

CONSUMER BEHAVIOR | RESEARCH ARTICLE

## Purchasing Decisions and Consumer Preferences of Millennials and Zoomers at Coffee Shops

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**Abstract:** The transformational era has given rise to a new generation that is presumed to have different preferences than the previous generation. The proliferation of coffee shops has expanded consumer alternatives for purchasing decisions. This research aims to identify and segment Millennial and Zoomer consumers based on demographic, behavioral, and psychographic characteristics in the purchase of coffee beverages at coffee shops. The research employed a non-probability sampling method, specifically judgmental sampling, with a sample size of 180 coffee shop consumers in Madiun City. The data were analyzed using descriptive statistics, independent sample t-tests, and K-means clustering. The research findings indicate that millennials and Zoomer consumers tend to be dominated by females, mostly visiting once a week for leisure and prioritizing taste quality. There are significant differences between Millennial and Zoomer consumers in terms of promotional media attributes, WiFi/power outlet availability, live music entertainment, ordering process, and payment options. Based on consumer segmentation analysis, three segments were identified: coffee enthusiasts, adventurous coffee connoisseurs, and consumers who prioritize coffee beverage quality. The managerial implications for coffee shops involve directing marketing strategies specifically towards the adventurous taste segment and emphasizing quality by prioritizing innovation and differentiation in serving high-quality coffee beverages.

**Keywords:** coffee shops, consumer preferences, millennial generation, segmentation, zoomer generation

JEL Classification: M47, D83, E21, E32



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### PUBLIC INTEREST STATEMENT

In the contemporary consumerist landscape, understanding the complex dynamics of consumer purchase decisions and preferences is of paramount importance. This research seeks to explore the behavior of Millennials and Zoomers by explaining their different choices and the factors that influence their purchase decisions.

One of the main challenges faced in this research is the representativeness of the non-probability sample drawn from consumers of several coffee shops. With this approach, the results of the study may not fully reflect variations among the overall consumer population. However, it is certain that the information gathered from a carefully selected group of respondents can provide a deep insight into consumer preferences towards the purchasing decisions of Millennial and Zoomer Generation consumers.

## 1. Introduction

The increase in coffee production in East Java is in line with the growing demand for coffee. From 2018 to 2022, ground coffee emerged as the preferred choice among East Java residents, surpassing instant coffee and ready-to-drink beverages (Statistics Indonesia, 2023). This surge in demand for ground coffee has led to significant growth in coffee shops across the region. Apkrindo's survey in East Java showed an annual growth rate of 16 to 18% in the coffee-based café industry since 2019, reflecting the influence of modern urban lifestyles (Widarti, 2019). Over time, coffee shops have evolved beyond being places for coffee consumption. Coffee shops now serve as social centers for gathering, networking, working, and informal meetings (Putri & Deliana, 2019). This lifestyle trend, identified in Abdusshomad's (2021) research, emphasizes activities such as socializing and sharing experiences through social media. Madiun City alone has more than 30 coffee shops, which provide many choices for the community.

With many coffee shops, competition within the industry is evident through the various attributes offered to consumers. To remain competitive and thrive, coffee shop businesses must prioritize consumer wants and needs, and tailor their services accordingly. Understanding and catering to the preferences of a discerning customer base is critical for the continued success of coffee shops in this dynamic market environment. Previous research has revealed that several attributes can influence consumer decision-making and preferences at coffee shops. To ensure the sustainability of a coffee shop, investments can be made to improve various attributes of the marketing mix, namely, product, price, place, promotion, people, physical evidence, and process (Rahmah et al., 2018). This study also investigates whether the live music entertainment attribute also influences Millennial and Zoomer consumer preferences when consuming coffee drinks at coffee shops in Madiun City.

New lifestyles in the purchasing decision-making process and consumer preferences affect the shift in consumer characteristics owing to the birth of new generational groups at any time. Generational theory proposed by Codrington and Grant-Marshall (2004) stated that generations of humans based on their year of birth have their own characteristics, namely (1) Baby Boomer Generation, born 1946 to 1964; (2) Generation X, born 1965 to 1980; (3) Generation Y (also called Millennials), born 1982 to 1994, (4) Generation Z (often called Zoomers) born 1995 to 2010; (5) Generation Alpha, born 2011-2025. Therefore, this research focused on the Zoomer generation, which is the largest population group in the world and in Indonesia, and is expected to be an active consumer in the market for the next 30 years. They exhibit selective preferences for technological innovation, convenience, and safety. They tend to exhibit low price sensitivity, prioritize brand reputation, hedonic experiences, and impulse buying behavior (Santoso & Triwijayati, 2018).

Millennials' consumers are more hedonistic in their use of technology driven by entertainment and pleasure (Calvo-Porrall, 2019). Understanding these differences is crucial for formulating effective marketing strategies for Madiun coffee shop consumers. The number of consumptive millennial and Zoomer generation consumers today, this study aims to analyze the characteristics of coffee consumers to obtain differences in purchasing decisions and consumer preferences between the Millennial and Zoomer generations on coffee shop attributes. This research implies that it provides recommendations for marketing strategies to maintain coffee shops in Madiun. This study contributes to the understanding of consumer behavior within the Madiun coffee shop industry by focusing on the Millennial and Zoomer generations. Unlike previous research, which primarily examines broader generational trends, this

study delves into the specific characteristics and preferences of these two distinct consumer groups. By analyzing consumers' purchasing decisions and preferences for coffee shop attributes, this study sheds light on the evolving dynamics of consumer behavior influenced by generational differences. The findings of this study provide valuable insights for formulating tailored marketing strategies that cater to the unique needs and preferences of Millennial and Zoomer consumers, thereby helping coffee shop businesses in Madiun thrive in a competitive market landscape.

## **2. Literature Review**

### **2.1 Marketing Mix Attributes Affect Consumer Preferences**

Preference refers to an interest in something with a tendency to choose based on wants, needs, interests, and likes or dislikes. Preference decisions influence the decision-making process (Gusniawan et al., 2023). Consumer preferences for coffee shops are influenced by factors that form the basis for choosing something desired. Marketing mix attributes significantly affect the initial attractiveness perceived by consumers, making them a reliable indicator of consumer preferences. Coffee flavor attributes have a significant influence on consumer preferences and can be a driving factor in product selection, especially for the variety of coffee drinks offered (As'ad & Aji, 2020; Cabrian, 2021; Firmansyah et al., 2019; Himawan & Rahadi, 2020; Ufer et al., 2019). The image of a coffee shop, consisting of menu variations and product prices, provides choices and alternatives for consumers when choosing the appropriate choice. Price also plays a role in attracting consumers to select certain products. Ufer et al. (2019) also showed that a variety of coffee flavors significantly influence consumer preferences for optimizing marketing strategies. In addition, live music entertainment has a dominant influence on consumers' decisions to visit cafes (Priyono, 2006).

### **2.2 Relationship between Differences in Consumer Preferences and Purchasing Decisions**

Consumer preferences can be influenced by lifestyle and other factors that influence consumers. Previous research has revealed that consumer characteristics can be influenced by demographic, geographic, psychological, sociological, and behavioral factors (Rotschedl, 2023; Yousaf & Huaibin, 2013). Previous research on coffee consumers shows that consumers are generally individuals who consume coffee at least twice in the last three months and are at least 17 years old, especially among young people (Fadli et al., 2021; Hardiyanti & Puspa, 2021). Hardiyanti and Puspa (2021) found that coffee shop consumers are mostly young people who visit 2-3 times a week and spend IDR 15,000 to IDR 30,000 per visit, depending on the variety of coffee ordered. Coffee consumers visit coffee shops when they want to drink coffee, spend time, socialize, or need the facilities provided. Information about coffee shops is usually obtained from friends or acquaintances, and consumers evaluate alternatives based on product attributes and coffee shop facilities. Consumer behavior can be studied using variables related to the coffee shop purchase decision-making process, including problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Cabrian, 2021; Fadli et al., 2021).

### **2.3 Market Segmentation**

Market segmentation is the practice of dividing a market into groups of buyers with different traits or behaviors, allowing for different product needs or marketing strategies (Kotler & Armstrong, 2018). Consumer preferences play a role in

understanding the differences among consumers based on certain criteria, such as the generation of effective market segmentation for implementing business strategies. Putri and Deliana (2019) investigated consumer preferences in small and large coffee shops and found that small coffee shop consumers prioritize desired products, whereas large coffee shop consumers focus on enjoying the atmosphere. Firmansyah et al. (2019) highlight gender differences in millennials, with men favoring innovation and women favoring convenience, varied menus, and unique options in cafés. Thakker and Pabalkar (2021) emphasized the millennial generation as a potential target for influencer marketing and suggested forming consumer segments to better understand consumer needs and improve influencer marketing in India. Research supports the influence of gender, generation, and specific consumer groups on marketing strategies.

Segmentation analysis, which includes variables such as age, gender, education, occupation, income, and residence, can help to understand consumer behavior and characteristics. A previous study conducted segmentation analyses in different contexts to identify four segments of tomato consumers in Nepal based on search, experience, and trust variables, or used geographic, demographic, psychographic, and behavioral characteristics to segment coffee beverage consumers (Adhikari et al., 2012). Such segmentation allows coffee shop owners to tailor their marketing strategies to specific consumer segments, ensuring their competitiveness in the market (Ferreira & Ferreira, 2018). Recognizing consumer preferences through segmentation analysis is fundamental in crafting effective marketing strategies and sustaining businesses in today's competitive market environment.

### **3. Conceptual Framework**

A coffee shop is a business that not only offers coffee beverage products but also offers other attributes that are preferred by millennial and Zoomer-generation target consumer segments. Factors that can influence consumer preferences include the marketing mix attributes of the product, price, place, promotion, people, physical evidence, and process (Rahmah et al., 2018). Product components include variations in coffee drinks, taste images of coffee drinks, and variations in non-coffee menus. The price component consists of the attributes of a relatively cheap product price and a price that reflects the quality of the coffee drink. The location component consists of easy access to the location and the location close to the city center. Promotional components include the format, content, and media used for promotions. The people component includes the attributes of friendliness of the service, neat physical appearance of employees, and alertness of employees. The physical evidence components of a coffee shop consist of design and layout attributes, Wi-Fi facilities and sockets at each table, toilets and prayer room facilities, and live music. The process component consists of the attributes of an easy menu-ordering process, a fast order-creation process, and a very easy payment process.

Market segmentation is the practice of dividing a market into groups of buyers with different traits or behaviors, which allows for different product needs or marketing strategies. Consumer characteristics include geographic, demographic, psychographic, and behavioral characteristics (Kotler and Armstrong, 2018). Consumer classification based on psychographics can be seen from consumer preferences with Activity, Interest, Opinion (AIO) assessments of lifestyle (Rahma & Satyaninggrat, 2023).

Kotler and Keller (2016) demonstrated that there are five stages of the purchasing process that consumers carry out before deciding to buy as well as post-purchase actions. Demographic characteristics, psychographics, and purchasing behavior of the Millennial and Zoomer generations give rise to differences in preferences for purchasing decisions about coffee drinks at coffee shops. The optimal segmentation of coffee shop consumers to target Millennial and Zoomer generations with different preferences is the segment of coffee enthusiasts, taste adventurers, and those who prioritize the quality of coffee drinks.

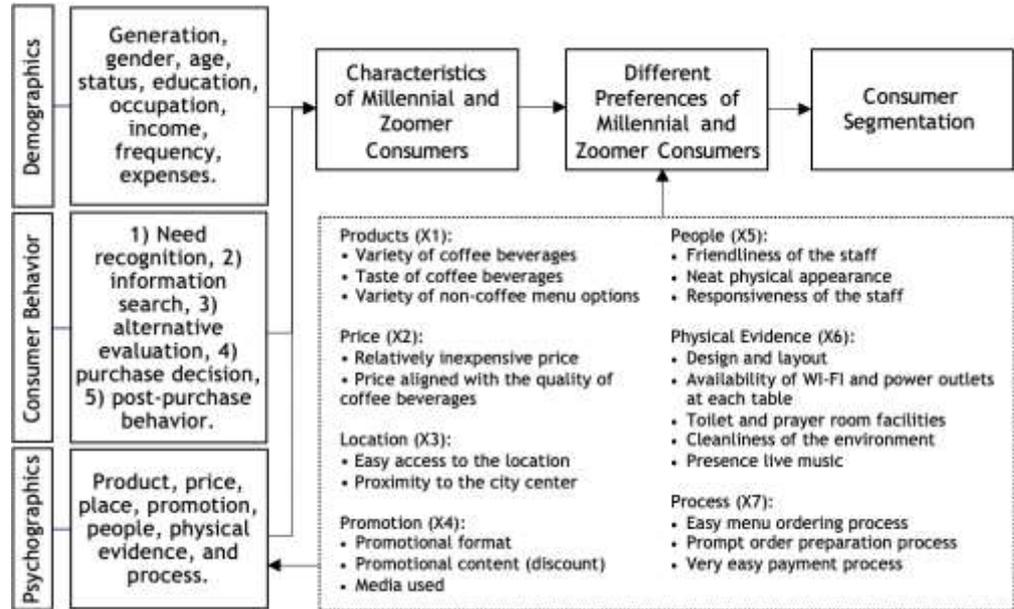


Figure 1. Conceptual frameworks of purchasing decisions and consumer preferences of millennials and zoomers at coffee shops

## 4. Methods

### 4.1 Research Design

This study was conducted using a descriptive method approach, which is a type of survey research conducted through interviews with questionnaires. The reason for choosing a descriptive approach was to identify, determine, and explain the characteristics of the target population or the structure of the object under study.

### 4.2 Sampling

The sampling technique used in this study was nonprobability sampling, using the judgmental sampling method with certain criteria. The criteria in this study are the people of Madiun City who belong to the Zoomer generation with an age range of 17 to 27 years and the Millennial generation with an age range of 28 to 41 years who at least twice in the last three months have visited and bought coffee drinks at coffee shops in Madiun City. In determining the number of samples required, according to the theory of Roscoe (1975), the number of samples must be at least ten times the number of variables in multivariate analysis. In this study, there were eight variables; therefore, the minimum sample size required was 80 respondents for each generation. However, to anticipate imperfect answers or errors, the minimum sample size was increased by 10%; therefore, the total minimum sample size was 176.

### 4.3 Measurement

The psychographic characteristics of consumers in their preference for visiting coffee shops are known through marketing mix variables, including product, price, place, promotion, people, physical evidence, and process present in the coffee shop, categorized as very unimportant (VUI), unimportant (UI), important (I), and Very important (VI).

Given the changing trends in consumer behavior and the different characteristics of Millennial and Zoomer generations, we propose the following hypotheses:

H0: The coffee shop attribute preferences of Millennial and Zoomer consumers are identical, implying no significant differences between the two groups.

H1: The coffee shop attribute preferences of Millennial and Zoomer consumers are not identical, suggesting significant differences in preferences between the two demographic segments.

These hypotheses stem from the need to understand and address the evolving dynamics of consumer preferences within the coffee shop industry, particularly among the Millennial and Zoomer generations, to inform effective marketing strategies and enhance business competitiveness.

The consumer preference variables in purchasing coffee beverages or attributes at coffee shops in Madiun City were translated from a Likert scale using interval analysis adopted from Noviani and Sugiari (2020). Through quantitative analysis, respondents' answers were assigned weighted values or Likert scores, and the index value (%) was calculated by dividing the total score by the maximum score and multiplying it by 100. To score the index, a narrative scale was created to convey the importance of each area.

Attributes with indices between 0% and 24.99% are classified as 'Very important.' Those between 25% and 49.99% are considered "Unimportant." An index between 50% and 74.99% was considered "important." Finally, attributes with indices between 75% and 100% were labeled "Very important." This narrative scale provides a qualitative framework for interpreting the levels of importance associated with different index ranges, thus facilitating a nuanced understanding of attribute ratings. The operational definitions of the variables in this study were measured based on consumer preferences in coffee shops, which were developed based on previous research. Table 1 displays the operational definition of the determinants of consumer preferences on consumer purchasing decisions.

Table 1. Operational definition of the determinants of consumer preferences on consumer purchasing decisions

Variables	Operational definitions	Indicators
Consumer preference factors (As'ad & Aji, 2020; Jones, 2016)	Factors influencing coffee shop consumer preferences	Variety of coffee types (cpf1), quality and flavor of coffee (cpf2), Variety of other menus (cpf3), Price (cpf4), Ease of location access (cpf5), Promotion/discount (cpf6), Barista skills (cpf7), Good and friendly service (cpf8), Speed and accuracy of service (cpf9), Variety of process methods and brewing tools (cpf10), Arrangement of the place (cpf11), Comfort of the place (cpf12), Means of supporting facilities (cpf13), influence of friends and relatives (cpf14), and previous experience (cpf15).
Criteria in selecting café (Firmansyah et al., 2019)	Criteria that reflect social status mean whether visiting a café can show a certain image or prestige and innovative products are also criteria that millennials consider important	Comfortable place (csc1), varied products (csc2), Innovative products (csc3), Unique menus (csc4), Complete facilities (csc5), good service (csc6), Friend's recommendation (csc7), Reflecting social status (csc8), and Affordability (csc9).

#### 4.4 Data Collection

Primary data were collected through an online survey of consumers of coffee drinks in coffee shops in Madiun City with 180 participants. The questionnaire contained questions related to consumer characteristics, decision-making processes, and indicators derived from independent variables based on the marketing mix of coffee shops. These variables include product, price, place, promotion, people, physical evidence, and processes, as described in Table 1. The dependent variables in this study were the preferences of Millennial and Zoomer consumers. The questionnaire responses were measured using an ordinal Likert scale ranging from 1 to 4, with the following interpretations: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree.

#### 4.5 Analysis

Data analysis was performed using SPSS and Microsoft Excel. The validity test results indicated that the question attributes of all marketing mix factors had a significance  $\alpha$  (corrected item-total correlation) greater than the critical value (0.1463) at a significance level of 95%, with  $n = 180$  respondents in Table 2. The reliability test showed that the Cronbach's alpha value (0.793) was greater than the minimum reliability coefficient requirement (0.60), indicating that the data were reliable.

Table 2. Validity test using product moment Pearson

Variables	Corrected item-total correlation	Conclusion
X1.1	0.390	Valid
X1.2	0.491	Valid
X1.3	0.429	Valid
X2.1	0.481	Valid
X2.2	0.543	Valid
X3.1	0.402	Valid
X3.2	0.537	Valid
X4.1	0.588	Valid
X4.2	0.661	Valid
X4.3	0.530	Valid
X5.1	0.464	Valid
X5.2	0.511	Valid
X5.3	0.471	Valid
X6.1	0.494	Valid
X6.2	0.408	Valid
X6.3	0.465	Valid
X6.4	0.448	Valid
X6.5	0.254	Valid
X7.1	0.322	Valid
X7.2	0.206	Valid
X7.3	0.381	Valid

In this study, the normality test was performed on ordinal scale data transformed into interval data using the successive interval method in Microsoft Excel to proceed with parametric testing, specifically the t-test. An independent sample t-test was used to determine if there were significant differences in consumer preferences for purchasing coffee beverages in coffee shops based on generational differences, under the assumptions of normal distribution and homogeneity.

The normality test was conducted using the Kolmogorov-Smirnov statistical test, as the sample size was greater than 50. The output of the Kolmogorov-Smirnov normality test in SPSS indicated that the Asymp. Sig (2-tailed) value was 0.079, which was greater than the significance level of 0.05, leading to the conclusion that the data followed a normal distribution. Homogeneity tests were performed using Levene's test in SPSS. The data for variables included coffee beverage variation (X1.1), coffee beverage taste (X1.2), non-coffee menu variation (X1.3), promotion format (X4.1), promotion media (X4.3), staff friendliness (X5.1), staff appearance (X5.2), live music entertainment (X6.5), ordering process (X7.1), and payment process (X7.3). The result shows  $< 0.05$ , indicating non-homogeneity.

Decision-making can be based on 'equal variances not assumed' in the SPSS output tables. Demographic, behavioral, and psychographic analyses categorize Millennial and Zoomer consumers into three sustainable coffee shop consumer segments. The K-means clustering algorithm aided segmentation, whereas cross-tabulation facilitated the explanation of segment characteristics. This analysis provides management insights for coffee shops in Madiun City.

## **5. Findings**

### **5.1 Respondent Characteristics**

#### **5.1.1 Demographic Characteristics of Consumers**

The study included 180 respondents between the ages of 17 and 41 from the Zoomer and Millennial generations, who were considered to be in a position to make coffee-purchasing decisions. The analysis included demographics, psychographics, and behaviors. Predominantly female (53.9%) and unmarried (65.6%); most had a bachelor's degree or high school diploma (36.7% each). The majority were employed in the private sector (49.4%).

In Madiun City, coffee shop consumers, mainly working-age individuals, earn an average income between IDR 2,000,000.00 and IDR 5,000,000.00 (23.3%), and mainly reside in Madiun City or its surroundings (54.5%). Zoomers spend less than IDR 50,000.00 per visit, while some millennials spend IDR 50,000.00 to IDR 100,000.00. Observations show that married millennials often buy coffee when visiting their families or relatives. Millennials consume coffee monthly, whereas Zoomers consume coffee weekly.

#### **5.1.2 Consumer Behavior Characteristics**

This study examines consumer behavior using Kotler and Keller's (2016) five-stage purchase decision process: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The primary motivation for Millennial and Zoomer consumers to visit coffee shops was socializing, with 37.2% citing this as their main reason.

In Madiun City, consumers' purchasing decisions were significantly influenced by information from friends, which influenced 32.8% of the 180 respondents. Comfort is a key factor for coffee shops, with millennials prioritizing unique menus, owner relationships, concept uniqueness, and new beverage options, while Zoomers prefer coffee blends.

In the evaluation phase, 30.6% of the respondents prioritized the relationship between coffee quality and price when choosing a coffee shop. Post-evaluation, consumers sought external opinions, with 77.8% being influenced by friends and other sources when deciding on coffee shops in Madiun City. In the post-purchase phase, product usage becomes an important feedback mechanism, as 75.6% of consumers express brand loyalty by returning to the coffee shop on another day.

#### **5.1.3 Psychographic Characteristics**

Differences in consumer characteristics based on psychographics or dominant preferences can be observed through interval analysis of the seven marketing mix attributes: product, price, place, promotion, people, physical evidence, and process. The independent t-test in this study has a significance level greater than 0.05, rejecting H<sub>0</sub>, indicating that there are differences in the preferences of millennial and Zoomer-generation consumers for the seven marketing mix variables and coffee shop attributes (Table 3).

Table 3. Results of differences in consumer preferences between millennials and Zoomers on the attributes of the coffee shops marketing mix in Madiun city using independent samples t-test

Variables	Indicators	Sig.(2-tailed)	Conclusion	
Product (X1)	X1.1	Variety of coffee menu	0.790	Insignificant
	X1.2	Taste	0.143	Insignificant
	X1.3	Variety of non-coffee menu	0.106	Insignificant
Price (X2)	X2.1	Relatively affordable price	0.234	Insignificant
	X2.2	Price aligned with quality	0.405	Insignificant
Place (X3)	X3.1	Location accessibility	0.295	Insignificant
	X3.2	Proximity to the city center	0.055	Insignificant
Promotion (X4)	X4.1	Promotion concept	0.313	Insignificant
	X4.2	Promotion content	0.174	Insignificant
	X4.3	Promotion media	0.005*	Significant
People (X5)	X5.1	Staff friendliness	0.256	Insignificant
	X5.2	Staff appearance	0.124	Insignificant
Physical Evidence (X6)	X6.1	Design and layout	0.128	Insignificant
	X6.2	Wi-fi/power outlet facilities	0.000**	Significant
	X6.3	Toilet and prayer room facilities	0.361	Insignificant
	X6.4	Environmental cleanliness	0.724	Insignificant
	X6.5	Live music entertainment	0.000**	Significant
Process (X7)	X7.1	Ordering process	0.001*	Significant
	X7.2	Order preparation/serving process	0.566	Insignificant
	X7.3	Payment process	0.045*	Significant

\*significant <0.05; \*\*significant <0.001

In Madiun, millennial and Zoomer consumers have different psychographic preferences when buying coffee. Marketing mix attributes, such as product, price, place, promotion, people, physical evidence, and process, play a critical role. Significant differences between the two generations were observed in media advertising, Wi-Fi/power outlets, live music entertainment, and ordering processes (Table 3). However, other variables such as the variety of coffee and non-coffee items on the menu, price versus quality, location accessibility, staff friendliness, and cleanliness did not show significant differences. Notably, proximity to the city center and live music entertainment positively influence millennials, whereas Zoomers prioritize the latter in their coffee purchasing decisions.

## 5.2 Differences in Consumer Preferences between Millennial and Zoomer Generations in Coffee Beverage Purchasing Decisions at Coffee Shops in Madiun City

The independent samples t-test revealed notable generational differences in coffee shop preferences between millennials and Zoomers in Madiun. Specifically, variables such as Wi-Fi/power outlets and live music entertainment showed significant differences. While Millennials prioritize social interactions over gadgets, the Zoomer generation values Wi-Fi for work-related tasks, and live music enhances their social media-sharing experiences. These insights highlight the importance of tailoring the attributes of the marketing mix to each generation's distinct preferences to increase

overall customer satisfaction.

### 5.3 Consumer Segmentation of Coffee Beverages at Coffee Shops in Madiun City and Managerial Implications

Segmentation analysis was conducted using a non-hierarchical clustering method (K-Means Cluster). The segmentation analysis was based on characteristics using variables related to the decision-making process in purchasing coffee beverages and preferences, with the marketing mix variables among Millennial and Zoomer consumers at coffee shops, as shown (Table 4).

Table 4. Number of segment members of coffee shop consumer

Segment	Number of Members	Proportion of	
		Millennial	Zoomer
1	41	31	10
2	77	1	76
3	62	58	4

The research with 180 respondents identified three segments. Segment 2, the largest group with 77 respondents, consisted mainly of zoomers. Segment 3, with 62 respondents, was dominated by millennials, whereas Segment 1 had 41 respondents, with an equal split between the two generations. The distance between the clusters, indicated by the centroid distance, was considered good when it was relatively high, indicating clear differences between segments (Table 5).

Table 5. Distance between segments of coffee shops consumer

Segments	1	2	3
1		3.358	3.216
2	3.358		3.681
3	3.216	3.681	

Among the millennial and zoomer respondents, segment 2 emerged as the most prevalent among Madiun City coffee shop visitors. K-means clustering identified three optimal clusters: coffee enthusiasts (1) flavor adventurers, (2) quality-oriented coffee drinkers, and (3) demographically, the coffee enthusiast segment had a balanced generational distribution, while zoomers dominated the flavor adventurers, and millennials dominated the quality-oriented segment.

#### Segment 1 (Coffee enthusiast):

The coffee enthusiast segment (Segment 1) consisted mainly of unmarried millennial males from both Madiun district and city. With a high school education, most are private employees with an income between IDR 2,000,001.00 and IDR 5,000,000.00. These enthusiasts have a daily coffee shop visit frequency and spend less than IDR 50,000.00 on average. Their high purchasing frequency suggests a potential increase in coffee sales in this segment.

#### Segment 2 (Coffee Flavor adventurers):

The coffee flavor adventurer consumer segment (Segment 2) consists mainly of unmarried Zoomer females from Madiun District and City with high school education. Predominantly, students' average income ranged from IDR 500,001.00 to IDR 1,000,000.00. They typically purchase coffee drinks on a weekly basis and spend an average of less than IDR 50,000.00 per visit.

### Segment 3 (Quality-oriented):

The quality-oriented consumer segment (Segment 3) consists mainly of married female millennials from Madiun District and City with a Bachelor's degrees. Predominantly employed in the private sector, their income ranges from IDR 2,000,001.00 to IDR 5,000,000.00. On average, consumers buy coffee from coffee shops every month, spending between IDR 50,000.00, and IDR 100,000.00. Both the coffee enthusiasts and quality-oriented segments had a similar income range of IDR 2,000,001.00 to IDR 5,000,000.00, while the coffee taste adventurer segment, consisting mainly of students, had an income range of IDR 500,001.00 to IDR 1,000,000.00. This is in line with limited purchasing desires due to financial constraints.

Segmenting coffee consumers in Madiun City, the coffee enthusiast, flavor adventurer and quality-focused segments show distinct characteristics in their purchasing decisions, driving preferences, and sales. The differences in the characteristics of these three segments can be explained as follows.

### Segment 1 (coffee enthusiasts):

Coffee enthusiasts focus on caffeine intake when purchasing coffee. Recommendations from friends strongly influenced their choice of coffee shop. The value of money is a key consideration for this segment. While exploring similar businesses, these consumers consistently return to their preferred coffee shops on subsequent occasions, highlighting a distinct post-purchase behavior pattern.

### Segment 2 (coffee flavor adventurers):

Flavor adventurers, a distinct coffee consumer segment, prioritize leisure and meetings in coffee shops. Their information-seeking is heavily dependent on recommendations, endorsements, and influencer reviews, demonstrating their media-driven and easily influential nature. Social media plays a crucial role in attracting coffee shops. The diversity of the coffee and non-coffee menu options is a key consideration. Despite exploring a variety of businesses, these consumers tend to return to their favorite coffee shops, demonstrating a consistent pattern of post-purchase behavior.

### Segment 3 (quality-oriented):

Quality-conscious consumers prioritize coffee experiences influenced by recommendations and social media. Price in line with quality is key, with brand loyalty demonstrated through repeated visits to favorite coffee shops.

Segment 1, the 'coffee enthusiasts,' prioritizes caffeine intake and value recommendations from friends with an emphasis on value for money. Segment 2, the "flavor adventurers," seek different coffee flavors for leisure and rely on social media for information. Segment 3, the "quality driven," parallels the flavor adventurers, prioritizing leisure and social media influence in their purchasing decisions.

K-means cluster analysis identified three psychographic segments in Madiun City's coffee shops: coffee enthusiasts, flavor adventurers, and quality-oriented coffee connoisseurs. Interval analysis of marketing mix attributes reveals dominant differences between segments (product, price, place, promotion, people, physical evidence, and process). See Table 6 for detailed psychographic characteristics (see quote in Table 6).

Table 6. Psychographic characteristics/segmentation preferences of coffee shop consumers in Madiun City (product, price, place, and promotion attributes)

Marketing Mix Attributes of Coffee Shops	Generations	Score				Total	Max score	Index (%)	Category
		1	2	3	4				
		<b>Product</b>							
Variety of coffee drink	Coffee Enthusiast (n=41)	7	19	15	131	164	79.88	Very important	
	Coffee Flavor Adventurers (n=77)	2	21	54	283	308	91.88	Very important	
	Quality-Oriented (n=62)	5	13	44	225	248	90.73	Very important	
	Coffee taste	Coffee Enthusiast (n=41)	7	34	157	164	95.73	Very important	
Variety of other beverages	Coffee Flavor Adventurers (n=77)	1	17	59	289	308	93.83	Very important	
	Quality-Oriented (n=62)	8	54	240	248	96.77	Very important		
	Coffee Enthusiast (n=41)	2	18	21	142	164	86.59	Very important	
	Coffee Flavor Adventurers (n=77)	4	27	46	273	308	88.64	Very important	
Low price of coffee drink	Quality-Oriented (n=62)	13	49	235	248	94.76	Very important		
	<b>Price</b>								
	Coffee Enthusiast (n=41)	6	26	9	126	164	76.83	Very important	
	Coffee Flavor Adventurers (n=77)	5	25	47	273	308	88.64	Very important	
A price that reflects the quality of the coffee drink	Quality-Oriented (n=62)	2	27	33	217	248	87.50	Very important	
	Coffee Enthusiast (n=41)	15	26	149	164	90.85	Very important		
	Coffee Flavor Adventurers (n=77)	2	13	62	291	308	94.48	Very important	
	Quality-Oriented (n=62)	9	53	239	248	96.37	Very important		
<b>Place</b>									
Access to the coffee shop	Coffee Enthusiast (n=41)	3	6	16	6	87	164	53.05	Important
	Coffee Flavor Adventurers (n=77)	3	3	22	49	271	308	87.99	Very important
	Quality-Oriented (n=62)	6	23	33	213	248	85.89	Very important	
	Distance of the coffee shops to the consumer's place	Coffee Enthusiast (n=41)	8	11	16	6	102	164	62.20
Coffee Flavor Adventurers (n=77)		1	12	27	37	254	308	82.47	Very important
Quality-Oriented (n=62)		20	21	21	187	248	75.40	Very important	
<b>Promotion</b>									
Format of promotion	Coffee Enthusiast (n=41)	5	24	12	130	164	79.27	Very important	
	Coffee Flavor Adventurers (n=77)	1	20	56	286	308	92.86	Very important	
	Quality-Oriented (n=62)	3	16	43	226	248	91.13	Very important	

Table 6. Psychographic characteristics/segmentation preferences of coffee shop consumers in Madiun City (product, price, place, and promotion attributes) (Continue)

Marketing Mix Attributes of Coffee Shops	Generations	Score				Total	Max score	Index (%)	Category	
		1	2	3	4					
<b>Promotion</b>										
Content of the promotion	Coffee Enthusiast (n=41)	4	10	16	11	116	164	70.73	Important	
	Coffee Flavor Adventurers (n=77)		4	32	41	268	308	87.01	Very important	
	Quality-Oriented (n=62)	1	4	23	34	214	248	86.29	Very important	
Media of the promotion	Coffee Enthusiast (n=41)		4	22	15	134	164	81.71	Very important	
	Coffee Flavor Adventurers (n=77)	1		21	55	284	308	92.21	Very important	
	Quality-Oriented (n=62)	8		16	38	208	248	83.87	Very important	
<b>People</b>										
Friendliness of employees	Coffee Enthusiast (n=41)			5	36	159	164	96.95	Very important	
	Coffee Flavor Adventurers (n=77)		1	12	64	294	308	95.45	Very important	
	Quality-Oriented (n=62)		1	7	54	239	248	96.37	Very important	
Employee appearance	Coffee Enthusiast (n=41)		3	15	23	143	164	87.20	Very important	
	Coffee Flavor Adventurers (n=77)		3	22	52	280	308	90.91	Very important	
	Quality-Oriented (n=62)		3	13	46	229	248	92.34	Very important	
Employee promptness	Coffee Enthusiast (n=41)				11	30	153	164	93.29	Very important
	Coffee Flavor Adventurers (n=77)				20	57	288	308	93.51	Very important
	Quality-Oriented (n=62)		1	13	48	233	248	93.95	Very important	
<b>Physical Evidence</b>										
Design and layout	Coffee Enthusiast (n=41)		5	21	15	133	164	81.10	Very important	
	Coffee Flavor Adventurers (n=77)		3	17	57	285	308	92.53	Very important	
	Quality-Oriented (n=62)		1	18	43	228	248	91.94	Very important	
Access to Wi-Fi and power outlets at each table	Coffee Enthusiast (n=41)		12	13	16	127	164	77.44	Very important	
	Coffee Flavor Adventurers (n=77)		1	19	56	284	308	92.21	Very important	
	Quality-Oriented (n=62)		11	28	23	198	248	79.84	Very important	
Toilet and Prayer Room	Coffee Enthusiast (n=41)		2	7	32	153	164	93.29	Very important	
	Coffee Flavor Adventurers (n=77)				13	64	295	308	95.78	Very important
	Quality-Oriented (n=62)				7	55	241	248	97.18	Very important

Table 6. Psychographic characteristics/segmentation preferences of coffee shop consumers in Madiun City (product, price, place, and promotion attributes) (Continue)

Marketing Mix Attributes of Coffee Shops	Generation	Score				Total	Max score	Index (%)	Category
		1	2	3	4				
<b>Physical Evidence</b>									
Environmental cleanliness	Coffee Enthusiast (n=41)		1	9	31	153	164	93.29	Very important
	Coffee Flavor Adventurers (n=77)		1	12	64	294	308	95.45	Very important
live music	Quality-Oriented (n=62)			9	53	239	248	96.37	Very important
	Coffee Enthusiast (n=41)	12	14	10	5	90	164	54.88	Important
	Coffee Flavor Adventurers (n=77)	3	25	31	18	218	308	70.78	Important
	Quality-Oriented (n=62)	7	39	15	1	134	248	54.03	Important
<b>Process</b>									
Ordering convenient	Coffee Enthusiast (n=41)			17	24	147	164	89.63	Very important
	Coffee Flavor Adventurers (n=77)			13	64	295	308	95.78	Very important
Processing speed	Quality-Oriented (n=62)			22	40	238	248	95.97	Very important
	Coffee Enthusiast (n=41)			9	32	155	164	94.51	Very important
	Coffee Flavor Adventurers (n=77)			14	63	294	308	95.45	Very important
	Quality-Oriented (n=62)			10	52	238	248	95.97	Very important
Payment Convenience	Coffee Enthusiast (n=41)			9	32	155	164	94.51	Very important
	Coffee Flavor Adventurers (n=77)			6	71	302	308	98.05	Very important
	Quality-Oriented (n=62)			8	54	240	248	96.77	Very important

Note: 1= very unimportant; 2= unimportant; 3= important; 4= Very important

In Madiun, consumers prioritize a unique taste when choosing a coffee shop. This study identifies three segments: coffee enthusiasts, flavor adventurers, and quality-oriented consumers. These segments value reasonable prices for beverage quality, with flavor adventurers and quality-oriented consumers emphasizing loyalty to beverage quality. Proximity to the city center influences coffee enthusiasts (distance index below 74.99%), while ease of access is a shared value among the identified segments, in line with their psychographic characteristics.

In the advertising sector, coffee aficionados, taste seekers, and quality-conscious consumers prefer coffee outlets that use advertising media and consider the format/concept and advertising content crucial to their decisions (Kandampully et al., 2015). In particular, flavor adventurers and quality-oriented consumers favor coffee shops with appealing formats and concepts. Employee friendliness is key to attracting these segments, with an emphasis on service, employee appearance, and the speed of customer service.

In terms of physical evidence, coffee enthusiasts, flavor adventurers, and quality-conscious consumers favor coffee shops with toilet and prayer facilities. Environmental cleanliness, design, layout, Wi-Fi, power outlets, and live music are key factors. In terms of process variables, coffee enthusiasts prioritize ordering and payment processes, while 'flavor adventurers and quality-oriented consumers' find

these influential. Recognizing and catering to these preferences can have a significant impact on coffee shop businesses by attracting and retaining customers from these valuable segments (Kandampully et al., 2015).

## **6. Discussion**

### **6.1 The Influence of Consumer Segments Consisting of the Millennial and Zoomer Generations on Optimizing Marketing Strategies**

To sustain coffee businesses amidst evolving consumer lifestyles, understanding the preferences of Millennials and Zoomers is critical for coffee shop owners in Madiun City. Segmenting consumers by generation allows for tailored marketing strategies that align with internal attributes and optimize products, prices, promotions, locations, services, physical evidence, and processes (Kandampully et al., 2015). This study identified three key segments: coffee enthusiasts, flavor adventurers, and quality-oriented coffee drinkers, providing essential insights for targeted marketing strategies.

To reach the coffee enthusiast segment effectively, indirect marketing and exceptional services should be prioritized for a positive customer experience. Utilize relevant marketing concepts, compelling content, attractive discounts, and diverse media channels to target both millennials and Zoomers (Sharma & Kanchwala, 2022). In addition, there is a clean, comfortable environment with well-maintained facilities, including toilets, prayer rooms, and reliable Wi-Fi. Consider providing ample free Wi-Fi and power outlets at each table as well as live music on certain days. To attract the coffee enthusiast segment, coffee shops must prioritize high-quality beverages prepared by skilled baristas (Servín-Juárez et al., 2021). Regular training, performance reviews, and clear signage increase staff loyalty and satisfaction, and meeting consumer preferences for easy ordering and payment processes is crucial.

The Zoomer-dominated Coffee Adventurer segment, which is predominantly female, includes students with a budget of less than IDR 50,000.00. To appeal to this group, coffee prices should be affordable, without compromising quality. The use of student discounts and collaboration with social media influencers can be effective (Vita et al., 2021). Emphasizing cleanliness and quality facilities and promoting live music events can enhance their experience, while multiple payment methods and friendly services contribute to an overall positive experience.

The coffee quality consumer segment (Segment 3), predominantly millennial women with busy schedules, showed limited potential for increased coffee shop sales. Despite their average income (IDR 2,000,001.00 to IDR 5,000,000.00), fewer visits than Zoomers impact sales. They prefer quality to price and are looking for unique flavors. To attract this segment, coffee shops should innovate brewing techniques, create enticing menus, and use social media endorsements or paid promotions (Vita et al., 2021).

Offering discounts on large purchases or buy-one-get-one promotions for family visits will attract millennials' interest. Adapt the coffee shop design to millennial characteristics and prioritize friendly services. Improving employee quality through SOPs is critical (Kusumaradya & Purwadi, 2021). Emphasizing environmental cleanliness, self-service options, and improved toilets. While live music is not a priority, clear signage and multiple digital payment methods are essential for accommodating technological advancements (Bumbac et al., 2020).

## **6.2 Managerial Implication**

Based on segmentation analysis data, coffee shop owners can gain valuable insights into the characteristics of coffee consumers in Madiun City. Implementing effective marketing and managerial strategies is recommended to ensure business sustainability amidst competition and evolving consumer behavior.

When selecting target consumer segments, focusing on coffee adventurers and quality-conscious consumers is advised, as these segments have the largest number of members and better represent Millennial and Zoomer coffee consumers in Madiun City. Targeting these demographics has the potential to increase sales and sustain the coffee industry in the current market.

## **6.3 Theoretical Contribution**

This study contributes to the marketing strategy literature by analyzing the relationship between differences in consumer preferences and purchasing decisions for Millennial and Zoomer consumers. Previous research has focused on respondents' socio-demographics, including age and income, in purchasing decisions (Rotschedl, 2023; Yousaf & Huaibin, 2013; Hardiyanti & Puspa, 2021). This research adds significantly to our understanding of Millennial and Zoomer consumers in Madiun City coffee shops. The research distinguishes preferences between millennials and Zoomers, emphasizing attributes such as comfort, facilities, and coffee product variety for millennials and comfort, product variety, and price for Zoomers. Psychographic analysis based on a marketing mix perspective highlights key influences, such as product, price, place, promotion, people, physical evidence, and process. The three identified segments - coffee enthusiasts, flavor adventurers, and quality-oriented coffee drinkers-offer practical implications.

## **6.4 Limitations**

The limitation of this research is that it does not specifically examine the target market through segmentation with several approaches, so the results of this research cannot be generalized. This is due to limitations in the variation of the consumer population which does not represent each generation.

## **7. Conclusion**

This study highlights the demographic characteristics and preferences of millennial and Zoomer consumers in Madiun City's cafés. Most consumers are female, unmarried, have a bachelor's degree, and are employed in the private sector. Leisure and social activities play key roles in coffee purchasing decisions and are often influenced by social media content. Distinct preferences emerge between millennials and Zoomers, with millennials prioritizing comfort, facilities, and coffee product variety, whereas Zoomers focus on comfort, product variety, and price. The deciding factors include the coffee shop's signature menu, relationship with the owner, unique concepts, new menu items, and coffee blends. Value for money is a key consideration for a significant proportion of consumers who are heavily influenced by recommendations and show loyalty through repeat purchases.

Examining psychographic characteristics from a marketing mix perspective reveals the importance of attributes, such as product, price, place, promotion, people, physical evidence, and process. The identification of three optimal consumer segments, coffee enthusiasts, flavor adventurers, and quality-oriented coffee drinkers, provides

actionable insights for businesses. The recommendation for product positioning with innovative coffee flavor differentiation addresses the nuanced preferences of flavor adventurers and quality-oriented segments. Overall, these findings offer valuable implications for marketing strategies tailored to the diverse needs and behaviors of millennial and Zoomer consumers in the local coffee shop industry.

## 8. Recommendation

To improve the sustainability of coffee shops, owners should persistently study their target markets, identify consumer preferences, and refine their market positioning. Routine market research, monitoring of social media trends, and gaining insights from influencers can refine marketing strategies and shape consumer preferences. Future research should focus on understanding consumers' WTP within different segments and develop marketing strategies for coffee shops tailored to each market segment.

### Citation information

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