

The Role of 4E Marketing Model - Experience, Everywhere, Evangelism, and Exchange - in Determining Café Experience Among Generation Z Tourists

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Abstract: This research explores the impact of the 4E marketing model- Experience, Everywhere, Evangelism, and Exchange - on Generation Z tourists' decisions to visit cafés in Bangkok. This study seeks to understand how the 4E factors influence their decision-making process in the context of café visits, providing valuable insights for businesses seeking to engage this influential group. A sample of 400 Generation Z tourists, aged 18-27, who had previously visited cafés in Bangkok, participated in the study. The research exploited a structured questionnaire to gather data on how these four factors affect their choices. The findings indicate that the "Experience" factor, particularly the appeal of Instagram-worthy settings and high-quality service, had the most significant influence on Generation Z's café selection. "Everywhere," which highlights the importance of both convenient physical locations and a robust online presence, also played a key role in their decision-making. "Evangelism," fueled by peer recommendations and social media reviews, further shaped their café preferences. Additionally, the "Exchange" factor, related to value-for-money, was crucial, as Generation Z showed a clear preference for loyalty programs and exclusive offers. The study concludes that café operators aiming to attract Generation Z should prioritize creating unique and memorable experiences, improving digital accessibility, leveraging social proof, and offering clear value for money. These insights provide practical strategies for businesses seeking to engage and retain Generation Z tourists in a competitive café market.

Keywords: Café, Generation Z, 4E, Marketing Model

1. Introduction

The 4E Marketing Model—Experience, Everywhere, Evangelism, and Exchange—helps businesses align with evolving consumer behaviors. By adopting the 4Es, businesses can foster deeper customer connections, improve satisfaction, and drive growth in a competitive market. Limna (2023) provides insights into the 4Es' Marketing Approach. He reveals that by focusing on Experience, businesses can create memorable interactions that drive customer loyalty through personalized services and tailored recommendations. The Everywhere factor emphasizes the importance of being accessible across both physical and digital platforms, allowing customers to shop seamlessly at any time. Evangelism focuses on building brand credibility and visibility through positive word-of-mouth, online reviews, and social media engagement, increasing the brand's reach. Lastly, Exchange builds trust by offering transparent pricing, easy product comparisons, and hassle-free returns, ensuring customers feel valued. These four elements help businesses enhance customer satisfaction, drive engagement, and maintain a competitive edge in the market.

In recent years, the café industry in Thailand has grown significantly, with cafés becoming destinations for social gatherings, relaxation, and lifestyle experiences (Rudakov, 2025). The rise of social media platforms like Instagram and Facebook has transformed cafés into "Instagrammable" locations where consumers share their experiences online, contributing to the café's visibility and attractiveness (Prasloranti & Hartati, 2024). This shift highlights the critical relationship between customer behavior and marketing models, as cafés must adapt to consumer preferences for unique, shareable experiences. By leveraging the 4E Marketing Model, businesses can effectively engage customers and enhance satisfaction, ensuring they remain competitive in a market.

Previous studies emphasize the significance of experience within the 4E model. The "Experience" factor underscores the importance of creating an immersive and memorable atmosphere that aligns with Gen Z's desire for unique and meaningful interactions (Almaz & Suryawardani, 2025). Whether it's the ambiance of a café, the quality of service, or the personalization of the offerings, these factors play a key role in determining whether Gen Z tourists return to a café or recommend it to others. Additionally, the "Everywhere" aspect, which focuses on brand accessibility across multiple platforms, is crucial for capturing the attention of a generation that spends a substantial amount of time online, frequently interacting with brands through social media, apps, and websites.

In terms of "Evangelism", Rudakov (2025) emphasized that generation Z values authenticity, personalization, and sustainability in the brands they engage with. Finally, the "Exchange" factor, which concerns the perceived value for money, is also essential for this price-conscious generation that seeks fair value in their transactions,

whether it be through promotions, loyalty programs, or the overall quality of the experience (Saputra, Mariam & Haeba, 2024).

The significance of this research lies in its exploration of how the 4E Marketing Model can be effectively applied within the café industry in Thailand, particularly in relation to Gen Z consumers. This study provides valuable insights into the evolving consumer behaviors of this generation. By understanding the importance of creating experiences, ensuring brand accessibility across multiple platforms, encouraging positive brand advocacy, and offering clear value propositions, businesses can adapt to Gen Z's preferences and expectations. The findings also help businesses refine their marketing strategies to attract and retain Generation Z customers.

2. Purpose of the Study

This research aims to investigate how the 4E marketing model—Experience, Everywhere, Evangelism, and Exchange—affect the decision-making process of Gen Z tourists when selecting cafés in Bangkok. The study examines the interplay of these factors, analyzing their influence on tourists' perceptions and behaviors regarding café visits.

2.1 Research Objectives

1. To examine the impact of the 4E marketing factors on Generation Z tourists' decisions to visit cafés in Bangkok.
2. To analyze how each of the 4E marketing factors influences café experience among Generation Z tourists.
3. To identify the relative importance of each of the 4E marketing factors in shaping Generation Z's café visitation decisions.

2.2 Research Questions

1. How do the 4E marketing factors influence Generation Z tourists' decisions to visit cafés in Bangkok?
2. To what extent do each of the 4E marketing factors influence customer experience among Generation Z tourists?
3. Which of the 4E marketing factors is considered the most influential in determining Generation Z's café experience?

3. Literature Review

The 4E Marketing Model, which includes the factors of Experience, Everywhere, Evangelism, and Exchange, has emerged as a significant model in contemporary marketing research. It is particularly relevant in understanding consumer behavior. Previous studies have explored how these four factors affect consumer decision-making and engagement in various industries, including food services like cafés. This literature explores existing research on the 4E model, particularly among Generation Z customers.

3.1 The 4E Marketing Model

The 4E marketing model — Experience, Everywhere, Evangelism, and Exchange — provides a comprehensive lens through which businesses can understand and cater to modern consumer preferences. It differs from traditional marketing models, such as the 4Ps (Product, Price, Place, and Promotion), by emphasizing customer-centric engagement rather than a product-focused approach (Mada, 2024).

3.1.1 Experience

This factor emphasizes creating unique, memorable interactions that go beyond the product, focusing on ambiance, personalization, and emotional connections. Generation Z values experiences over material possessions, often seeking those that align with their values like sustainability and social responsibility (Mada, 2024).

3.1.2 *Everywhere*

This factor ensures accessibility across digital and physical touchpoints. For Generation Z, digital platforms are crucial, with seamless Omni-channel experiences and social media engagement being key to discovering and interacting with brands (Darvidou, 2024). In the café industry, this means digital ordering systems, engaging social media, and easy location discovery.

3.1.3 *Evangelism*

This highlights the influence of word-of-mouth, peer recommendations, and online reviews in shaping consumer decisions. Generation Z trusts social validation and influencer endorsements more than traditional ads (Ridwan et al., 2025). For cafés, fostering positive reviews and collaborating with influencers can drive customer loyalty.

3.1.4 *Exchange*

This factor focuses on perceived value, where Generation Z seeks a balance between cost and experience, including factors like sustainability, personalization, and community involvement (Wang & Jiang, 2024). In cafés, offering ethical sourcing, customizable options, and loyalty programs can attract and retain this demographic.

In summary, the 4E marketing model offers a comprehensive understanding of Generation Z consumers' behavior when visiting cafés. The factors of Experience, Everywhere, Evangelism, and Exchange are crucial in shaping customer perceptions. As digital natives who value unique experiences, seamless accessibility, social validation, and fair exchanges, Generation Z presents both opportunities and challenges for café businesses seeking to cater to this demographic. Previous studies have shown that cafés that integrate these 4E elements into their marketing strategies are better positioned to attract and retain Generation Z tourists. Therefore, this research aims to further investigate how the 4E marketing model influences café experience among Generation Z tourists in Bangkok, providing valuable insights for businesses seeking to engage this influential group.

4. Research Methodology

This study adopted a quantitative research approach, utilizing a structured questionnaire to collect data from 400 Generation Z tourist, aged 18 to 27, who had previously visited cafés in Bangkok. Data were gathered through an onsite survey conducted at various cafés across the city. The questionnaire was specifically designed to assess the influence of the 4E factors—Experience, Everywhere, Evangelism, and Exchange—on café visitation decisions among Generation Z.

To ensure the reliability and validity of the findings, the questionnaire was structured to capture demographic information, as well as respondent's behaviors and perceptions related to their café preferences. Descriptive statistics, including mean, standard deviation, and frequency distributions, were used to identify demographics and patterns in the behavior of Generation Z consumers. In the 4E factors section, regarding the decision-making process, respondents were asked to rate each factor on a scale from 1 to 5, where 5 represented the highest influence on their decision-making and 1 represented the lowest.

Additionally, inferential statistics, specifically multiple regression analysis, were used to examine the significance of each of the 4E factors on the decision-making process. The methodology incorporated a comprehensive review of relevant theories and prior studies, providing a robust theoretical framework. The research design aimed to offer reliable insights into the factors that shape Generation Z's café experiences ensuring that the results contribute meaningfully to the existing body of knowledge in the field.

5. Research Results

5.1 Demographics of Respondents

The study reveals that the majority of respondents were female (43%), followed by male (32.8%) and other (24.2%). In terms of age, most respondents were between 25 and 27 years old (47.5%), followed by aged between 22 and 24 years (36.3%), and 16.2% were between 18 and 21 years. Regarding education, the majority held a bachelor's degree (68%), followed by those with postgraduate education (19.3%), and those with education below a bachelor's degree (12.7%) respectively.

When considering occupation, most respondents were employed in private companies (39%), followed by students and entrepreneurs (15.8% each), and government employees (13.3%). In terms of income, the highest

group earned between 20,001–30,000 THB per month (38%), followed by those with 10,001–20,000 THB income (31.8%), and those earning more than 30,000 THB (17.5%) respectively.

The frequency of café visits showed that the majority visited cafés once a week (23.5%), followed by those who visited once a month (20%) and those with other frequency preferences (21.0%). The majority spent less than 100 THB per visit (33%), followed by 101–200 THB (29.5%) and 201–300 THB (22.3%).

Regarding the time spent at cafés, most respondents visited during the evening (after 6 P.M.) (37.0%), followed by between 2 P.M.- 6 P.M. (29.8%), and 10 A.M.–2 P.M. (22.0%). Instagram was the most common source of information about cafés (30.3%), followed by word-of-mouth (22.8%) respectively.

When considering factors influencing café visits, respondents identified themselves as the most influential decision-maker (42.3%), followed by partners (26.5%) and work colleagues (21.3%).

5.2 4E Marketing Model Results

The 4E marketing model was employed to understand how each factor influences Generation Z's decision-making when choosing a café.

Table 1: The results of the mean score and standard deviation of the 4E factors

4E Factors	Description	Mean	S.D.	Meaning
Experience (E1)	Instagram-worthy settings (visually appealing drinks, food, and spaces for photography comfort)	4.26	.777	Highest
	Service quality (friendly and engaging staff)	4.12	.656	High
	Café ambiance (décor, lighting, seating)	4.00	.645	High
Everywhere (E2)	Accessibility (cafés easily accessible by public transport or located in popular areas)	4.18	.825	High
	Online ordering and delivery services	4.07	.614	High
	Strong online presence (active on Instagram, Facebook, etc.)	4.04	.721	High
Evangelism (E3)	Peer influence (positive reviews or recommendations from friends or influencers)	4.27	.757	Highest
	Social proof (decisions based on others' experiences online like Instagram, TikTok, YouTube)	4.18	.635	High
	Café's online reputation (endorsements from influencers or peers)	4.18	.635	High
Exchange (E4)	Loyalty programs and promotions (discounts for repeat customers or reward points)	4.27	.752	Highest
	Exclusive menu offerings (limited-time drinks or special snacks)	4.06	.693	High
	Value for money (price-to-quality ratio)	4.04	.663	High

Table 1 displays the results of a survey evaluating the 4E's marketing factors. Below is an explanation of the table's content: **Experience (E1)**: Instagram-worthy settings, preferring cafés with visually appealing drinks, food, and spaces for photography was identified the major determinant in decision-making. The results showed that respondents rated Instagram-worthy settings the highest with a mean score of 4.26 and a standard deviation of .777. Showing that this is crucial for customers. The service quality from staff, earning a mean score of 4.12 and a standard deviation of .656, which is important for ensuring customer satisfaction. Additionally, the decoration of the café is beautiful and interesting, with respondents rating it highly, achieving a mean score of 4.00 and a standard deviation of .645. This indicates that most customers found the café's décor aesthetically pleasing and engaging.

Everywhere (E2): Accessibility and convenience were also highly significant with a mean score of 4.18 and standard deviation of .825. The results showed that most of the respondents preferred cafés that were easily

accessible by public transport or located in popular, easily reachable areas. Furthermore, some of the respondents rated the importance of online ordering and delivery services, and café’s strong online presence as high level with a mean score of 4.07 and 4.04 with standard deviation .614 and .721 respectively. **Evangelism (E3):** Peer influence and word-of-mouth marketing were crucial in shaping Generation Z’s decisions. The results showed that this factor received the highest rating, with a mean score of 4.27 and a standard deviation of .757. This indicates that respondents were more likely to visit a café if they saw positive reviews or recommendations from friends or influencers they followed on social media. Additionally, many respondents made decisions based on experiences shared by others online, such as Instagram posts, TikTok videos, or YouTube reviews, illustrating the significant impact of social proof on purchasing behavior. Cafés with strong, positive online reputations—particularly those endorsed by influencers or peers—had a notable influence on Generation Z’s decision to visit, both receiving an equal score of 4.18 and a standard deviation of .635. **Exchange (E4):** Loyalty programs and promotions received the highest rating in this factor, with a mean score of 4.27 and a standard deviation of .752, indicating that these were considered key drivers for revisiting a café. Additionally, some respondents valued exclusive menu offerings, such as limited-time drinks or special snacks, as important factors that enhanced the perceived value of their café experience, with a mean score of 4.06. The value-for-money aspect was also deemed crucial, with a mean score of 4.04, reflecting a high level of importance placed on the price-to-quality ratio when choosing a café. **Table 2: The results of the multiple regression analysis testing the 4E marketing factors that influence the decision to visit a café**

4E Factors	B	Beta	t	Sig	Collinearity Statistics	
					Tolerance	VIF
Experience	.126	.124	2.622	.009*	.557	1.794
Everywhere	2.57	.274	5.761	.000**	.548	1.823
Evangelism	.117	.108	2.151	.032	.494	2.026
Exchange	.346	.340	6.686	.000**	.480	2.082

Note: Adjusted R² = 0.283, F = 30.872, p 0.000 < 0.05 / The asterisk (*, **) = p < 0.05

Table 2 presents the results of a multiple regression analysis examining the impact of the 4E’s marketing factors on the decision to visit a café, focusing on the Experience, Everywhere, Evangelism, and Exchange factors. The analysis indicated that several factors in 4E’s marketing model had a statistically significant impact on the decision to choose a café. Key factors identified with high significance include:

- Experience (p < 0.009): The creation of a good customer experience strongly influenced the decision to visit cafés.
- Everywhere (p < 0.000): The accessibility and convenience of café locations strongly influenced the decision to visit cafés.
- Evangelism (p < 0.032): Relationship-building, through recommendations and word-of-mouth, had a moderate but significant impact.
- Exchange (p < 0.000): The perceived value for money strongly influenced the decision to visit cafés.

6. Discussion

This section discusses how the findings align with existing literature and how they expand the understanding of marketing strategies in the café industry.

6.1 Experience (E1) and the Need for Unique Experiences

The “Experience” factor emerged as the most significant driver in Generation Z’s café decision-making. This aligns with Rudakov (2025), who claims that modern consumers, particularly younger generations, are increasingly drawn to experiential consumption—a preference for experiences over mere product acquisition. Generation Z, being digitally native, places high value on Instagrammable and visually appealing settings, which is supported by Prasanna and Priyanka (2024) who found that social media plays a critical role in shaping consumer behavior. The study confirmed that ambiance, Instagram-worthy aesthetics, and service quality were key influences on Generation Z’s café choices, aligning with Holt’s (2002) notions that memorable brand experiences are vital for customer engagement.

Moreover, the desire for unique experiences aligns with Kim et al. (2012) argument that hedonic experiences (those linked to pleasure and emotional satisfaction) are central to Generation Z's consumption patterns. The shift toward experiential marketing in the hospitality sector, as highlighted by Prasloranti and Hartati (2024), mirrors Generation Z's preferences for distinct and engaging café experiences.

6.2 Everywhere (E2) and Digital Accessibility

The "Everywhere" element highlights the significance of accessibility, both physical and digital. These findings align with Verhoef et al. (2015), who emphasize the importance of multichannel experiences for engaging modern consumers. In this study, Generation Z tourists in Bangkok preferred cafés that were not only physically accessible but also had a strong online presence. Rudakov (2025) suggests that online visibility, through social media and online reviews, plays a significant role in shaping young consumers' decision-making processes.

Furthermore, mobile technology was pivotal in facilitating decisions, with participants frequently consulting social media and reviews before visiting a café. This finding reflects Rudakov (2025), who observed that social media reviews significantly influence young adults' purchasing behavior in the food and beverage industry.

6.3 Evangelism (E3) and Social Influence

The "Evangelism" factor emphasizes the influence of word-of-mouth and social proof, especially through social media. This study revealed that peer recommendations and influencer marketing were critical in shaping Generation Z's café decisions. Brown et al. (2013) noted that online reviews, recommendations, and social media sharing significantly impact consumer decision-making, particularly for younger consumers who value the opinions of their social network more than traditional advertising. The findings that 70% of respondents were more likely to visit cafés with positive social media reviews.

Generation Z's reliance on peer reviews is also supported by Salam and Pratiwi (2024) who found that user-generated content, such as Instagram posts or YouTube reviews, significantly impacts consumer choices, making them valuable tools for marketers targeting this demographic.

6.4 Exchange (E4) and Value for Money

The "Exchange" factor underscores the perceived value customers receive in relation to their expenditure. This finding supports Zeithaml's (1988) concept of value-based pricing, where consumers evaluate a product or service's worth through their cost-benefit analysis. The study found that Generation Z participants were highly focused on the price-to-quality ratio, expecting value for their money. Kalyva, Kosma, and Skalkos (2024) suggested that price sensitivity is significant for young consumers, though they are also willing to pay a premium for higher-quality experiences. This study confirms that 56% of respondents highlighted value for money when choosing a café, while many were also willing to pay more for exclusive experiences, indicating the trade-off between cost and experience this generation is willing to make.

Additionally, loyalty programs and special promotions were cited as key factors in driving repeat visits, aligning with Aboalghanam, Alfraihat, and Tarabieh (2025) research that loyalty programs create emotional connections, increasing the likelihood of repeat patronage.

Also, the results from the multiple regression analysis shed light on the significant marketing factors influencing Generation Z tourists' decisions to visit cafés in Bangkok. The findings suggest that several of these factors have a statistically significant impact on the decision to visit cafés, confirming the relevance of these marketing strategies.

Experience emerged as a key factor in influencing café visits ($p = 0.009$). This indicates that creating a positive and memorable experience in the café, such as an appealing ambiance or excellent service, significantly increases the likelihood of customers returning. This finding aligns with previous research by Meepprom and Kokkhangplu (2025) emphasizing the importance of customer experience in consumer decision-making.

Everywhere, representing the accessibility and convenience of café locations, was identified as the most significant factor with a very strong p-value (< 0.000). The finding indicates that Generation Z values the ease of accessing cafés, underscoring the importance of strategically located cafés that are convenient for customers. This is consistent with current trends where convenience plays a critical role in consumers' choices, especially among younger generations who are accustomed to ease and quick access in their fast-paced lifestyles (Budiman & Radyan, 2021).

Evangelism, referring to the influence of relationship-building and word-of-mouth recommendations, was also significant ($p = 0.032$), albeit with a moderate effect. This indicates that while relationship-building and positive reviews are important, they are secondary to factors like accessibility and value for money. However, the role of social media and personal recommendations in shaping café choices, supported by the study of Riorini and Widayat, (2015) cannot be underestimated, especially for Generation Z, who are highly active on digital platforms.

Exchange, related to the perceived value for money, also emerged as a highly significant predictor ($p < 0.000$). This suggests that Generation Z tourists are highly sensitive to the value they receive in return for the price they pay. This finding aligns with Jiang and Hong (2021) showing that it is particularly important for café operators who need to balance quality with pricing to ensure customers feel they are getting their money's worth. Offering promotions, loyalty programs, or competitive pricing strategies could be effective in attracting this demographic.

These findings collectively suggest that café operators should adopt a comprehensive approach to marketing, focusing not only on the product but also on the overall customer experience, convenience, perceived value, and relationship-building efforts. Generation Z tourists are highly discerning consumers who seek convenience, value, and positive experiences, and their decisions are influenced by both tangible factors (such as price and accessibility) and intangible factors (such as atmosphere and social recommendations).

Furthermore, the findings highlight the growing importance of creating a unique, customer-focused experience in the highly competitive café market. Operators who can effectively combine these factors will be better positioned to attract and retain Generation Z customers, ensuring long-term success in this dynamic market.

The current study addresses factors influencing Generation Z's café visitation decisions, but customer loyalty is not explicitly measured. Loyalty could be inferred through behaviors like repeat visits, recommendations, and participation in loyalty programs. Evangelism plays a role in fostering loyalty via social media engagement and peer recommendations, while Experience influences loyalty through memorable, positive café experiences. To clarify, loyalty could be linked to behaviors such as repeated visits or engagement in promotional activities, offering a clearer connection to the findings.

In short, the contribution of this research lies in its exploration of how the 4E Marketing Model—Experience, Everywhere, Evangelism, and Exchange—shapes Generation Z tourists' decisions to choose cafés in Bangkok. The study provides actionable insights into how cafés can engage this demographic by focusing on Instagram-worthy experiences and value for money. It highlights the importance of being accessible across both physical and digital platforms and leveraging social media to drive customer loyalty. This research also contributes to the understanding of how experience-driven decisions and social validation influence Generation Z, offering valuable marketing strategies for businesses in a competitive, experience-driven market.

7. Implications of the Study

The findings of this study offer several actionable insights for café operators, marketers, and hospitality industry professionals seeking to attract and retain Generation Z consumers.

7.1 Enhanced Customer Experience

Café managers should prioritize the enhancement of the customer experience by creating aesthetically appealing, Instagram-worthy spaces and offering high-quality, unique products that encourage word-of-mouth promotion. Investment in immersive environments, including innovative décor and personalized services, could significantly increase customer engagement and foster repeat visits.

7.2 Leveraging Social Media

Given the pivotal role of social media in Generation Z's decision-making, cafés should emphasize digital marketing strategies that integrate influencer partnerships, user-generated content, and active engagement on platforms like Instagram, TikTok, and Facebook. Incentivizing customers to share their experiences online can further increase visibility and attract new clientele, tapping into the power of social proof.

7.3 Pricing and Value Perception

To cater to Generation Z's price sensitivity, cafés must deliver an exceptional price-to-quality ratio. Striking a balance between premium pricing and value-driven marketing is essential, ensuring customers feel their

spending is justified by the overall experience. Additionally, implementing loyalty programs and promotions can incentivize repeat visits and foster long-term brand loyalty.

8. Limitations of the Study

While this study provides valuable insights, there are several limitations that must be considered when interpreting the results:

8.1 Sample Limitations

The study focused on a sample of Generation Z tourists residing in Bangkok, which may limit the generalizability of the findings. Preferences and behaviors of Generation Z consumers could vary considerably in different regions or cultural contexts. Future studies should expand the sample to include Generation Z consumers from diverse geographical locations and cultural backgrounds to enable a more comprehensive comparison of behaviors across different settings.

8.2 Cross-Sectional Nature of the Study

This research utilized a cross-sectional design, capturing data at a single point in time. As such, the study cannot provide insights into how consumer behavior may evolve over time. Generation Z's preferences and decision-making processes are dynamic and could change rapidly, particularly with the emergence of new trends. Longitudinal studies would offer deeper insights into the long-term effects of the 4E marketing mix on café visitation behavior.

8.3 Lack of Experimental Approach

The study did not incorporate an experimental design, meaning that causality between the 4E marketing factors and café visitation cannot be definitively established. Future research could benefit from experimental or quasi-experimental designs to provide a more robust understanding of how the 4E factors directly influence consumer behavior in real-world settings.

Ethical and AI Declaration

The IRB, under approval number SIU/FOM 099-2025, granted a waiver of written consent for this minimal-risk, anonymous survey, with informed consent being implied by proceeding past the information page. The authors employed ChatGPT to summarize their personal reading notes and filter articles from Google Scholar for study. All text in the submitted manuscript was written and verified by the authors, with any AI-generated content being thoroughly revised and fact-checked by humans before inclusion.

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