is comfortable | 4.44 | Agree | 4.44 | Agree |
| 6.3 The furniture is safe | 4.44 | Agree | 4.46 | Agree |
| 6.4 Set up outlets and internet ports at the seating areas | 4.48 | Agree | 4.06 | Agree |
| 6.5 The furniture is useful | 4.64 | Strongly Agree | 4.22 | Agree |
| 6.6 The furniture also plays big function to people to make them comfortable | 4.50 | Agree | 4.30 | Agree |
| Average Mean | 4.48 | Agree | 4.31 | Agree |

Table 7 outlines the aesthetic value of furniture in two coffee shops, as perceived by respondents. In Coffee Shop 1, respondents generally agreed that the table and chairs were connected to the overall concept, comfortable, safe, equipped with outlets and internet ports at seating areas, useful, and played a significant role in enhancing comfort, with weighted means ranging from 4.36 to 4.64. Similarly, in Coffee Shop 2, respondents agreed that the furniture

was connected to the concept, comfortable, safe, and contributed to comfort and utility, with weighted means ranging from 4.22 to 4.46. However, in terms of outlets and internet ports setup, Coffee Shop 1 received higher ratings than Coffee Shop 2. The average weighted mean for Coffee Shop 1 was 4.48, indicating overall agreement with the furniture aesthetics, while for Coffee Shop 2, it was 4.31, suggesting a slightly lower level of agreement.

Table 8
Aesthetic Value of the Coffee Shops According to Floor

| 7. FLOOR | Coffee Shop 1 | | Coffee Shop 2 | |
|---|---------------|--------------|---------------|--------------|
| | Mean | Description | Mean | Description |
| 7.1 The floor is complementing the concept | 4.32 | Agree | 4.36 | Agree |
| 7.2 The floor is well-designed to make people comfortable in walking | 4.40 | Agree | 4.36 | Agree |
| 7.3 Emphasize the affection of the floor design | 4.30 | Agree | 4.30 | Agree |
| 7.4 Floor measures the safeness ^{safeness} of the person walking / stepping on it | 4.50 | Agree | 4.32 | Agree |
| Average Mean | 4.38 | Agree | 4.34 | Agree |

Table 8 presents the aesthetic value of the floor design in two coffee shops, as perceived by respondents. In Coffee Shop 1, respondents generally agreed that the floor complemented the overall concept, was well-designed to enhance comfort while walking, emphasized the attractiveness of the design, and contributed to safety, with weighted means ranging from 4.30 to 4.50. Similarly, in Coffee Shop 2, respondents agreed that the floor complemented the concept, was well-designed for comfortable walking, emphasized the attractiveness of the design, and ensured safety, with weighted means ranging from 4.30 to 4.36. The average weighted mean for Coffee Shop 1 was 4.38, indicating overall agreement with the floor aesthetics, while for Coffee Shop 2, it was 4.34, suggesting a slightly lower level of agreement.

Table 9 illustrates the aesthetic value of music in the two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents generally agreed that the music was very calming, low enough in volume, aligned with the concept, and featured popular choices, with weighted means ranging from 3.96 to 4.34.

Table 9
Aesthetic Value of the Coffee Shops According to Music (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|--|---------------|--------------|---------------|----------------|
| | Mean | Description | Mean | Description |
| 8. MUSIC | | | | |
| 8.1 The music is very calming | 4.34 | Agree | 4.60 | Strongly Agree |
| 8.2 The music is low enough in volume | 4.06 | Agree | 4.34 | Agree |
| 8.3 The music choice goes with the concept | 4.16 | Agree | 4.36 | Agree |
| 8.4 The music is popular | 3.96 | Agree | 4.08 | Agree |
| Average Mean | 4.13 | Agree | 4.35 | Agree |

Similarly, in Coffee Shop 2, respondents strongly agreed that the music was very calming, appropriately low in volume, matched the concept, and included popular selections, with weighted means ranging from 4.08 to 4.60. The average weighted mean for Coffee Shop 1 was 4.13, indicating overall agreement with the music aesthetics, while Coffee Shop 2 earned 4.35, suggesting a slightly higher level of agreement.

Table 10
Aesthetic Value of the Coffee Shops According to Outdoor (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|---|---------------|----------------|---------------|----------------|
| | Mean | Description | Mean | Description |
| 9. OUTDOOR | | | | |
| 9.1 The logo is visible for walk and drive by traffic | 4.42 | Agree | 4.30 | Agree |
| 9.2 The signage is easily seen | 4.38 | Agree | 4.24 | Agree |
| 9.3 The lettering style of brand name is easily read | 4.60 | Strongly Agree | 4.48 | Agree |
| 9.4 The color lighting of brand name is attractive | 4.44 | Agree | 4.52 | Strongly Agree |
| 9.5 Welcoming header | 4.50 | Agree | 4.34 | Agree |
| 9.6 Tall window gives great view of prime inside seating or even the food display | 4.60 | Strongly Agree | 4.42 | Agree |
| Average Mean | 4.49 | Agree | 4.38 | Agree |

Table 10 presents the aesthetic value of outdoor features of the two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents generally agreed that the logo was visible for both walk and drive-by traffic, signage was easily seen, the lettering style of the brand name was easily readable, color lighting of the brand name was attractive, a welcoming header was present, and tall windows provided a great view of prime inside seating or food display, with weighted means ranging from 4.38 to 4.60. Similarly, in Coffee Shop 2, respondents agreed that the logo was

visible, signage was easily seen, the lettering style of the brand name was easily readable, color lighting of the brand name was attractive, a welcoming header was present, and tall windows provided a great view, with weighted means ranging from 4.24 to 4.52. The average weighted mean for Coffee Shop 1 was 4.49, indicating overall agreement with the outdoor aesthetics, while Coffee Shop 2 achieved 4.38, suggesting a slightly lower level of agreement.

Table 11
Aesthetic Value of the Coffee Shops According to Smell (N=100)

| | Coffee Shop 1 | | Coffee Shop 2 | |
|--|---------------|--------------|---------------|-----------------------|
| | Mean | Description | Mean | Description |
| 10. SMELL | | | | |
| 10.1 The scent gives a relaxing mood | 4.44 | Agree | 4.58 | Strongly Agree |
| 10.2 The scent of coffee is distinguishable. | 4.30 | Agree | 4.54 | Strongly Agree |
| 10.3 The aroma provides customers a great coffee house experience. | 4.36 | Agree | 4.54 | Strongly Agree |
| Average Mean | 4.37 | Agree | 4.55 | Strongly Agree |

Table 11 depicts the aesthetic value of the smell of the two coffee shops, as perceived by the respondents. In Coffee Shop 1, respondents generally agreed that the scent gave a relaxing mood, the scent of coffee was distinguishable, and the aroma provided customers with a great coffee house experience, with weighted means ranging from 4.30 to 4.44. Similarly, in Coffee Shop 2, respondents strongly agreed that the scent gave a relaxing mood, the scent of coffee was distinguishable, and the aroma provided customers with a great coffee house experience, with weighted means ranging from 4.54 to 4.58. The average weighted mean for Coffee Shop 1 was 4.37, indicating overall agreement with the smell aesthetics, while for Coffee Shop 2, it was 4.55, suggesting a stronger consensus, particularly in terms of strong agreement.

Table 12
Comparison of the Aesthetic Design Value of the Coffee Shops

| Coffee Shops | Mean | Std. Deviation | t-value | p-value |
|---------------|------|----------------|---------|---------|
| Coffee Shop 1 | 4.30 | .35 | 1.50 | 0.14 |
| Coffee Shop 2 | 4.40 | .35 | | |

The statistical analysis presented in Table 12 compares the mean aesthetic value ratings between Coffee Shop 1 and Coffee Shop 2. For Coffee Shop 1, the mean aesthetic value rating was 4.30 with a standard deviation of 0.35, while for Coffee Shop 2, the mean rating was 4.40 with the same standard deviation. The t-value calculated was 1.50 with a corresponding p-value of 0.14. This comparison indicates that there was no statistically significant difference in the aesthetic value ratings between Coffee Shop 1 and Coffee Shop 2 across all demographic variables, as the p-value (0.14) exceeds the conventional significance threshold of 0.05.

DISCUSSION

The aesthetic assessments provided by the customers offer valuable insights into the perceived quality of coffee shops, spanning various aspects such as atmosphere, bathroom facilities, ceiling design, color schemes, décor, furniture, flooring, outdoor features, music ambiance, and scent. Across these dimensions, both Coffee Shop 1 and Coffee Shop 2 generally received positive evaluations, with many attributes garnering agreement or even strong agreement from respondents. Notably, Coffee Shop 2 tended to receive slightly higher ratings across several categories, suggesting a greater level of satisfaction with its aesthetic features compared to Coffee Shop 1. In particular, Coffee Shop 2 stood out in areas such as bathroom facilities, color schemes, outdoor features, music ambiance, and scent, where respondents expressed stronger agreement with its aesthetic attributes compared to Coffee Shop 1. This could indicate that Coffee Shop 2 has effectively curated its ambiance to align with customer preferences and expectations, potentially contributing to a more immersive and enjoyable coffee shop experience. Conversely, while Coffee Shop 1 still received positive ratings across most dimensions, there may be opportunities for improvement or refinement in certain aspects to enhance overall aesthetic appeal and customer satisfaction.

However, though the study generally gained favorable results, there are few aspects that need considerable attention due to its slightly low mean scores. One area is the provision of spacious comfort room (Mean=3.66). According to Mindful Design Consulting (2021), restaurant owners shall create a bathroom that's clean and spacious. In the event that enough space cannot be provided, clever planning – which includes everything from layout, to fitting choices, to smart small bathroom storage options – is key to ensuring that even a tiny bathroom can still feel spacious (Clayton, 2022).

Another area to look into are the reading materials provided for past time reading inside the coffee shop. This area also received a slightly low mean of 3.66. Joson (2022) articulated that individuals do past time reading inside a coffee shop. Thus, books and nature create a relaxing and comfortable reading environment with a slow rhythm. DeDominicis (2014) suggests that literary books are interesting reading materials to read upon by customers. Web (2018), on the other hand, suggests to establish relationships with book vendors and decide whether you want to sell new books, used books, or a combination of both, in your coffee shop. If you are going to offer magazines you will also need to develop relationships with wholesale magazine vendors.

The above findings underscore the importance to aesthetic details in creating an inviting and visually appealing environment for coffee shop customers. Overall, the findings suggest that attention to detail in areas such as décor, furniture, lighting, music, scent, and overall ambiance can contribute to creating a welcoming and memorable environment that encourages patronage and fosters customer loyalty. Moving forward, coffee shop owners and managers may benefit from further exploration and refinement of aesthetic elements to continuously enhance the overall customer experience and differentiate themselves in the competitive coffee shop market.

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