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STUDY ON PREFERENCES FOR SPECIALITY COFFEE IN GEN Z CONSUMERS

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Abstract: *This study examines specialty-coffee awareness, consumption patterns and preferences in a predominantly young adult survey group. Questionnaire responses cover previous experience, beverage choices, consumption frequency, the importance of aroma and quality, flavour profiles and respondent characteristics. Awareness reached 84.0%, while 56.4% reported previous consumption. Among experienced respondents, hot drinks and milk-based choices featured prominently. Positive flavour preferences were strongest for chocolate, sweet and roasted profiles. Quality and aroma attracted high importance ratings. The findings suggest that local coffee shops could focus on consistent quality, familiar flavours and accessible offers, while testing ways to encourage product exploration. Results are descriptive and use valid responses to each item.*

Introduction

Specialty-coffee preferences bring together sensory expectations, everyday routines and the experience of visiting a café. For local coffee shops, understanding these preferences can inform product choices and the way drinks are introduced to customers.

The study examines awareness of specialty coffee alongside previous consumption. Distinguishing recognition from experience helps identify the scope for communication and product trial. It also avoids treating familiarity with a term as evidence of regular consumption.

Beverage choices and flavour preferences describe different aspects of the offer. Milk-based drinks, preparation styles and temperature preferences concern the product format. Chocolate, sweet, roasted and other aromatic profiles concern the sensory experience.

The research therefore considers these dimensions alongside the importance attributed to quality and aroma. It also describes the respondents’ age, student status and financial circumstances. These findings can guide ideas for menus and customer engagement, with any effects on loyalty or repeat purchasing requiring further investigation.

Material and method

The study used a questionnaire and descriptive analysis to examine specialty-coffee awareness, previous consumption and preferences. Responses covered preferred cafés, beverage types, temperature, consumption and purchase frequency, aroma and quality importance, flavour profiles and demographic characteristics.

Awareness and previous-consumption percentages use all respondents. Other findings refer to respondents who had tried specialty coffee and answered the relevant item. Blank answers are excluded from each item’s percentage base.

Beverage, temperature and café selections can total more than 100%. Flavour preference combines “like” and “like very much”, using valid responses for each profile.

Within the experienced group, 92.5% were aged 18–25 and 88.7% were students or pupils. The analysis describes this predominantly young adult profile. Results summarise reported preferences.

Results and discussions

Cappuccino (54.7%) and latte/macchiato (47.2%) led beverage choices. Hot drinks were selected by 83.0% of respondents answering the temperature question.

Fig 1. Coffee types consumed (%)

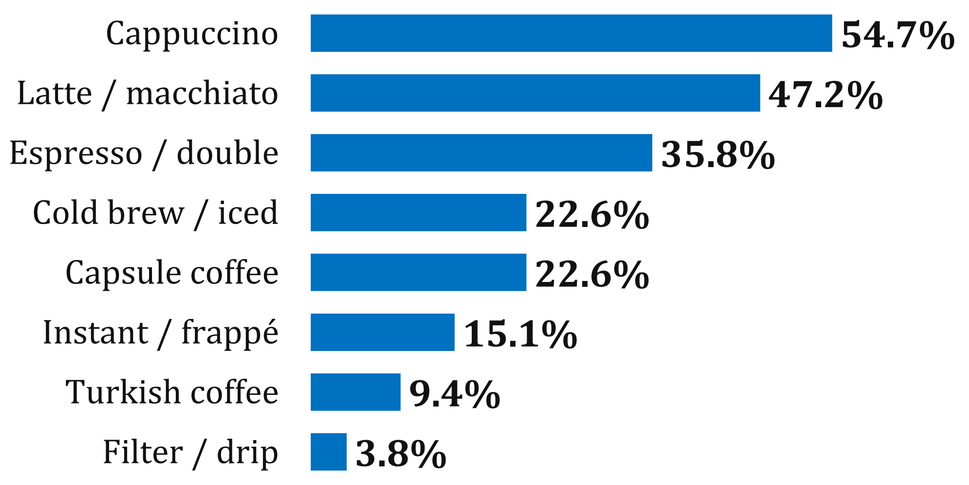
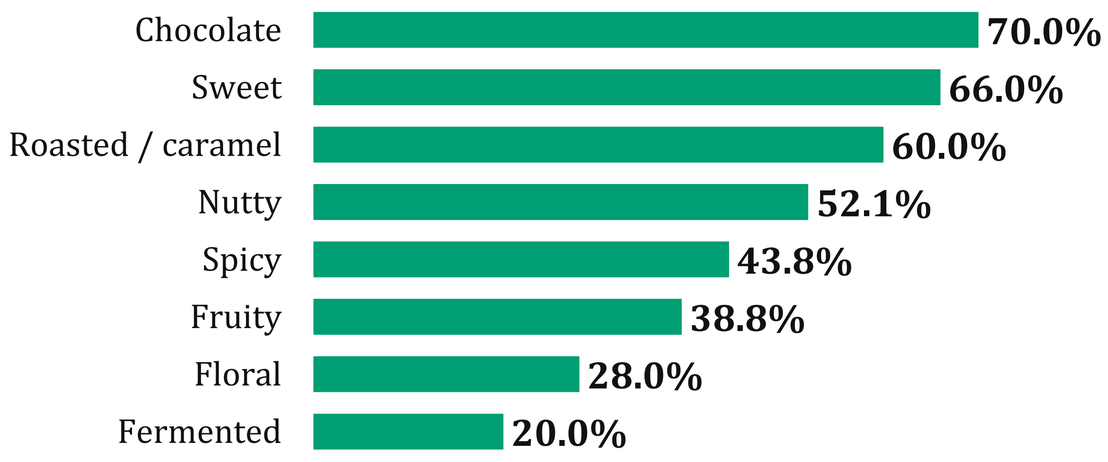


Fig. 2: Flavour preference: like / like very much (%)



Narativ Specialty Coffee (40.0%), Garage Café (28.0%) and Acas Specialty Coffee (22.0%) led among respondents answering the café question.

Quality and aroma received the highest importance ratings from 67.9% and 66.0%, respectively. Fermented profiles elicited strong dislike from 44.0% of valid responses.

Conclusions

The findings support menus built around milk-based drinks, familiar flavours and consistent quality. Student pricing and guided tastings merit testing. Effects on loyalty and purchasing behaviour require further evidence.