

Customer Experience and Satisfaction in Coffee Consumption: An Analytical Study of Customer Behaviour in Coffee Shops

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ABSTRACT

This paper discusses the impacts of various elements of customer experience like Sensory, Affective, Behavioural, Intellectual, Digital and sustainability as far as customer satisfaction and advocacy are concerned. Customer experience has become an important subject matter over the last few years since it does not just deal with what is offered by businesses but with how customers experience, think, and respond upon their encounter with a service. Even though our own research is based on a particular group (the young generation in Pakistan), this does not differ with the original research since we also aim to know how satisfaction due to experience can affect future behaviour such as recommending the cafe or returning to the cafe. The data were gathered with the help of the well-structured questionnaire and targeted 50 participants to provide information on the issues of coffee quality, atmosphere, service, and emotional bonding. These variables have been chosen with a lot of care since they represent both tangible and intangible customer experience aspects. The results indicate that behavioural experiences and affective experiences, intellectual experiences and digital experiences have a strong impact on customer satisfaction. It means that customers do not just appreciate the product but how it is presented, how it ties to customer feelings, and how the digital aspects contribute to convenience. This set of insights can help them improve the meaning created in digital projects and develop appropriate marketing plans. With the emphasis on these factors, cafes and other similar companies can enhance customer retention, retention, and word of mouth.

KEYWORDS:

Customer Experience, Customer Satisfaction, Affective Experience, Behavioural Experience, Digital Experience, Coffee Shops, Young Consumers, Pakistan

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INTRODUCTION

Nowadays coffee is not a morning routine anymore, it is a lifestyle, a gathering, and a experience to people in the modern world. The culture of coffee has expanded so much in the world and a cup of coffee in most societies means much more than just taking coffee; it means identity, belonging and being modern. Since cafes are becoming more popular among all people, particularly young adults and professionals, the experience the customer gets when drinking coffee is a major determinant of their re-occurrence, referring others or remaining loyal to a brand. This experience is not only the quality of the coffee it serves, but also the appearance of the place, the manner in which the employees engage with their clients, and even the way the space makes them feel by feeling relaxed, comfortable, or excited. In this respect, customer experience and customer satisfaction are already significant indicators of cafes success, which impact not only the development of the business, but also the brand image.

The knowledge of what a customer will feel satisfied with when having the coffee experience will help a lot of stakeholders. In the case of coffee shop owners and managers, they can create improved customer experiences leading to customer loyalty through changing ambiance, training personnel, or new menu items. Marketing professionals are in a position to craft strategies that



emphasize on the emotional and sensory attractiveness like the emphasis on aroma, taste or customized service. Understanding the insights can help consumer behaviour researchers as well as business students to investigate the psychology behind the daily buying behaviours and the influence of emotions on the decision-making process. The fact that the research can lead to increased local entrepreneurship, better community welfare, and customer-oriented service patterns may be also of value to even the policymakers working in the hospitality and food sector.

Although a lot is known about customer satisfaction in general, and numerous studies have been made on coffee quality, pricing, and ambiance on an individual basis, there is a lack of understanding on how the whole experience of coffee, which involves emotional, sensory, intellectual and behavioural effects, leads to overall satisfaction. The factors that come up in previous studies tend to be divided or even concentrate on branded chains, negating the local cafes and third-wave coffee shops that are more likely to be characterized by personalization, authenticity, and human connection. As well, not all customer satisfaction leads to customer loyalty, and it is imperative to examine the emotional and experiential causes of such behaviour, including the role of feeling of attachment, belonging, or digital interaction in encouraging the return visit.

This paper will be a bid to close this gap by asking how various types of customer experiences including taste, environment, staff behaviour, and emotions on a visit influence satisfaction. It also examines what motivates individuals to revisit a coffee shop or refer to other people in an urban and semi-urban setting. These will enable companies to go beyond product-based selling, and establish an emotional connection with their customers, who eventually enable cafes to become cultural as well as social environments that generate long-term loyalty.

Research Questions

To guide the study, the following key questions are asked:

1. What aspects of the coffee shop experience are most important in shaping customer satisfaction?
2. Does promoting ethical practices enhance customer satisfaction?
3. What role do emotional and sensory experiences play compared to more practical or intellectual ones?
4. Can enhancing the digital presence improve customer recommendation and Satisfaction?

To sum up, the given research is worth conducting as it allows a new angle to the concept of customer satisfaction in an ordinary, familiar context, which is the consumption of coffee. By determining the real value of customers when they visit coffee shops, this research will be able to provide practical recommendations to businesses as well as make a difference in academically in marketing and consumer behaviour.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social Exchange Theory and Coffee Experience

Social Exchange Theory can be used to understand the development of healthy relations between the customers and coffee shops. The theory is premised on the premise that individuals form relationships in which they feel that they are getting value back. Within the coffee cafe setting, a customer feels rewarded when he or she is served with quality coffee, a good environment, or even friendly personnel. This will make them come back or refer other people to the cafe.

Conversely, customers that receive inexperience like poor service or poor quality products might not revisit the company. Through this, customer satisfaction will be founded on the perceived value and the perception of mutual benefit. This theory has been useful in getting insights on the effect of customer experience on the behaviour, satisfaction, and loyalty.

Impact of Customer Experience and Satisfaction

Customer experience refers to a mixture of the way a customer feels, thinks and acts as he interacts with a product or service. It may be divided into various dimensions: sensory (taste, smell, visual appeal), affective (emotions and feelings), behavioural (actions or participation) and intellectual (curiosity or learning).

Such experiences contribute significantly to the satisfaction of a customer. Using the example of the aroma and flavour of coffee, the feel of the cafe, as well as the friendliness of the employees, combine to create the overall experience. In case the experience is good and fulfilling, then likely the customers will be satisfied.

CONCEPTUAL FRAMEWORK

Ambiance is the general impression of a space that is perceived by customers. It is a deliberate construction in the coffee shops where it is prepared to trigger some emotions and get customers more inclined to remain in the shop and buy. These are not ordinary coffee-drinking locations, but a place to unwind, socialize or work. A friendly and welcoming atmosphere can have a positive effects on the customer mood, their attitude towards a brand, and raise their purchase intentions. Figure1 displays a correlation between the dimensions of consumer experience (sensory, affective, behavioural, intellectual, and digital experiences and sustainability experiences) and customer satisfaction (H1a-d).

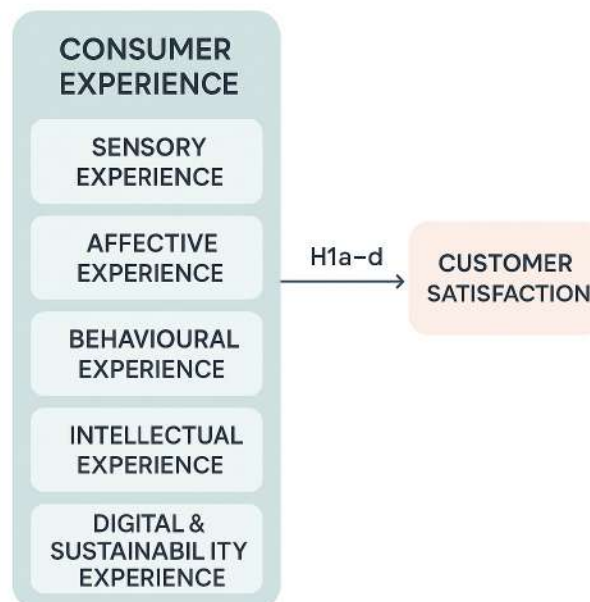


Figure 1: Conceptual framework of Consumer experience dimensions influencing customer satisfaction.

The store atmosphere is defined as such aspects as the design of the retail outlet, the smell, temperature, and the general ambiance. It might be a pleasant atmosphere that makes the

service experience more memorable. To the customers, the coffee store environment in Karachi and Islamabad has been associated with increased customer satisfaction, loyalty and positive beliefs towards the quality of the services. The layout, space, and setting of a coffee shop could also affect the choice of the products and overall customer experience.

Sensory attributes like smell, flavour, and appearance are important towards shaping coffee consumption behaviour. Aspects such as smell and visual appeal have been observed to influence the pleasure of the customers in a positive way and enhance their chances of making a repeat purchase. These sensory attributes tend to dominate other things such as location or atmosphere in revisiting. Subjective sensory impressions of the product, including the smell or taste of the coffee, can also increase product preference and purchase. Nevertheless, in other settings such as the consumption of organic coffee, health considerations, product trust and environmental considerations may be more persuasive than sensory appeal.

H1a. Sensory experience will have a positive impact on Customer Satisfaction.

Relevant element in the experience of the customer is the impression of the product category, the range of the products, their uniqueness, and overall attractiveness. This is what is called the variety of coffee and beverages in the coffee shops. The meal and beverage service are also important in creating customer satisfaction and loyalty. The type of product also has an effect on the customer value perceptions and preferences. Emotional reactions to the offerings can be improved by the positive sensory experiences, and result in more satisfaction. The drinks sold are highly affecting customer experience because customer satisfaction is one of the fundamental aspects of the overall experience.

H1b. Affective experience will have a positive impact on Customer Satisfaction.

Consumer-driven platforms such as online communities and blogs are valuable sources for gaining insights into customer needs and preferences. These platforms are not controlled by companies and often contain spontaneous, personal, and in-depth interactions among highly engaged users. Because individuals naturally share deeper knowledge during social interactions, these spaces are especially useful for capturing meaningful customer insights related to digital experiences and sustainability expectations.

Although companies can collect knowledge about customers in many ways, the focus on big data strategies has gained popularity in recent times. The digital feedbacks of customers can be analyzed efficiently through technologies such as text mining by the business. Nevertheless, little is done in terms of integrating big data and customer knowledge management through digital experience and sustainability. The need of frameworks contributing to the understanding of the social media data through the prism of sustainability and aligning it with the digital experience perspectives is increasing.

Although the possibilities of the social media data are great, the companies continue to struggle in order to retrieve the relevant and actionable insights. The information collected with the help of automated systems frequently lacks the emotional, personal, and value-driven component of sustainability issues and digital user experience. This is why the integration of data-driven tools with a better insight into human behaviour and values is important

H1c. Sustainability and digital experience will have a positive impact on Customer Satisfaction.

Lifestyle is a major determinant of the food and beverage consumption behaviour, which includes coffee. It represents the day to day activities, interests, preferences, attitudes, and

expectations of a person and all these determine his or her purchasing habits and consumption trends. To the coffee consumer, lifestyle factors like environmental awareness or religion can impact the intention to purchase besides the frequency and type of coffee taken. Lifestyles would result in various consumption motives, which would directly impact on purchasing behaviour, decision-making and the customer experience.

Customers that have good experience tend to come back as well even when the product is above average in terms of price. This implies that experience may override the cost when making a decision. Customers experience has high power in determining repeat behaviour in the hospitality industry, particularly in food and beverage. The atmosphere, the emotional attachment, and the uniformity of service all lead to the customer developing the desire to revisit.

H1d. Behavioural experience will have a positive impact on Customer Satisfaction.

The general belief is that good experiences lead to loyalty, this relationship still requires more research in different service settings. In the context of coffee cafés, factors like prior experience, frequency of visits, and individual preferences may influence the strength of repurchase intentions. Some customers may be loyal due to quality and sustainability, while others may be more influenced by emotional satisfaction or staff friendliness. These variations show that experience, satisfaction, and repurchase intentions are closely related, but not identical. Understanding how they interact is essential for creating effective marketing and service strategies in coffee businesses.

H1e. Intellectual experience will have a positive impact on Customer Satisfaction.

According to this hypothesis, intellectual experience which is considered to be the cognitive stimulation that customers are getting when interacting with a café (through thinking designs, learning opportunities, engaging ambience, and presentations of the product) positively impacts on the satisfaction. Whenever consumers become stimulated, challenged, or inspired by the environment or service mentally, there are high chances that they will consider the experience valuable and rewarding. This level of cognitive involvement does not only lead to better satisfaction but also makes the difference between the café and other competitors because people can value more than just merely consume and add to the aspect of personal enhancement. Therefore, intellectual experience is a significant aspect in the aspect of customer satisfaction in a coffeehouse setting.

METHODOLOGY

Research approach

This research is based on the quantitative research approach to identify the correlation between customer experience and satisfaction when consuming coffee. The study will gauge the consumer perceptions towards taste, service quality, ambience and comfort by obtaining numerical data based on structured questionnaires. The quantitative approach is appropriate because it provides an opportunity to analyze the data statistically and discover the patterns and relationships so that to comprehend the important aspects that contribute to customer satisfaction and loyalty in the competitive coffee market. Objectivity, reliability, and replicability are also offered by the quantitative research which is particularly handy when testing a hypothesis and adding to the existing literature regarding consumer behavior and service marketing.

The specific population targeted by this study is people belonging to the age group (18 -35) who drink coffee especially those people who frequent coffee stores and cafes. The primary target of the study is a young consumer, because it is a young consumer who already constitutes a rising market of coffee and who is more sensitive in terms of the quality, atmosphere, and the experience. This is also a group that is technologically inclined and most interactive socially, digitally, and therefore makes it an ideal group to investigate the influence of multidimensional experiences that are sensory, affective, intellectual, behavioral, and digital/sustainability factors.

This research is based on a descriptive research design as it is focused on describing the customer experiences and satisfaction rates of coffee consumption in a systematic manner. The design assists in terms of the contribution of different factors such as taste, service, ambiance, and comfort to the overall customer satisfaction. The structured questionnaire was used to measure the customer perceptions and preferences in a real environment in order to collect data. The descriptive design will make sure that the research will capture a picture of what the consumers are thinking at a particular point in time and general observations can be made which can be traced back to the theory and practice in service management.

The population to be targeted in this study consists of 92.3% of Karachi and 7.7% of Lahore and Islamabad. The group will mostly be made up of young adults and students because of their large proportion in the rising coffee culture and more so because they are more likely to pursue quality experiences in the cafe environment. The selection of these urban centers is not accidental, as coffee shops are doing well in urban places and the demands of customers in service, atmosphere, and innovation are relatively high in that setting. Therefore, the research environment is an unstable and competitive market where customer experiences have a strong influence on customer satisfaction and loyalty.

The research sample used in this study had 50 respondents who were randomly sampled by the means of surveys distribution. This figure was selected to have sufficient data to make any meaningful analysis without going beyond time and resource constraints. The sample size is relatively small, yet it is adequate to conduct other exploratory studies in the area of consumer behavior and service quality and allows establishing the primary patterns and to test the construct validity.

The sampling method used in this study was a convenience sampling method. The questionnaire was released on the internet and the participants were chosen according to the availability and a desire to answer. Convenience sampling was the most viable technique to use because of time and the lack of a complete list of the student population. It facilitated the effective data gathering of the students in the intended age group. Although convenience sampling is limited to less generalized results, it is mostly applied in exploratory studies and offers a useful information regarding the behavior of consumers within particular target groups.

Structured survey questionnaire was used as a way of collecting data. The levels of agreement of the participants to the statements regarding the coffee taste and quality of the services, ambiance, and overall satisfaction were measured with a 5-point Likert scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree). This scale provided some measurable information on customer perceptions and experiences. A Likert scale was also useful in aggregating all the responses and using statistical methods including mean analysis, correlations and structural modelling, which were applied uniformly.

The participants were told that the research was an attempt to understand the relationship between sensory and behavioral, affective, intellectual, digital, and sustainability experiences of coffee shops and customer satisfaction. It was clearly mentioned in the survey that it would not

take more than 35 minutes and the responses would be anonymous and will not be utilized in any other way other than academic research. The informed consent was signed and the confidentiality and voluntary participation were guaranteed during the process. This ethical factor provided transparency, established trust with the respondents and credibility of the collected data.

To analyze the data, SPSS and PLS-SEM were applied. The basic statistical analysis (frequency, mean, and reliability testing) was performed with the help of SPSS, and the structural relationships between the variables of customer experience and satisfaction were examined with the help of PLS-SEM. These two analytical tools combined offered the descriptive and inferential information: SPSS gave the accuracy of summarizing the dataset, whereas PLS-SEM allowed testing the complicated cause-and-effect relationships and approving the theoretical model. Such a twofold methodology gave an opportunity to analyze the data in a very strong and thorough way, which means that the results of the study are both statistical and theoretically significant.

DATA ANALYSIS AND DISCUSSIONS

Statistical Analysis

0.10.1 Reliability Test

Scale: ALL VARIABLES

Table 1: Case Processing Summary

Cases	N	%
Valid	52	100.0
Excluded ^a	0	0.0
Total	52	100.0

^a Listwise deletion based on all variables in the procedure.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.912	18

The overall scale demonstrated excellent internal consistency ($\alpha = .912$), indicating high reliability across all 18 items, as shown in Table 2.

Frequencies

[Dataset] D:\Document\spss project.sav

Table 3: Descriptive Statistics for Demographic Variables

	Age	Gender	Occupation	City
N Valid	52	52	52	52
N Missing	0	0	0	0

The study included 52 respondents (see Table 3). Most were aged between 18–25 years (Table 4), and the majority were female (Table 5). Participants were predominantly students (Table 6) from Karachi and Islamabad (Table 7), representing the typical demographic of the target population.

Table 4: Frequency Table: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 18	7	13.5	13.5	13.5
18-25	36	69.2	69.2	82.7
26-35	8	15.4	15.4	98.1
36 or Above	1	1.9	1.9	100.0
Total	52	100.0	100.0	

Table 5: Frequency Table: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	44	84.6	84.6	84.6
Male	8	15.4	15.4	100.0
Total	52	100.0	100.0	

Factor Analysis

Correlation Matrix^a

^a Determinant = 5.89E-007

As shown in Table 8, the KMO value of 0.747 indicates adequate sampling adequacy for factor analysis. Bartlett’s Test of Sphericity is significant (p < 0.001), confirming that correlations between items are sufficient for factor analysis.

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

^a *Rotation converged in 7 iterations.*

Table 9 shows the rotated component matrix. The factor loadings indicate that the items loaded well onto four distinct components. This supports the theoretical structure and suggests good construct validity.

Structural Relationships Between Customer Experience Variables and Satisfaction

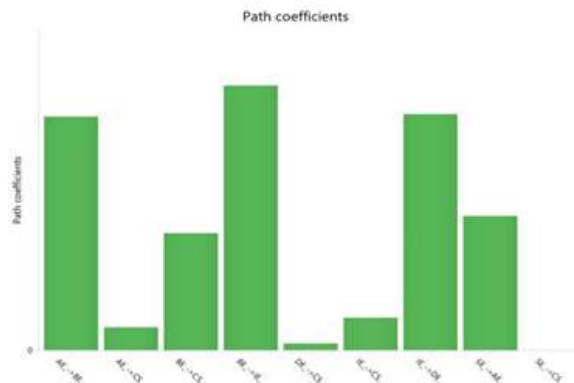


Figure 2: Path Coefficients

Table 6: Frequency Table: Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	43	82.7	82.7	82.7
Working Professional	5	9.6	9.6	92.3
Others	4	7.7	7.7	100.0
Total	52	100.0	100.0	

Table 7: Frequency Table: City

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Karachi	48	92.3	92.3	92.3
Islamabad	4	7.7	7.7	100.0
Total	52	100.0	100.0	

Path Coefficients

Figure 2 presents the strength of relationships between key constructs. The path coefficients reflect the degree of influence one variable exerts on another in the model. These results indicate which dimensions of customer experience have the strongest effect on customer satisfaction.

0.13.1 Key Observations:

The strongest paths appear from **BE** → **AE** and **IE** → **DE**, suggesting these relationships are substantial. This means that behavioural experiences significantly shape affective experiences, while intellectual experiences strongly contribute to digital experiences. Both of these relationships highlight how customer actions and thought processes can directly influence emotions and digital engagement.

Some paths (e.g., **AE** → **CS**, **DE** → **CS**) are relatively weak, suggesting that while affective and digital experiences matter, their direct impact on satisfaction may be less pronounced. This reflects the complex nature of customer satisfaction, which may rely more on a combination of experiential elements rather than isolated dimensions alone.

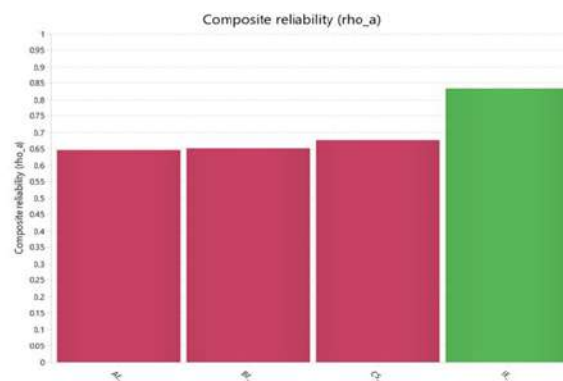


Figure 3: Composite Reliability (rho.c) – Initial Output

Composite Reliability (rho_c)

As shown in figure 3, all constructs exhibit composite reliability values above 0.80, indicating good internal consistency. This demonstrates that the indicators used for each construct

Table 8: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.747
Bartlett's Test of Sphericity	
Approx. Chi-Square	633.597
df	153
Sig.	< .001

Table 9: Rotated Component Matrix^a

	Component			
	1	2	3	4
SE_1	.854			
SE_2	.851			
SE_3	.871			
AE_1	.759			
AE_2	.674			
AE_3	.581			
BE_1				.633
BE_2	.790			
BE_3	.575		.654	
IE_1	.776			
IE_2	.697			
IE_3	.763			
DE_1	.707			
DE_2	.572	.570		
DE_3			.565	
DE_4				.869
CS_1				.738
CS_2				.776

consistently measure the same underlying concept. Reliability is a crucial prerequisite before interpreting structural paths, as it ensures the constructs are stable and trustworthy.

0.14.1 Key Observations:

Composite reliability (ρ_c) values above 0.70 are acceptable, and values above 0.80 are considered good. Since all constructs (AE, BE, CS, IE) meet or exceed this threshold, it supports the conclusion that the measurement model is sound. These values reinforce confidence that the constructs are not only theoretically valid but also statistically reliable.

Composite Reliability (ρ_c)

Again, as reinforced by all constructs demonstrate composite reliability values above 0.80 across repeated analysis, strengthening the trust in the measurement's internal consistency.

0.15.1 Key Observation:

The consistency of composite reliability (ρ_c) across multiple checks (see Figure 4) confirms the model's robustness and reduces concerns about measurement error.

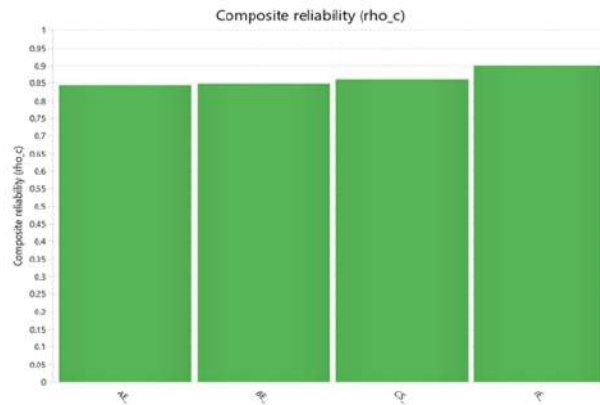


Figure 4: Composite Reliability (rho.c) – Consistency Check

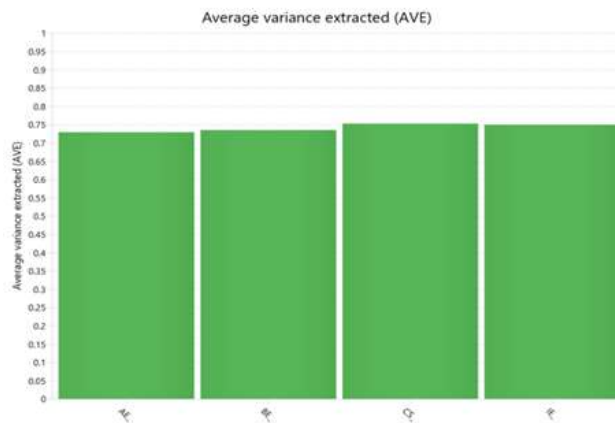


Figure 5: Average Variance Extracted (AVE)

Average Variance Extracted (AVE)

All constructs have AVE values above 0.50, as seen in Table ???. This means that the latent constructs explain more than half of the variance in their indicators, which is a strong indication of convergent validity.

0.16.1 Key Observation:

This reflects good convergent validity; over 50% of the variance is captured by the indicators. When AVE values exceed this threshold, it supports that the constructs are well-represented by their items and not overly affected by random measurement error.

Cronbach's Alpha

Cronbach's Alpha (.727 from SPSS) aligns with earlier findings. Some constructs (e.g., AE, BE, CS) fall slightly below the 0.70 benchmark, while others (like IE) show strong reliability. Cronbach's Alpha is a widely accepted reliability metric, although it tends to be more conservative compared to composite reliability.

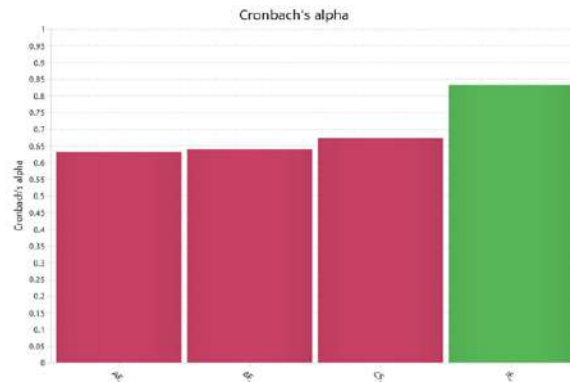


Figure 6: Cronbach's Alpha

0.17.1 Key Observation:

While some alpha values are slightly below the ideal threshold, the constructs can still be considered reliable due to strong composite reliability (see fig 6). In PLS-SEM, composite reliability is preferred and considered more accurate, especially in models involving latent variables.

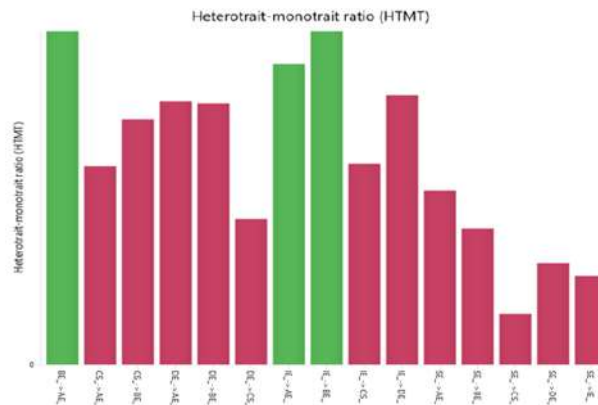


Figure 7: Heterotrait-Monotrait Ratio (HTMT)

Heterotrait-Monotrait Ratio (HTMT)

Several HTMT values exceed the 0.85 threshold (e.g., BE ↔ AE, IE ↔ BE), which may indicate discriminant validity concerns. Discriminant validity ensures that constructs that are intended to be different are empirically distinct.

0.18.1 Key Observation:

The values of HTMT above the 0.85 (or 0.90 in case of more permissive norms) indicate the possibility of construct overlap. These pairs, particularly the ones being indicated by green bars in Figure 7, might not be distinguishable enough. This overlap may be as a result of similarity of concepts and sharing of items or a combination of context (e.g. customer experiences in cafes). Future research will be required to refine measurement items, address cross-loadings or may even combine close related constructs.

DISCUSSIONS AND IMPLICATIONS:

The findings of this research assert that sensory, affective, intellectual, behavioural, and digital/sustainability experiences play a major role in customer satisfaction in consuming coffee among young people in Pakistan. This underscores the inter-dimensionality of the customer experience, in which the satisfaction of the customer is not merely achieved through a single component but through a combination of sensual pleasure, emotional engagement, intellectual engagement, behavioural orientations and online interactions. The results emphasize the fact that the dimensions are strongly intertwined and affect each other together in the context of cafes to control how customers assess their experiences.

The PLS-SEM path coefficients reveal the most significant relationships between behavioural experience and affective experience and between intellectual experience and digital engagement, which means that customer experience elements are interconnected. In particular, the massive route of behavioural experience to affective experience indicates that behaviour like interaction with employees, the service atmosphere, and the routine activities of the individual have a significant influence on the feelings that the customers experience. On the same note, the close connection between intellectual experience and digital experience suggests that when consumers are interested and intellectually engaged in a cafe, they are also inclined more to utilize digital tools, platforms, or internet communities that are related to the cafe. These links underline the fact that customer experiences are not singleton experiences but in significant ways support each other.

The reliability test (Cronbach Alpha, Composite Reliability) shows that there is acceptable to high international consistency in most of the constructs; however, some of them (e.g., AE, BE, CS) can be improved. Cronbach Alpha values lower than the strictness of 0.70 indicate that some constructs may be best reviewed on wording of items or include other more reliable indicators. Nevertheless, the steady and high values of Composite Reliability indicate that, in general, the constructs can be said to be consistent and reliable in the PLS-SEM model. This gives an assurance of the measurement model as well as an indication of where improvement can still be done to ensure that the strength of future studies is increased.

The construct validity of the measurement model was supported because the factor analysis allowed grouping the variables into four major components. This does not only confirm the theoretical framework, but it also proves that young consumers in Pakistan think about and experience their coffee experiences based on these specific categories of experience. The distinct cluster of the factors supports the suitability of the research design and shows that the measurement items were able to measure the intended constructs.

These findings are in line with the Social Exchange Theory, which lays a stress on the perceived value and mutual benefit in customer relationships. In this regard, as customers feel that cafes offer them a sense of value in terms of sensory, emotional, intellectual, behavioural and digital experience, they develop a sense of beneficitation which drives them to give back in the form of loyalty and word-of-mouth. The results indicate that recollect, multi sensory, and emotional experiences at cafes do not only lead to satisfaction but also determine customer loyalty and advocacy intentions. Practically, it will imply that cafes will need to go beyond looking at the quality of a product and investing in creating a holistic customer experience that will appeal to various levels of customer interaction. In such a way, companies will be able to build emotional appeal and get more frequent visitation and positive word-of-mouth, the latter being essential to long-term survival and competitiveness in the coffee market.

Theoretical Implications

This study is a contribution to the body of literature on consumer behaviour and service marketing because it expands the usage of experiential marketing theories to coffeehouse in an emerging market. It helps prove that customer satisfaction is a multi-dimensional phenomenon, which is not only based on tangible product features (e.g., coffee quality) but also intangible experiences, i.e. emotional involvement, climate and sustainability perception. Another strength of the study is that it provides a strong theoretical basis to employ Social Exchange Theory in explaining consumer satisfaction and loyalty behaviour in the retail environment. It will be valuable in that it investigates how young consumers who form an understudied group in Pakistan interpret and react to service experiences.

Managerial Implications

The findings have been important to the owners and operators of cafes as it shows that investment in ambiance design, staff behaviour and emotional connection, rather than just product quality is important. Improving the sensory elements (e.g., aroma, music, visual) and providing digitally interactive and socially responsible experiences can greatly improve the satisfaction and revisit intentions. Such insights can help marketers to personalize brand messages, focus on ethical and sustainable business and establish more emotional connections with customers. These needs are specifically applicable in the attraction and maintenance of young and experience-oriented consumers in the urban markets such as Karachi and Islamabad.

LIMITATIONS AND FUTURE RESEARCH:

Although this research has provided valuable information on customer experience and customer satisfaction of coffee drinking, there are a number of limitations that need to be taken into consideration. The size of the sample ($n = 52$) used was not quite representative, and it was also geographically focused, restricting the extrapolation of the findings to larger populations. Convenience sampling can also have led to the selection bias which could have influenced the overall representativeness of the data.

The sample of the respondents consisted of young consumers, including students and the representatives of the first career. This demographic target marginalizes the important points of view of older age or people with different socio-economic status. Further studies need to have a greater sample of participants that will help comprehend the variations in preferences and satisfaction by consumer groups.

Other constructs, like aesthetic experience (AE) and brand experience (BE), had a little low score in reliability. This implies that the measurement scales should be refined or some other measures included in order to capture the desired concepts better.

The study used a cross-sectional research design, which involved the researcher gathering data at a single point in time. Subsequently, it fails to consider how consumer satisfaction or behaviour changes with time. Longitudinal researches would be able to provide more information on the changing trends and customer loyalty in the coffee sector.

Besides, the research paid attention mainly to attitudinal and experiential variables. The model may be extended into the future by incorporating the behavioural consequences, including frequency of purchasing, repeat purchases, or brand switching behaviour, which would present a more balanced picture of customer behaviour in coffee market.

CONCLUSION

This research was aimed at investigating the structural interdependences between sensory, affective, intellectual, behavioural, and digital/sustainability experiences and their effects on customer satisfaction in the coffeehouse setting of young consumers in Pakistan. The results substantiate that customer satisfaction is not predetermined by one dimension but is a product of three and more experiential factors interaction. Close interrelations between behavioural experience and affective experience and intellectual and digital engagement signify the interdependence and dependence between the constituents of customer experience.

There was an acceptable to strong reliability and validity of the measurement model that was backed by Composite Reliability, AVE, and factor analysis. Despite the fact that there are some constructs that demonstrated rather lower Cronbachs Alpha values, the overall results are confirming the strength of the proposed framework. The paper also supports the applicability of the Social Exchange Theory, whereby when customers find value in the experiences that are memorable and engaging, they give back in form of loyalty and advocacy.

Theoretical contribution is the fact that the frameworks of experiential marketing have been extended to a new market environment and that it provides the unique ways young consumers perceive cafe experiences. On the managerial level, the paper highlights that cafes should not only focus on the quality of products but also develop multisensory and emotional experiences using the whole environment to offer the holistic experience. Digital integration, ambiance, staff behaviour and sustainability can be strategically invested to improve satisfaction, loyalty and word of mouth in the business.

The research, though limited, offers a basis to continue the research on customer experience in the coffee industry in the future. The inclusion of longitudinal and behavioural outcomes, improving constructs and increasing the demographic range would also enhance the knowledge base on customer loyalty drivers. Finally, the paper highlights that developing customer satisfaction within the contemporary coffee culture is concerned with designing experiences that have meaning and make themselves felt by consumers in intellectual, emotional, behavioural, and digital dimensions.

CREDIT AUTHOR STATEMENT

Kainat Khan: Conceptualization, Methodology, Data curation, Writing- Original draft preparation. **Alishba riaz** Visualization, Investigation, Validation. **Zoha fatima** Writing- Reviewing and Editing.

CONFLICT OF INTEREST:

The author declares that there are no conflicts of interest regarding the publication of this paper.

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