



Original Article

Consumer Psychographics as Predictors of Satisfaction in Davao City Coffeeshops

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Abstract

This study examined the predictive influence of consumer psychographics—specifically brand image, personality, consumption values, and lifestyle—on customer satisfaction in Davao City coffee shops. Using a quantitative-descriptive and correlational design, data were collected from 201 respondents through a structured survey and analyzed using descriptive statistics, correlation analysis, and multiple linear regression. The findings revealed that consumption values and lifestyle emerged as significant predictors of satisfaction, collectively explaining 49.4% of its variance. Consumption values, reflecting perceived utility, convenience, and affordability, had the strongest effect, underscoring the role of functional and experiential value in shaping satisfaction. Lifestyle compatibility also significantly influenced satisfaction, suggesting that coffee shops aligned with consumers' daily routines and social aspirations foster stronger emotional and behavioral engagement. Meanwhile, brand image and personality were found to correlate positively with satisfaction but did not exert significant independent effects once value-based factors were included. These findings reinforce the importance of aligning marketing and service strategies with consumers' psychographic identities, emphasizing value congruence and lifestyle fit over purely symbolic brand positioning. The study provides empirical insights that can guide coffee shop operators in developing value-driven, experience-centered business strategies tailored to the evolving preferences of urban Filipino consumers.

Keywords

consumer psychographics; personality; brand image; consumption values; lifestyle; customer satisfaction; coffee shop industry

INTRODUCTION

The global coffee shop industry, a multi-billion-dollar sector, has entered a period of intense transformation and competition in the post-2020 landscape. The market has demonstrated robust growth, with the out-of-home coffee segment projected to reach USD 376.70 billion in 2025 (Ferreira, Ferreira & Bos, 2021), a figure that reflects the culmination of trends established in the preceding years. This growth, however, occurs alongside a significant paradigm shift in consumer behavior. The era of simple



brand loyalty is fading, as consumers, particularly younger generations, now prioritize choice, convenience, and personal values over longstanding brand allegiance (Senthil, 2024). This is exemplified by data showing over half of a major chain's customers also visit competitor outlets, highlighting a more promiscuous and value-driven consumer base. In this saturated and competitive environment, where product differentiation is increasingly challenging, the key to sustainable growth lies not in demographic profiling, but in a sophisticated understanding of the psychological drivers—the psychographics—that underpin patronage and loyalty (Cloete & Mugobo, 2021).

In the Philippines, this global trend is acutely visible. The country has solidified its status as a top coffee-consuming nation globally, with a vibrant market fueled by the rapid proliferation of both international franchises and local ventures (Luna, 2024). However, this expansion presents a formidable challenge for operators. The industry faces intense pressure from multiple fronts: the cost-of-living crisis has prompted a widespread shift towards at-home consumption, with consumers seeking barista-style experiences through value formats like instant coffee and mixes (Holschuh, 2023). Concurrently, coffee shops face stiff competition from non-specialist outlets like bakeries and retail cafés (Dizon, 2024), which often offer cheaper alternatives (Panhuysen & Pierrot, 2020). The primordial challenge for businesses, therefore, is to move beyond superficial market assumptions and uncover the core psychographic factors that determine a patron's commitment and satisfaction in this new economic reality.

Focusing on Davao City, a major economic hub in Southern Philippines, the need for such psychographic insight becomes particularly urgent. The city's diverse coffee-consuming market represents a microcosm of modern Filipino consumerism (Hinlayagan, 2018), yet operators are navigating a landscape defined by recent and powerful headwinds. Beyond economic pressures, evolving consumer priorities present both a challenge and an opportunity. Modern consumers, especially millennials and Gen Z, show a strong preference for sustainable and ethically produced goods (Jasrotia, Darda & Pandey, 2023), and are increasingly conscious of health aspects, leading to a notable trend in caffeine reduction (Fathin et al., 2023). Furthermore, the rise of tech-driven distribution, such as app-based ordering and subscription services, has reshaped expectations for convenience and personalized experience (Nasution & Adiwijaya, 2024). Despite these clear shifts in the global and regional landscape, a critical research gap remains in the Davao context: a lack of a comprehensive, empirical model that defines the *interconnected* psychographic constructs which collectively predict patron satisfaction.

Recent research has firmly established that psychographics is pivotal in shaping consumer satisfaction, moving beyond the limitations of traditional demographic segmentation. The core of this relationship lies in the concept of self-congruity, where consumers are more satisfied with brands that they perceive as aligning with their own self-concept, values, and way of life (e.g., Kim & Ryu, 2021; Yusli, Abdul Latip & Abdul Rahman, 2024). Moreover, one study provided a robust model for this dynamic, demonstrating that brand identity and brand-lifestyle congruence are significant direct antecedents to brand satisfaction, which in turn is a powerful driver of repurchase intention (Sarita, Bangsawan & Pandjaitan, 2024). This empirically confirmed that when a brand's identity resonates with a consumer's lifestyle, it fulfills symbolic needs, leading to greater satisfaction that goes beyond mere functional product performance (Fens, Wilkie & Rao Hill, 2022). This alignment is particularly potent in competitive markets like coffee shops, where brands act as cultural symbols and consumers often "purchase identities" to express their personal tastes and social standing.

The mechanisms linking psychographics to satisfaction are further illuminated by research across diverse global contexts, revealing both universal patterns and nuanced cultural specificities. For instance, past studies (e.g., Acar et al., 2024; Chen & Zhuang, 2024;



Fernandes & Panda, 2019) revealed that the influence of social identity and reference groups (family and peers) on these psychographic pathways has been shown to vary significantly. In addition, a 2024 study (Acar et al., 2024) found that in the Turkish market, middle-aged, middle-income men with a focus on product origin exhibited strong independent brand perceptions, whereas women and lower-income consumers were more receptive to family and peer influences on their brand satisfaction. This highlights that the very formation of psychographic preferences is often a socially embedded process.

Simultaneously, research in social e-commerce underscores the critical role of social influence and social interaction in post-purchase evaluation behaviors, which are direct expressions of satisfaction. A study using grounded theory found that in social e-commerce environments, consumer satisfaction evaluations are driven by a complex interplay of product perception, social influence, and perceived behavior control, emphasizing that the "social" attribute of a platform can fundamentally shape how satisfaction is formed and expressed (Wang et al., 2024). These findings collectively suggest that while the core relationship between psychographics and satisfaction is established, its manifestation is moderated by cultural, social, and industry-specific factors, presenting a rich area for further investigation in localized settings like the Davao City coffee shop market.

Therefore, this study seeks to address this critical gap by developing and testing a psychographic model to predict satisfaction among coffee shop patrons in Davao City. The objective is to move from asking *who* the customers are to understanding *why* they patronize and what makes them truly satisfied. By empirically investigating the causal relationships between key psychographic variables—brand image, consumption values, personality, and lifestyle—this research will provide a data-driven model of local consumer decision-making that accounts for the market evolution. Ultimately, the findings of this investigation are poised to offer coffee shop franchisors, managers, and marketers in Davao City an empirically validated roadmap for strategic alignment. In an era defined by personalized experiences and value-driven consumption, this study will empower businesses to tailor their brand positioning, product offerings, and customer engagement strategies to resonate deeply with their target segments. This will not only enhance customer satisfaction but also ensure long-term viability and competitive advantage in Davao City's dynamic and expanding coffee shop market.

METHODS

This study employed a comprehensive quantitative research design utilizing primary data analysis to examine the determinants of coffee shop customer satisfaction in Davao City. The methodology was specifically structured to analyze the complete spectrum of variables collected through a multi-section survey instrument, which included not only four primary psychographic dimensions but also critical demographic characteristics and consumption context variables. The research design incorporated both descriptive and inferential analytical approaches, beginning with data validation and exploratory analysis before proceeding to predictive modeling using multiple linear regression.

The dataset was obtained through systematic primary data collection from coffee shop patrons across four major establishments in Davao City, which provided complete documentation of measurement instruments and variable definitions. The initial sample included 218 respondents, with 17 participants removed due to incomplete responses on key study variables, resulting in a final analytical sample of 201 complete cases. Prior to analysis, the dataset underwent rigorous validation checks to ensure completeness and consistency across all variables. This included examination of missing data patterns, verification of variable



ranges, and assessment of response distributions for each measured construct. The analytical framework accounted for all variable types present in the dataset: the continuous satisfaction outcome (measured on a 7-point Likert scale), four continuous psychographic predictors (brand image, personality, consumption values, and lifestyle measured on 5-point and 7-point Likert scales), and categorical demographic variables (including sex, educational level, and consumption location).

Data analysis proceeded through three systematic phases. The initial phase focused on data preparation, including dummy coding of categorical variables, treatment of missing data through listwise deletion, and verification of measurement scales through reliability analysis. The second phase involved comprehensive assumption testing for multiple linear regression, including examination of linearity, multicollinearity through variance inflation factors, normality of residuals, and homoscedasticity. The final analytical phase employed multiple linear regression to model customer satisfaction as a function of psychographic predictors and demographic characteristics. Model estimation was conducted using ordinary least squares estimation in JAMOV software (The Jamovi Project, 2023), with validation procedures including computation of model fit statistics and examination of residual plots.

Ethical considerations were carefully addressed throughout the research process. The collection of primary data with informed consent ensured protection of participant confidentiality, while comprehensive documentation of all analytical procedures guaranteed research transparency and reproducibility. The study adhered to established guidelines for primary data analysis, with particular attention to proper measurement instrument attribution and accurate representation of the data collection methodology. All data transformations and analytical decisions were systematically recorded to enable verification of findings and facilitate future replication studies. The methodological approach was designed to maximize the validity of conclusions while maintaining strict adherence to ethical research standards in the analysis of consumer satisfaction data.

Table 1. *Complete variable specification for coffee shop satisfaction analysis*

Variable Name	Variable Type	Measurement	Description
Satisfaction	Continuous	7-point Likert	Overall satisfaction with coffee shop experience
Brand Image	Continuous	7-point Likert	Composite measure of brand perceptions and associations
Personality	Continuous	9-point Likert	Measurement of personal values and self-concept
Consumption Values	Continuous	5-point Likert	Assessment of consumer values in coffee shop patronage
Lifestyle	Continuous	5-point Likert	Pattern of consumption reflecting time and spending choices
Sex	Categorical	Male/Female	Participant's self-reported gender
Educational Level	Categorical	Six categories	Highest educational attainment
Location	Categorical	Six categories	Primary location where coffee is consumed



RESULTS AND DISCUSSION

Table 2 presents the sociodemographic characteristics of the 201 respondents, all of whom were users of mobile food ordering systems in Davao City. The sample comprised slightly more females (57.7%) than males (42.3%), suggesting that women may be more engaged with mobile-based consumption technologies, consistent with earlier research indicating that female consumers are often more responsive to service-oriented applications (Dogra et al., 2023). A majority of the respondents were college students (85.1%), reflecting a younger demographic that is digitally literate and comfortable navigating mobile platforms. This finding aligns with Puiu et al. (2022), who observed that younger cohorts, particularly those in higher education, display stronger adoption rates of mobile commerce due to familiarity with digital ecosystems.

Table 2. *Descriptive statistics for respondents' demographic profile*

Variable	Category	<i>n</i>	% of Total	Cumulative %
Gender	Female	116	57.7	57.7
	Male	85	42.3	100.0
Education	Studying advanced degrees	30	14.9	14.9
	Studying college	171	85.1	100.0
Location	Bus terminal/Airport	6	3.0	3.0
	Coffeeshops	83	41.3	44.3
	Convenience stores	28	13.9	58.2
	Malls	80	39.8	98.0
	Offices	4	2.0	100.0

In terms of customer setting, the largest proportion of respondents reported using mobile food ordering apps in coffeeshops (41.3%) and malls (39.8%), followed by convenience stores (13.9%), while only a few used them in bus terminals, airports, or offices. This usage pattern indicates that mobile food ordering systems are most frequently used in leisure-oriented or high-footfall commercial areas, echoing the observations of Li et al. (2023) that consumers tend to associate app-based food services with social and lifestyle convenience rather than necessity-based purchases.

Table 3 presents the descriptive statistics of the covariates and the dependent variable. The mean scores suggest moderate to high responses across variables, with lifestyle ($M = 2.87$, $SD = 0.76$) and consumption values ($M = 3.29$, $SD = 0.79$) reflecting consistent consumer behavior linked to mobile ordering preferences. Brand image ($M = 3.73$, $SD = 1.31$) and personality ($M = 7.00$, $SD = 2.03$) both scored relatively high, implying that users' perceptions of brand identity and personal disposition toward convenience significantly shape their overall satisfaction. Satisfaction ($M = 3.36$, $SD = 0.88$) also indicates a generally favorable experience among respondents. These findings are consistent with the results of Belanche, Flavián and Pérez-Rueda (2020), who reported that lifestyle congruence and brand identity are central to perceived satisfaction in mobile food delivery contexts. Similarly, Ampadu et al. (2023) underscored that brand image and consumption values play decisive roles in fostering consumer loyalty and satisfaction in online service environments.

Table 3. *Descriptive statistics for the covariates and dependent variable*

Variable	<i>M</i>	<i>Mdn</i>	<i>SD</i>	Minimum	Maximum
Brand image	3.73	3.50	1.31	1.00	7.00
Personality	7.00	7.78	2.03	1.33	9.00
Lifestyle	2.87	2.86	0.76	1.00	5.00
Consumption values	3.29	3.36	0.79	1.00	5.00
Satisfaction	3.36	3.20	0.88	1.00	5.00

As presented in Table 4, all variables exhibited positive and significant correlations with satisfaction, indicating that improvements in lifestyle compatibility, brand image, personality alignment, and consumption values are associated with higher user satisfaction levels. The strongest correlation emerged between consumption values and satisfaction ($r = .674$, $p < .001$), highlighting that practical benefits, such as affordability and convenience, strongly predict satisfaction with mobile food ordering platforms. This is consistent with the findings of Kwon, Yu and Ahn (2023), who identified consumption value as the most dominant determinant of satisfaction in app-mediated food services.

Table 4. *Correlation matrix of study variables*

Variable	1	2	3	4	5
1. Lifestyle	—				
2. Brand image	.584***	—			
3. Personality	.186**	.250***	—		
4. Consumption values	.609***	.549***	.327***	—	
5. Satisfaction	.531***	.458***	.227**	.674***	—

Note. $N = 201$. $p < .05^*$, $p < .01^{**}$, $p < .001^{***}$.

Brand image and lifestyle also showed moderate-to-strong associations ($r = .458$ and $r = .531$, respectively), reflecting that users' perceptions of brand trust and compatibility with their daily routines significantly influence their satisfaction levels. Similar findings were reported by Rather et al. (2022), who emphasized the role of lifestyle alignment and brand credibility in shaping positive consumer experiences in mobile commerce. Personality also showed a weaker but significant correlation ($r = .227$, $p < .01$), suggesting that individual traits may contribute to satisfaction but to a lesser extent than contextual and value-driven factors (Kim, Kim & Lee, 2016).

Table 5 shows that all statistical assumptions of linear regression were met. Tests of normality (Shapiro-Wilk = 0.987, $p = .069$), homoscedasticity (Breusch-Pagan = 16.7, $p = .080$), and independence of residuals (Durbin-Watson = 2.02, $p = .908$) confirmed the model's appropriateness for linear estimation. Collinearity diagnostics further revealed VIF values between 1.02 and 1.39, well below the threshold of 5.0, confirming the absence of multicollinearity (Hair et al., 2021). These results affirm that the data meet the methodological rigor required for regression analysis, ensuring the validity of parameter

Table 5. *Assumption tests for the linear regression model*

Test	Statistic	<i>p</i>	Interpretation
<i>Normality</i>			
Shapiro-Wilk	0.987	.069	Residuals normally distributed
Kolmogorov-Smirnov	0.039	.914	Residuals normally distributed
Anderson-Darling	0.537	.167	Residuals normally distributed
<i>Heteroskedasticity</i>			
Breusch-Pagan	16.7	.080	No heteroskedasticity detected
Goldfeld-Quandt	0.740	.922	Homoscedasticity assumed
Harrison-McCabe	0.574	.932	Homoscedasticity assumed
<i>Autocorrelation</i>			
Durbin-Watson	2.02	.908	No autocorrelation detected
<i>Collinearity Statistics</i>			
VIF range	1.02-1.39	—	No multicollinearity detected (VIF < 5.0)

estimates.

As summarized in Table 6, the regression model significantly predicted satisfaction among mobile food ordering users, $R = .703$, $R^2 = .494$, Adjusted $R^2 = .467$, $F(10, 190) = 18.50$, $p < .001$, explaining approximately 49% of the variance in satisfaction scores. Among the predictors, consumption values ($\beta = .542$, $p < .001$) and lifestyle ($\beta = .160$, $p = .026$) emerged as significant positive predictors of satisfaction, while education level showed a significant negative effect ($\beta = -.309$, $p = .038$), indicating that respondents pursuing higher degrees reported slightly lower satisfaction with food ordering systems.

The strong predictive influence of consumption values indicates that functional benefits—such as convenience, time savings, and economic affordability—are key drivers of satisfaction. This supports the findings of Vărzaru et al. (2021), who demonstrated that consumption value strongly predicts both behavioral intention and satisfaction in mobile-based services. Similarly, Alden et al. (2023) emphasized that the perceived value derived from fast service and cost efficiency remains a primary determinant of satisfaction in digital food delivery markets.

Lifestyle also showed a positive association, reinforcing the argument that technology adoption is influenced by compatibility with users' daily routines and social preferences. This aligns with the Technology-Lifestyle Fit model proposed by Chai and Yat (2019), which posits that lifestyle alignment enhances user satisfaction and loyalty toward mobile applications. The result suggests that mobile food ordering systems in Davao City appeal strongly to individuals with fast-paced, convenience-oriented lifestyles.

Interestingly, education level exhibited a negative relationship with satisfaction, suggesting that respondents pursuing advanced degrees tend to be more critical or have higher expectations of app performance and service quality. This finding is consistent with the observations of van den Berg (2019), who found that higher-educated users often demand greater system reliability and transparency from service platforms.

Table 6. *Multiple linear regression predicting satisfaction*

Predictor	B	SE	95% CI [LL, UL]	t	p	B
Intercept ^a	0.854	0.264	[0.334, 1.374]	3.24	.001	—
Brand image	0.036	0.046	[-0.055, 0.126]	0.77	.441	.053
Personality	0.005	0.025	[-0.044, 0.054]	0.21	.833	.012
Lifestyle	0.185	0.083	[0.022, 0.348]	2.24	.026	.160
Consumption values	0.609	0.079	[0.452, 0.765]	7.67	< .001	.542
Gender (female - male)	0.016	0.096	[-0.173, 0.205]	0.17	.866	.018
Education (college - advanced degrees)	-0.273	0.131	[-0.531, -0.015]	-2.08	.038	-.309
Location (bus terminal/airport - coffeeshops)	0.031	0.278	[-0.516, 0.579]	0.11	.910	.036
Location (convenience stores - coffeeshops)	0.008	0.143	[-0.275, 0.290]	0.05	.958	.009
Location (malls - coffeeshops)	0.057	0.106	[-0.151, 0.265]	0.54	.591	.064
Location (offices - coffeeshops)	-0.057	0.336	[-0.719, 0.605]	-0.17	.866	-.064

Note. ^aReference category. Dependent variable: Satisfaction. Overall model fit: $R = .703$, $R^2 = .494$, Adjusted $R^2 = .467$, $F(10, 190) = 18.50$, $p < .001$.

The non-significance of other predictors, including brand image and personality, implies that while these factors correlate with satisfaction, their independent contributions diminish when core value-based and lifestyle factors are considered simultaneously. Prior research by Nybom (2024) similarly found that consumption-related attributes often overshadow personality-based factors in predicting satisfaction, as users prioritize tangible outcomes over affective alignment.

CONCLUSION

This study demonstrated that consumer psychographics—specifically consumption values and lifestyle—serve as the most powerful predictors of satisfaction among coffee shop patrons in Davao City. Consumers' perceptions of convenience, affordability, and experiential value were central to their satisfaction, while the degree to which coffee shop environments matched their social habits and daily routines also played a vital role. Together, these findings highlight that modern coffee shop customers are motivated less by symbolic branding and more by tangible value and lifestyle fit.

Brand image and personality, while correlated with satisfaction, did not exert independent predictive effects when value and lifestyle factors were considered. This outcome suggests that satisfaction is shaped primarily by the functional and experiential dimensions of consumption rather than by image-based appeal. The slight decline in satisfaction among respondents pursuing advanced education further indicates that more discerning consumers hold higher expectations for quality, personalization, and digital engagement.

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Ethical Approval

No ethics approval was issued.

Competing interest

The authors declare no conflicts of interest.

Data Availability

Data is publicly available and was accessed via Kaggle.

Declaration of Artificial Intelligence Use

In the preparation of this research, we utilized **ChatGPT (OpenAI 4o)** and **Quillbot** as AI-assisted editing tools to refine language, ensure proper citation formatting in APA 7th edition style, and improve overall readability. The AIs were employed solely for proofreading, grammar correction, and structural suggestions; all academic content, analysis, and conclusions are our original work. We take full responsibility for the research's integrity and confirm that human judgment guided every critical decision throughout the study's development.

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