

A Conjoint Analysis of the Preferred Digital Marketing Approaches for Coffee Shops Among Gen Z College Students in Davao City

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ABSTRACT

This study identifies preferred digital marketing approaches for coffee shops among Gen Z college students in Davao City. Using Multi-Attribute Utility Theory (MAUT) and Integrated Marketing Communication Theory (IMC), conjoint analysis via the PAPRIKA method in 1000minds assessed five attributes: social media platform, publicity type, content type, advertisement type, and online credibility. Based on responses from 300 verified Gen Z students, content type (26.7%) emerged as the most influential factor, followed by social media platform (24.7%) and publicity type (18.7%). Results reveal Gen Z favors engaging, interactive content on platforms they frequently use. These insights offer practical direction for coffee shop owners to craft content-driven digital strategies tailored to Gen Z preferences.

INTRODUCTION

The coffee shop industry in Davao City is thriving, driven by rising demand for personalized consumer experiences and social interaction. However, as product offerings and service quality increasingly converge, businesses struggle to differentiate themselves in a saturated market (Recamadas, 2018). Digital marketing has become a vital tool in this landscape, yet local coffee shops face challenges in crafting strategies that truly resonate with Generation Z – digital natives who prioritize convenience, interaction, and brand authenticity (Hanafiah et al., 2024; Hadi & Sarwono, 2024). This demographic is not just an audience but an active co-creator of marketing experiences, often shaping perceptions through social media engagement and peer-driven promotion (Boudreaux et al., 2021). In the Philippines, Gen Z is widely recognized as a dominant force in shaping consumption trends, particularly online (Alegnad et al., 2024; Sobrepeña et al., 2023). Despite this, most studies on Gen Z digital behavior remain concentrated in urban megacities or focus on broader consumer sectors, leaving local dynamics underexplored – especially in regions like Mindanao.

Recent research has begun to address this gap by applying advanced methodologies such as conjoint analysis to explore Gen Z preferences in regional contexts. For example, Sumatra et al. (2025) found that Gen Z in Southeastern Mindanao made travel decisions based on sustainability, affordability, and social dynamics – revealing strong preferences for personalized and values-driven experiences. Similarly, Sumatra (2025) highlighted how Gen Z learners favored flexible, user-friendly digital platforms when engaging with online learning environments, reinforcing the value of tailored, multi-attribute strategies. In Davao City, Sumatra (2023) also revealed that targeted promotions and impactful digital messaging were decisive in Gen Z's financial decision-making in cooperative savings products. These studies consistently underscore the generation's preference for customized, digitally enabled, and socially meaningful interactions – factors equally relevant in coffee shop marketing.

While such findings offer useful parallels, no empirical research has yet applied conjoint analysis to evaluate digital marketing preferences for coffee shops among Gen Z students in Davao City. This absence leaves a critical gap, as digital marketing efforts without localized insights may fail to connect with regional values, behaviors, and expectations. Given the surge of new coffee shops in the city – a 34.45% increase in a single year (Arado, 2018) – understanding consumer trade-offs between different marketing attributes is essential. Additionally, movements like the Davao Coffee Crawl and the region's aspiration to become a national coffee destination (Lao, 2024; SunStar Davao, 2023) underscore the urgency of targeted marketing aligned with local consumer preferences.

This study addresses that gap by investigating the digital marketing attributes most and least valued by Gen Z college students in Davao City when engaging with local coffee shops. Using conjoint analysis with the PAPRIKA method and grounded in Multi-Attribute Utility Theory (MAUT), this research evaluates preferences across five dimensions: social media platform, content

type, publicity form, advertisement style, and online credibility. In doing so, it contributes to both theory and practice. Theoretically, it extends the application of conjoint analysis to a previously understudied consumer segment and context. Practically, it offers coffee shop owners data-driven insights to optimize digital engagement strategies and enhance customer resonance. This study asks: What digital marketing attributes do Gen Z college students in Davao City prefer when interacting with coffee shop brands? The findings aim to support more informed marketing decisions while advancing scholarly understanding of regional consumer behavior.

LITERATURE REVIEW

This study was grounded in two interrelated theories: Multi-Attribute Utility Theory (MAUT) and Integrated Marketing Communication (IMC) Theory. MAUT supports the structured evaluation of decision-making across multiple attributes, which aligns with the use of the PAPRIKA method in conjoint analysis. Meanwhile, IMC Theory provides the foundation for understanding how different media strategies – including Paid, Earned, Shared, owned (PESO) media and online credibility – collectively influence consumer engagement and brand perception. These frameworks enabled a comprehensive understanding of how Gen Z college students in Davao City weigh digital marketing features when engaging with local coffee shops.

Multi-Attribute Utility Theory (MAUT)

Developed by Fishburn (1970), MAUT offers a systematic approach for understanding how individuals make decisions by evaluating options based on multiple criteria. The core idea is that people assign utility values to various attribute combinations and select the alternative that offers the highest perceived value. As noted by Jansen (2011), the theory assumes rationality in decision-making, where preferences are quantifiable and reflect the most beneficial trade-offs among competing features.

Despite its structured approach, MAUT recognizes the limitations of perfect rationality. Ackermann, Walsh, and Shinn (2023) emphasized that human decisions, particularly among younger demographics like Gen Z, are often influenced by emotional and social factors. In such cases, the theory still provides utility by quantifying subjective preferences. This study used MAUT to analyze how Gen Z students assessed combinations of digital marketing attributes, enabling the prioritization of elements such as social media platforms, publicity types, advertisement forms, and online credibility. While challenges exist in defining utility functions with many variables, MAUT remains effective for preference modeling and decision analysis, especially in digital marketing contexts.

Integrated Marketing Communication (IMC) Theory

Integrated Marketing Communication (IMC) Theory, introduced by Schultz, Tannenbaum, & Lauterborn (1993), emphasizes the coordinated use of various marketing channels to deliver a unified brand message. It focuses on creating a consistent customer experience across Paid, Earned, Shared, and

Owned media. According to Ma'rif et al. (2024), IMC enhances engagement by integrating advertising, direct marketing, public relations, and sales promotion into a cohesive communication plan. These coordinated efforts ensure that messaging resonates across platforms while building long-term brand equity.

IMC is particularly relevant for Gen Z audiences who engage with multiple media channels and expect personalized, interactive content. Khan (2017) argued that modern marketers must balance message consistency with platform-specific nuances, given the fragmented nature of media consumption. As digital natives, Gen Z audiences interpret marketing through the lens of credibility, relevance, and aesthetic appeal. In this context, IMC theory supports the selection of PESO media types and online credibility as core components of this study's design. It also provides a theoretical basis for analyzing how different media strategies influence consumer preferences and purchasing intentions.

Together, MAUT and IMC offer a robust foundation for evaluating how Gen Z consumers make digital marketing decisions. MAUT allows researchers to model preference rankings and trade-offs, while IMC frames the specific digital marketing elements under investigation. This study adopts the PESO model and online credibility as core attributes derived from IMC, and applies conjoint analysis grounded in MAUT to understand the utility Gen Z assigns to different combinations.

The integration of these theories informs the development of the conceptual framework for this study. As shown in Figure 1, the framework reflects the input attributes of PESO media types and online credibility, as guided by IMC Theory, and the output of ranked preferences, modeled through MAUT. This structure supports the research objective of identifying the most and least valued digital marketing approaches among Gen Z college students in Davao City.

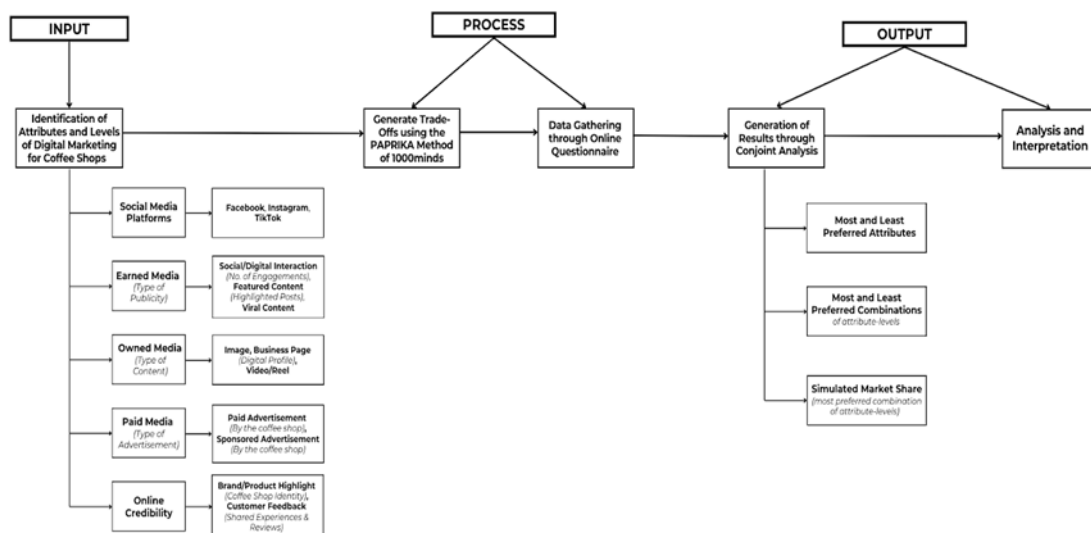


Figure 1. Conceptual Framework

METHODOLOGY

This study used a quantitative, descriptive-correlational approach to examine the preferred digital marketing strategies for coffee shops among Generation Z college students in Davao City. It aimed to identify patterns and

associations between marketing attributes and student preferences. A cross-sectional time frame was used, with data collected over three weeks from February 24 to March 14, 2025. Surveys were administered in natural settings at Ateneo de Davao University, Mapúa Malayan Colleges Mindanao, and University of Mindanao – Bolton Campus to ensure authentic responses.

To build a contextually grounded instrument, the researchers conducted 15 key informant interviews (KIIs) with students and five focus group discussions (FGDs) with coffee shop owners from December 5 to 10, 2024. These sessions informed the identification of relevant attributes and levels for the survey, which was implemented through the 1000minds software using the PAPRIKA method. The attributes included social media platform, publicity type, content type, advertisement type, and online credibility, each reflecting both participant insights and literature.

The study targeted Gen Z students aged 18 to 26 enrolled in the selected universities. A total of 300 verified responses were collected—100 from each school—through quota and purposive sampling. This sample size was based on the Cochran formula and supported by prior studies indicating that 300 respondents provide adequate statistical power for conjoint analysis (Orme, 2024; Cano, 2023). Respondents were screened based on age, enrollment, and willingness to participate.

A pre-test survey was conducted with 40 students (32 verified responses), followed by a pilot test with 50 students (48 verified responses). Based on feedback, terms were clarified and simplified. Median completion time was approximately three and a half minutes. High internal consistency was observed, with Kendall's W at 0.798 and Spearman's rank correlation at 0.786.

The main survey was distributed using QR codes and links. In cases of technical limitations, the researchers provided mobile data, hotspot access, or devices to ensure participation. Responses were verified through email. Exclusion rules filtered out responses completed too quickly or showing patterned choices.

Data were analyzed through the PAPRIKA method in 1000minds, which calculated utility scores and relative importance for each attribute level. Kendall's W and Spearman's ρ were applied to assess the consistency of respondent preferences. These non-parametric tests were appropriate for the ordinal data structure generated by conjoint analysis.

Ethical standards were upheld throughout the study. Informed consent was obtained at all stages. Participants were assured of their right to withdraw and of the confidentiality of their responses. Data were anonymized and securely stored in accordance with the Data Privacy Act of 2012 (Republic Act No. 10173). All sources were cited appropriately to maintain academic integrity.

RESEARCH RESULT

Overview of Demographics

A total of 350 participants were involved in the actual data collection. However, after applying exclusion criteria to ensure data quality, only 300 verified and valid responses were included in the final analysis, as shown in Table 1. Respondents were excluded if they failed consistency checks, repeatedly

chose only one side, selected “they are equal” throughout, or responded too quickly (e.g., less than one second per question). These measures were applied to filter out disengaged participants and ensure the reliability of the preference data.

The respondents, aged between 18 and 26, were all college students from Davao City, representing the Gen Z cohort. A majority (56.7%) fell within the 21 to 23 age range, followed by 39% aged 18 to 20. This age distribution reflects the participation of younger Gen Z individuals, who are actively shaping coffee shop culture, consistent with Azahra et al. (2024), who noted Gen Z’s growing association with coffee consumption as part of their lifestyle.

In terms of gender, 64.3% of respondents identified as female, 30.7% as male, with 3.3% identifying as LGBTQ, 1.3% as non-binary, and 0.3% choosing not to disclose. The strong female representation suggests a heightened engagement with coffee shops’ digital presence, resonating with Setiawan’s (2021) findings that females tend to view coffee shops as suitable spaces for socialization and relaxation.

Each of the three participating universities – AdDU, MMCM, and UM – contributed 100 verified respondents, ensuring equal representation across institutions in District 1, Davao City. This balance provided broader insight into student preferences across varied educational settings.

Regarding visit frequency, 57% of respondents reported going to coffee shops at least once a week, while 43% visited once a month or less. This finding supports Dave (2023), who observed that Gen Z students regularly patronize coffee shops not only for convenience but also for enjoyment and study support.

On the influence of digital marketing, 31.3% reported always being influenced to visit by a coffee shop’s digital presence, 51.3% said they were sometimes influenced, 13.7% rarely, and only 3.7% said they were never influenced. These results emphasize the role of digital visibility in consumer behavior, echoing Barsilewin (2024), who highlighted the importance of adapting marketing efforts to technological trends in the coffee industry.

Overall, Gen Z college students in Davao City displayed diverse demographic traits and behavioral patterns shaped by their age, gender, and digital engagement. Their responses affirm the need for businesses to craft targeted digital marketing strategies that align with the social dynamics and values of this evolving consumer group. These results are consistent with Salim (2024), who emphasized that the sustainability of coffee shops depends on both quality offerings and strategic online visibility that resonates with younger consumers.

Table 1. Profile of Respondents

Category	Subcategory	Frequency	Percentage
Age Range	18-20 years old	117	39%
	21-23 years old	170	56.7%
	24-26 years old	13	4.3%
	Total	300	100%
	Female	193	64.3%

Gender	Male	92	30.7%
	Non-binary	4	1.3%
	LGBTQ	10	3.3%
	Prefer not say	1	0.3%
	Total	300	100%
University	Ateneo de Davao University (AdDU)	100	33.3%
	Mapúa Malayan Colleges Mindanao (MMCM)	100	33.3%
	University of Mindanao - Bolton (UM)	100	33.3%
	Total	300	100%
	Frequency of coffee shop visits	Daily	14
	2-3 times a week	47	15.7%
	At least once a week	110	36.7%
	At least once a month	129	43%
	Total	300	100%
Frequency of the influence of digital presence/ marketing on coffee shop visits	Always	94	31.3%
	Sometimes	154	51.3%
	Rarely	41	13.7%
	Never	11	3.7%
	Total	300	100%

Most and Least Important Attributes

This section presents how Gen Z college students in Davao City evaluate the importance of various digital marketing attributes in influencing their coffee shop preferences. The attributes examined include type of content, social media platform, publicity type, online credibility, and type of advertisement. Using the PAPRIKA method in 1000minds, each attribute was assigned a relative importance score based on how it influenced consumer decision-making, as shown in Figure 2.

Among all attributes, type of content ranked highest with a relative importance score of 26.7%, highlighting the value Gen Z places on visually engaging, authentic, and relevant materials. As supported by key informant interviews, participants emphasized that creative content—such as promos, features, and relatable visuals—enhances connection with brands and drives engagement. Owned content is not just about visibility; it's about setting the tone

and identity of the coffee shop in a way that resonates with the lifestyle of young consumers.

Close behind, social media platform scored 24.7%, reinforcing that the medium matters nearly as much as the message. Gen Z consumes content across platforms like Instagram, TikTok, and Facebook depending on the type of experience they seek. The preference for platform alignment indicates that marketing strategies must adapt to where students naturally spend their digital time. As participants shared, the right platform increases the likelihood of interaction and emotional connection with a brand.

Publicity type followed with 18.2%, reflecting a moderate but still meaningful influence on decision-making. Gen Z tends to favor organic and peer-driven content over traditional promotional messaging. User-generated content and casual storytelling—like shared posts or customer feedback—feel more trustworthy and less intrusive. Though not as essential as content or platform, publicity still plays a supporting role in shaping perceptions.

Online credibility, with a score of 16.0%, highlights that trust remains important. Transparent communication, responsiveness to reviews, and authentic interaction are factors Gen Z values in choosing where to spend. Positive digital reputations and demonstrated authenticity contribute to long-term loyalty, as students noted that credible brands are those that “feel real” and handle feedback with honesty.

Finally, type of advertisement ranked lowest at 13.9%, suggesting a preference for subtle and integrated promotion over traditional ads. While not dismissed entirely, overt advertising is less effective with this demographic. Instead, Gen Z favors native ads—those that blend naturally with the platform’s content flow, such as TikTok trends, Instagram stories, or influencer partnerships. Ads that interrupt or feel forced tend to be ignored, but when done creatively and in alignment with platform norms, they can still be impactful.

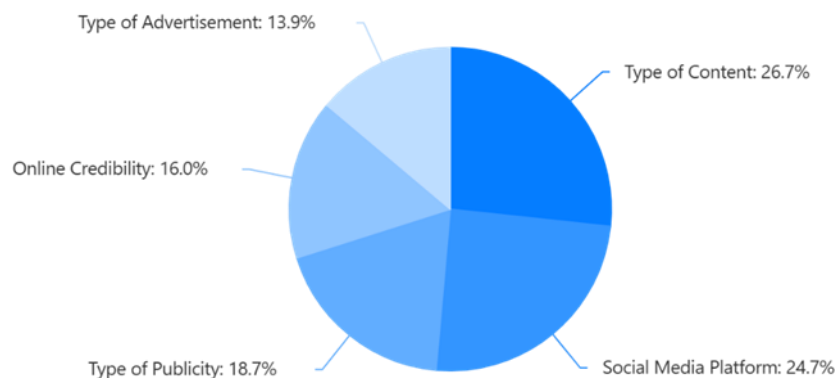


Figure 2. Most and Least Important Attributes

Overall, these findings suggest that for coffee shops hoping to engage Gen Z in Davao City, quality content remains the cornerstone of digital marketing. As Bayindi and Caliskan (2022) note, offering rich and informative content builds trust and enhances loyalty. Combined with platform alignment, credible messaging, and peer-driven publicity, digital strategies can build stronger brand

relationships. While traditional ads have limited influence, they still offer potential when personalized and platform-appropriate.

Most and Least Preferred Combination of Attribute Levels

The results of the conjoint analysis revealed clear patterns in Gen Z college students' preferences for specific combinations of digital marketing attributes used by coffee shops. As shown in Table 2, the most preferred combination – Option 71 – earned the highest possible score, indicating a strong alignment with Gen Z expectations.

This combination featured TikTok as the social media platform, viral video content such as reels, sponsored advertisements, and customer feedback to build online credibility. The use of TikTok aligns with Gen Z's preference for short, entertaining, and authentic video content that they can interact with and share. Feedback from key informant interviews further confirmed that this group is drawn to fast-paced, visually engaging content – especially when it is peer-endorsed or influencer-driven. Sponsored promotions combined with visible customer feedback help build trust and support emotional connection, making this combination both persuasive and relatable.

Table 2. Most and Least Preferred Combinations of Attribute Levels

Alternative	Rank	Total Score	Social Media Platform	Type of Publicity	Type of Content	Type of Advertisement	Online Credibility
Option 71	1st	100%	TikTok	Viral Content	Video/Reel	Sponsored Advertisement	Customer Feedback
Option 88	2nd	90.4%	TikTok	Featured Content	Video/Reel	Sponsored Advertisement	Customer Feedback
Option 67	3rd	86.1%	TikTok	Viral Content	Video/Reel	Paid Advertisement	Customer Feedback
Option 2	106th	9.7%	Instagram	Social/Digital Interaction	Image	Paid Advertisement	Brand/Product Highlight
Option 37	107th	9.0%	Facebook	Featured Content	Image	Paid Advertisement	Brand/Product Highlight
Option 1	108th	0%	Facebook	Social/Digital Interaction	Image	Paid Advertisement	Brand/Product Highlight

The preference for TikTok content is supported by prior studies showing that Gen Z responds more favorably to brief, highly engaging formats over static or long-form posts (Sharma & Arora, 2023; Xu, 2023). Viral content, particularly when it feels organic or community-driven, has been shown to influence purchasing behavior and foster lasting brand impressions (Athaya & Wandebori, 2024). As Yadav et al. (2024) noted, interactive content also boosts engagement by creating two-way conversations. Moreover, social proof – like customer feedback or influencer endorsements – remains central to how this generation builds trust in brands (Fauziah et al., 2023).

In contrast, the least preferred combination – Option 1 – received the lowest score and no preference among respondents. This option used Facebook as the platform, paired with image-based content, digital interaction as publicity,

paid advertising, and brand-focused online credibility. Respondents found this approach outdated and less appealing, mirroring sentiments expressed in the qualitative phase. Facebook was described as less authentic, overly promotional, and out of sync with Gen Z's fast-moving digital habits. Participants noted that image-heavy content felt static, while paid ads on Facebook lacked personalization and were more likely to be dismissed as intrusive.

This aversion aligns with broader findings that Gen Z tends to ignore content that feels like overt advertising, especially on platforms where branded content dominates (Sheth, 2023). Compared to platforms like TikTok, where trends and interactivity drive user engagement, Facebook's slower and more traditional format is seen as less relevant (Pelletier et al., 2020). Additionally, trust in paid promotions on Facebook continues to decline among younger users, who value genuine peer recommendations and user-generated content over direct brand messaging (Saenger & Song, 2019; Martini et al., 2022).

These results emphasize that Gen Z college students favor digital marketing strategies that are interactive, authentic, and integrated into their everyday media consumption. Coffee shop businesses looking to connect with this demographic should prioritize platforms like TikTok, leverage viral content formats, and use feedback loops to foster trust. Meanwhile, reliance on static formats and conventional paid ads—particularly on Facebook—may no longer be effective for this audience. Instead, subtle, creative, and peer-validated messaging appears to drive stronger engagement and consumer preference.

Consistency in Attribute Rankings

To assess the reliability of the results, Kendall's coefficient of concordance (W) and Spearman's rank correlation were used to measure how consistently respondents ranked the digital marketing attributes. Kendall's W value of 0.798 indicates a strong level of agreement among Gen Z college students in Davao City. This suggests that most respondents shared similar preferences when evaluating digital marketing strategies. A value above 0.60 typically reflects strong agreement, confirming that the identified rankings accurately represent this demographic's priorities.

Spearman's rank correlation supported the results, with a value of 0.786, indicating a strong positive correlation between the ranked responses. The consistency in preferences provides a sound basis for coffee shops to align their digital marketing strategies with the expectations and behaviors of Gen Z consumers in Davao City.

DISCUSSION

This study offers a deeper understanding of how Gen Z college students in Davao City respond to various digital marketing strategies employed by coffee shops. The findings reveal that the type of content, particularly those that are video-based, is the most influential factor in their decision-making, followed closely by the choice of social media platforms. These results reinforce existing literature emphasizing the dominance of visual storytelling and interactivity in capturing the attention of younger consumers. In particular, the strong preference for platforms like TikTok aligns with studies highlighting the

platform's capacity to host fast-paced, relatable, and trend-driven content, which effectively resonates with this generation's digital routines.

The influence of shared experiences, viral content, and customer feedback further supports the idea that Gen Z values authenticity and social proof in shaping brand perceptions. While more traditional forms of advertising, such as static images or paid promotions on platforms like Facebook, ranked lower in preference, this does not suggest that advertising is obsolete. Rather, it implies a shift in how Gen Z prefers to engage with promotional content—favoring formats that feel organic, contextually embedded, and reflective of their peer groups. This behavior is consistent with findings from previous studies which note that Gen Z consumers are more critical of overt commercial messaging and are instead drawn to content that supports emotional connection and storytelling.

The use of conjoint analysis, supported by the PAPRIKA method, allowed the researchers to capture these nuanced preferences with statistical clarity. The high levels of agreement indicated by Kendall's W and Spearman's rank correlation coefficient underscore the consistency and reliability of the results. Such consistency implies that Gen Z respondents shared a clear, patterned preference structure, thereby validating the utility of the chosen theoretical frameworks. The application of Multi-Attribute Utility Theory (MAUT) provided a rational basis for understanding how respondents assessed combinations of digital marketing attributes to make informed decisions. Simultaneously, the Integrated Marketing Communication (IMC) theory helped interpret how synchronized marketing messages—especially those involving content, platform, and credibility—contribute to a cohesive and appealing brand narrative.

What emerges from these findings is a portrait of a digitally fluent generation that seeks not only information but also emotional relevance and social connection in its online interactions. Coffee shops that understand and cater to these expectations are more likely to cultivate loyalty and long-term engagement among this demographic. In this context, digital marketing is no longer a peripheral business function but a central mechanism through which brands communicate identity, establish trust, and invite participation.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that among Gen Z college students in Davao City, the most influential elements in digital marketing are content type and the choice of social media platform. These findings suggest that to remain relevant and competitive, coffee shops must develop marketing strategies that prioritize visually engaging, platform-native content—particularly on TikTok, which emerged as the most preferred medium. Video-based formats such as reels and viral challenges are not only effective in delivering information but also in generating engagement and trust through social proof and relatability.

Respondents also placed importance on online credibility and sponsored advertisements, particularly when these elements were embedded naturally within user-generated content or influencer storytelling. This indicates a broader

shift away from direct promotion and toward narrative-driven, emotionally resonant marketing. Traditional advertising methods, especially on less dynamic platforms like Facebook, were viewed as less effective, suggesting a need to reallocate resources toward more interactive and immersive content strategies.

Given these insights, it is recommended that coffee shop owners invest in content creation that emphasizes authenticity, brevity, and creativity. Storytelling, influencer collaborations, and responsive customer interaction are all strategies that can enhance digital presence while fostering brand loyalty. Marketing professionals should consider integrating data-driven approaches, such as preference simulations and A/B testing, to refine campaign effectiveness and align messaging with consumer expectations.

Business students and educators are encouraged to use the findings as a learning framework for understanding contemporary consumer behavior and marketing strategy development. The integration of preference data into classroom instruction not only enhances curriculum relevance but also prepares students to respond to real-world market dynamics with analytical and creative competence. For policy makers and local tourism stakeholders, the study supports efforts to strengthen Davao's identity as a youth-centered coffee destination by promoting events, hubs, and campaigns that reflect the preferences and lifestyle values of its emerging consumer base.

ADVANCED RESEARCH

Although the study offers valuable insights into Gen Z preferences for digital marketing strategies in coffee shops, it is important to acknowledge its limitations and propose directions for future inquiry. The research was geographically limited to District 1 of Davao City, which may not fully capture the diversity of Gen Z behavior across other districts or regions. Expanding future research to include a broader geographical scope could reveal regional variations and contribute to a more comprehensive understanding of consumer behavior within the Philippine context.

The demographic focus on college students aged 18 to 26, while appropriate for the study's goals, excludes other age groups within Gen Z and beyond who may also engage with coffee shop marketing. Furthermore, additional factors such as income levels, employment status, and lifestyle patterns could provide deeper insights into how digital marketing strategies should be tailored across subgroups. Including a wider range of demographic and psychographic variables would allow researchers to explore more nuanced patterns of consumer engagement and preference.

This study also concentrated on five primary digital marketing attributes. While these were effective in highlighting key preferences, there remains a wealth of unexplored factors that could influence consumer decisions. Future research could incorporate variables such as brand values, sustainability practices, customer service quality, and promotional frequency. Additionally, other digital tools, such as email marketing, search engine optimization, and emerging technologies like augmented reality, warrant exploration for their potential to influence Gen Z's digital experiences.

Methodologically, the use of quota and purposive sampling, though sufficient for exploratory purposes, limits the generalizability of the findings. Future studies should consider using random or stratified sampling to improve representativeness and minimize bias. Moreover, while conjoint analysis effectively captured stated preferences, future research may employ experimental or behavioral approaches to observe how these preferences translate into actual consumer behavior over time.

As digital platforms continue to evolve and consumer expectations shift, longitudinal studies could help track how marketing preferences among Gen Z change in response to technological trends and societal shifts. Comparative studies across other generations or international markets could also enhance the generalizability of findings and contribute to a global understanding of digital consumer behavior. These avenues for further exploration would not only enrich academic knowledge but also provide actionable guidance for businesses seeking to adapt to the dynamic digital landscape.

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