



Psychographic Segmentation Analysis of Consumers in the Coffee Shop Industry: A Systematic Study of Behavior, Lifestyle, and Modern Marketing Strategies

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ABSTRACT

This study aims to systematically and comprehensively review the literature related to consumer psychographic segmentation in the coffee shop industry and its implications for formulating more targeted marketing strategies. The approach used in this study is a Systematic Literature Review (SLR), which is implemented through four main stages: identification, screening, eligibility, and inclusion, with reference to the PRISMA protocol to ensure a transparent and methodologically accountable article selection process. Data sources in this study were obtained from reputable national and international journals indexed in leading scientific databases, with a publication period between 2020 and 2025, thus ensuring the relevance of the findings to current market conditions. The results of the study indicate that psychographic segmentation, which includes dimensions of lifestyle, interests, personality, motivation, and consumer opinion, has a significant influence on the formation of consumer behavior and purchasing decisions in coffee shops. Furthermore, this study also identified that experiential marketing strategies (experience marketing) and digital marketing (digital marketing) are two dominant factors that contribute significantly to attracting, retaining, and building consumer loyalty in modern coffee shops, especially among millennials and Generation Z

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1. INTRODUCTION

The coffee shop industry in Indonesia and around the world has undergone a rapid transformation over the past decade, transforming from simply a place to sell coffee drinks into a multifunctional lifestyle space (Zamborita et al., 2024). This change in consumption patterns cannot be separated from the shift in lifestyle of urban society which increasingly emphasizes experiences and emotional values rather than merely fulfilling functional needs (Rachmatunnissa & Deliana, 2020). Modern consumers view coffee shops not only as a place to buy coffee, but also as a social space to interact with friends and colleagues (Gregg et al., 2026). Consumer preferences for certain coffee shops have been shown to be influenced not only by the quality of the products offered, but also by the overall experience and the surrounding social environment (Lee & Kim, 2023). This phenomenon requires business actors to understand consumers more deeply, going beyond just demographic data such as age, gender, and income level (Aslam et al., 2023).

Within the modern marketing framework, one of the approaches considered most relevant to understanding consumers in depth is market segmentation, which functions to group consumers based on certain shared characteristics (Chen & Huang, 2024). Psychographic segmentation itself is an approach that focuses on the internal aspects of consumers, namely activities, interests, and opinions, which is often referred to as the AIO (Activities, Interests, Opinions) model (Griesser et al., 2025). In the context of the coffee shop industry, psychographic segmentation allows business actors to identify consumers based on lifestyle preferences, for example the need for comfortable social spaces (S. G. Girsang et al., 2025).

Various previous studies have confirmed that appropriate consumer segmentation can increase the effectiveness of marketing strategies implemented by coffee shop businesses (Passalaras et al., 2024). Research on contemporary coffee shops shows that consumer segmentation can help businesses determine strategies tailored to the specific characteristics of their customers (Ferreira, 2022). Today's consumers are not only looking for high-quality coffee products, but also want memorable and emotionally valuable experiences (Rengganis et al., 2025).

From a market segmentation perspective, the psychographic approach is becoming increasingly relevant to understanding the complexity of modern consumer behavior (Maciejewski et al., 2021). Research conducted by Aslam et al. (2023) shows that psychographic segmentation can group coffee consumers based on their lifestyle, interests, and opinions, for example, social drinkers and coffee lovers. Therefore, this study aims to systematically review the literature discussing psychographic segmentation in the context of the coffee shop industry.

2. METHOD

This study uses a Systematic Literature Review (SLR) approach with the aim of identifying, evaluating, and synthesizing findings from various studies related to psychographic segmentation in the coffee shop industry. Data collection was conducted through a literature search in scientific databases such as Google Scholar, ScienceDirect, and accredited national journals, with a publication period of 2020-2025. Article selection was conducted using the PRISMA method, which includes identification, screening, eligibility, and inclusion based on the criteria of topic relevance, publication quality, and suitability to the research objectives. The obtained data was then analyzed descriptively using a thematic approach to group key concepts related to psychographic segmentation and their implications for consumer behavior and marketing strategies. The PRISMA approach was employed to ensure

transparency and systematic selection of articles through four stages: identification, screening, eligibility, and inclusion. This method helps minimize bias and improves the reliability of literature synthesis.

3. RESULTS AND DISCUSSIONS

3.1. The Relevance of Psychographic Segmentation in the Context of Modern Coffee Shops

The findings from this literature review strengthen the argument that psychographic segmentation has a comparative advantage over purely demographic segmentation, especially in the increasingly competitive coffee shop industry. A psychographic approach allows businesses to understand the hidden motivations behind purchasing behavior, which are not captured by age or income variables. This aligns with Carvalho (2021) view that psychographic segmentation provides a deeper understanding of 'why' consumers buy, not simply 'who' they buy.

The results of this study also show that the boundaries between segments are not rigid a consumer can occupy more than one segment simultaneously for example, a remote worker who is also a lifestyle enthusiast (Wardana et al., 2023). This situation suggests that coffee shop marketing strategies need to be integrative, able to address more than one psychographic dimension within a cohesive value proposition (Dirgandana & Tamara, 2025).

3.2 The Role of Digital Marketing and Experience Marketing

This study revealed that digital marketing and experience marketing are the two most effective strategic pillars in reaching modern coffee shop consumers. Digital marketing, particularly through Instagram and TikTok, and visual content, has proven highly effective in reaching the Lifestyle Enthusiast and Social Seeker segments, which are highly exposed to social media content (Rosada & Shofi, 2025). For example, content that showcases the cafe atmosphere, the coffee brewing process, or organic customer testimonials can build an authentic brand perception.

On the other hand, experiential marketing focuses on creating emotional memories through direct interaction with the product and the coffee shop environment (Patwayati & Titing, 2026). Research shows that consumers who have positive experiences both sensory and social demonstrate significantly higher levels of loyalty and are more likely to become voluntary brand ambassadors through digital word-of-mouth (Daulay et al., 2024).

3.3 Strategic Implications for Coffee Shop Business Actors

Based on the literature synthesis, several strategic implications can be formulated. First, coffee shops need to periodically conduct consumer psychographic mapping using AIO (Activities, Interests, Opinions) surveys to understand shifts in market preferences (Passalaras et al., 2024). Second, the design of physical spaces should consider the needs of multiple segments: communal areas for Social Seekers, quiet work corners for Remote Workers, and Instagrammable visual elements for Lifestyle Enthusiasts (Girsang et al., 2025). Third, loyalty programs need to be designed based on psychographic values, not simply points accumulation, for example, by providing exclusive access to cupping sessions or barista workshops for the Coffee Connoisseur segment (K. Passalaras et al., 2024). Fourth, marketing communications need to be tailored to the language and values of each segment messages about community and connection for Social Seekers, productivity and flexibility for Remote Workers, and aesthetics and uniqueness for Lifestyle Enthusiasts. Fifth, premium pricing can be justified as long as the coffee shop is able to meet consumers' psychographic expectations regarding the quality of the experience, not just the quality of the product (Griesser et al., 2025).

4. CONCLUSION

Four main psychographic segments of coffee shop consumers have been identified: The Social Seeker, The Remote Worker, The Lifestyle Enthusiast, and The Coffee Connoisseur. Each segment has distinct motivational, lifestyle, and personality characteristics, which directly influence their purchasing decision patterns. The most dominant psychographic factors influencing purchasing decisions are lifestyle, hedonic motivation, and consumer personality.

From a marketing strategy perspective, visual content-based digital marketing and experiential marketing, which focuses on creating positive emotional experiences, have proven to be the most effective strategies for attracting and retaining modern coffee shop customers. The integration of these two strategies, aligned with the psychographic characteristics of each segment, has the potential to significantly increase customer loyalty and business competitiveness.

This research provides theoretical contributions by enriching the literature on the application of psychographic segmentation in the food and beverage industry, particularly coffee shops. Practically, these findings provide evidence-based guidance for coffee shop managers and owners in designing more targeted and personalized marketing strategies. Future research is recommended to empirically validate the identified segments through large-scale quantitative studies, as well as explore the influence of local cultural factors on the psychographic segmentation of coffee shop consumers across various geographic contexts.

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