

A CONCEPTUAL FRAMEWORK OF EMOTIONAL EXPERIENCE AND YOUTH LOYALTY IN MALAYSIAN HIPSTER CAFÉS USING THE S-O-R MODEL

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Abstract: *The rapid growth of hipster cafés in Malaysia has increased competition within the experience-based food and beverage sector. The traditional loyalty models based on service quality and satisfaction are increasingly insufficient to explain youth consumer behaviour. This conceptual paper aims to explore how emotional experience functions as a central mechanism in shaping youth loyalty within Malaysian hipster cafés by applying the Stimulus–Organism–Response (S-O-R) framework. This study synthesizes recent literature (2021–2025) from hospitality, consumer behaviour, and experiential marketing. Using the S-O-R framework as the theoretical foundation, the paper conceptualises hipster cafés as symbolic servicescape where environmental stimuli are comprising atmosphere and sensory cues, symbolic value and authenticity, and social escape. This stimulus will trigger internal emotional experiences that subsequently influence behavioural responses. Unlike traditional loyalty frameworks, this study posits that emotional experience as the key mediating variable linking café environment and youth loyalty outcomes. The framework highlights that in highly hedonic and socially mediated consumption settings, emotional experience may employ a stronger influence on loyalty than cognitive satisfaction or functional service evaluations. The study offers strategic insights for café operators to prioritise emotionally engaging servicescape and digitally shareable experiences to strengthen youth loyalty. In addition, it extends the S-O-R framework*

by positioning emotional experience as the primary mediator of loyalty and contextualising emotionally driven loyalty within the Malaysian youth café market, providing a foundation for future empirical research.

Keywords: *Emotional Experience; S-O-R model; Customer Loyalty; Youth Consumer; Hipster Café*

Introduction

The café industry has emerged as one of the most dynamic market segments within the global food and beverage (F&B) sector due to the shift consumer preferences towards lifestyle-oriented consumption. People especially youth customer no longer perceived a café as venues for food and drink only, but they seek the experience service domain such as aesthetics, ambience, and emotional engagement (Meeprom & Kokkhangplu, 2025). Recent industry reports indicate that the global café market has grown at a compound annual growth rate (CAGR) of 4.6% from 2021 to 2023, driven by increasing demand of artisanal coffee and third. place social environments (Grand View Research, 2023). In Malaysia, this change is evident by the rapid of hipster café establishment. Hipster café differentiates themselves with others through product offering, thematic design, and aesthetic curation. These hipster café function as symbolic consumption spaces where beverages are secondary to social interaction, identity expression, and emotional engagement for youth and Generation Z (Zakaria & Johari, 2025).

The hipster café context further amplifies the relevance of emotional experience. Hipster cafés function as symbolic consumption spaces where emotional responses are linked to lifestyle preferences, identity expression, and social belonging. Customers patronise these cafés not only for functional consumption but also to participate in aesthetic and social experiences that reinforce self-concept and peer affiliation. Emotional experience in such settings therefore carries symbolic meaning that extends beyond immediate sensory pleasure (Baniya et al., 2024). However, the existing café literature addresses hipster cafés descriptively, focusing on ambience or décor without sufficiently theorising how these symbolic elements generate emotional meaning and foster enduring loyalty (Hanif et al., 2025). Cafés increasingly compete not merely on product quality or price, but on their ability to deliver emotionally engaging experiences that foster psychological attachment and long-term customer loyalty. This shift is especially evident in lifestyle-oriented cafés, where ambience, symbolic meaning, and social interaction play a vital role in shaping consumer perceptions and behaviours action.

Customer loyalty remains central to service-sector profitability and sustainability due to its association with repeat patronage, advocacy, and long-term relational outcomes (Croitoru et al., 2024). However, traditional café and hospitality studies have explained customer loyalty through cognitive evaluations such as service quality, perceived value, and satisfaction (Kazmi & Fatimah, 2024; Yeung et al., 2021, Priyo et al., 2019). While these constructs are important, they are increasingly insufficient for explaining loyalty in experiential service environments, where consumers seek emotional meaning rather than functional efficiency alone (Kim et al., 2021; Rancati et al., 2024). In such contexts, how customers feel during service encounters may be more influential than how they evaluate service performance after consumption. While these evaluation-based models provide important insights, they may be insufficient for understanding loyalty in experiential service environments where affective meaning and symbolic value outweigh purely functional considerations (Mostafa & Kasamani, 2021;

Shamsull et al., 2025). In lifestyle-oriented cafés, how customers feel during service encounters may exert stronger influence on loyalty than post-consumption evaluations of service performance (Busser et al., 2022).

Emotional experience has therefore gained attention as an important dimension of customer experience in hospitality services. Emotional experience refers to the feelings generated through customers' interactions with the café environment, social atmosphere, and brand-related cues. These emotional responses influence customer behaviours such as revisiting the place, recommending it to others, and sharing experiences online (Hanif et al., 2025; Baniya et al., 2024). Despite its importance, emotional experience is often treated as a secondary or supporting variable in loyalty models, often subsumed under general satisfaction or overall experience, which limits conceptual clarity and theoretical precision (Meeprom & Kokkhangplu, 2025, Sarita et al., 2024). Furthermore, the current literature addresses hipster cafés descriptively, focusing on décor without sufficiently theorizing how these symbolic elements generate emotional meaning and foster enduring loyalty (Abdullah et al., 2024; Rancati et al., 2024).

The Malaysian context adds further theoretical significance. As a multicultural society characterised by strong social orientation and high digital connectivity, café consumption among Malaysian youth is closely intertwined with social interaction, identity expression, and online self-presentation. Emotional experiences are not only experienced on a personal level but are also publicly expressed through social media sharing and electronic word-of-mouth. Consequently, emotional experience may function simultaneously as an internal affective state and a socially mediated signal of identity and belonging. Yet established café loyalty frameworks remain culturally neutral and do not adequately account for these emotional and social dynamics.

To address this issue, it is crucial to recognize the significant conceptual gap in the current literature regarding youth consumer behavior. First, hipster cafés matter because they have evolved from functional food and beverage outlets into symbolic consumption spaces crucial for youth social interaction and identity expression. Second, traditional customer loyalty models, which rely heavily on cognitive evaluations like service quality and post-consumption satisfaction, require reconceptualization as they fail to adequately explain why youth consumers demonstrate high loyalty to venues that may not compete on traditional efficiency metrics. Third, emotional experience must be positioned as the central mechanism, rather than a secondary variable, because affective resonance and digital shareability are the primary drivers of youth decision-making in highly hedonic environments.

Therefore, this paper aims to enhance conceptual understanding of youth loyalty in Malaysian hipster cafés by positioning emotional experience as a central explanatory mechanism rather than a secondary outcome of service evaluation. Specifically, the study focused on the following research questions:

1. What environmental factors of hipster cafés contribute to the formation of emotional experiences among youth consumers?
2. How does emotional experience influence youth loyalty in hipster cafés?

Consequently, this conceptual paper makes three contributions. First, it distinguishes emotional experience from satisfaction by defining emotions as feelings formed during the café experience rather than evaluations made after consumption. Second, it conceptualises hipster cafés as symbolic consumption spaces in which emotional experiences are shaped by identity expression, social belonging, and digital self-presentation. Third, it proposes an integrative conceptual framework linking hipster café experience, emotional engagement, and youth loyalty. By shifting attention from cognitive service assessments to emotional meaning construction, this paper provides a foundation for future empirical research on emotionally driven loyalty in experiential service environments.

Literature Review

The Stimulus-Organism-Response (S-O-R) Model

The Stimulus-Organism-Response (S-O-R) model was originally proposed by Mehrabian and Russell (1974). This model explained how external factor (stimuli) influence individuals' internal cognitive and emotional states (organism) has shaped their behavioural responses (response). Consistent with the S-O-R logic, stimuli typically influence behaviour indirectly, through intervening psychological processes such as emotions, evaluations, or experiential states (Asyraf et. al., 2023; Vieira, 2013).

The S-O-R model has been widely applied in service and retail research to explain how environmental characteristics influence consumer emotions and behavioural responses (Koay & Tey, 2025; Asyraf et. al., 2023). In hospitality environment, physical and social elements such as ambience, aesthetic, lighting, music, and interpersonal interaction function as stimuli that stimulate the emotional responses and influencing customer loyalty, revisit intention, and word-of-mouth (WOM) behaviour (Wichitsathian & Suvittawat, 2025; Hanif et al., 2025). This study utilizes S-O-R model to move beyond traditional cognition-dominant explanation of customer loyalty by positioning emotional experience as the direct mediator between the hipster café environment and youth loyalty.

The "Stimulus" (S): Hipster Cafés as Symbolic Servicescapes

Prior S-O-R applications in hospitality have successfully established that physical and social servicescapes act as critical environmental stimuli that trigger consumer responses (Koay & Tey, 2025; Asyraf et al., 2023). Building on this foundational S-O-R logic, this study conceptualizes the hipster café as a symbolic servicescape, serving as the specific stimulus that shapes youth emotional experiences. This stimulus is categorized into three dimensions adapted for the experiential café context. First is atmosphere and sensory cues, including lighting, design elements, music, and aroma that create a distinctive mood (Zakaria & Johari, 2025; Nazli et al., 2024; Yeung et al., 2021). Hipster café differentiate itself from regular café by paying more attention to curated aesthetic and sensory details making the environment a part of the experience and "Instagrammable" backdrops for the youth rather than just a backdrop for dining (Nazli et al., 2024; Talib et. al., 2021).

The second dimension is symbolic value and authenticity refer to how the café conveys a uniqueness, lifestyle appeal, and cultural identity through its deco and unique theme (Nazli et al., 2024). Compared to regular café which focus on convenience and basic offerings, hipster café is more emphasize on originality and authenticity that allows youth to differentiate

themselves from mass-market consumers (Zakaria & Johari, 2025). The third dimension is social escape which highlight the social interaction and engagement. Unlike regular café which prioritized individual consumption and efficiency, hipster café encourages socializing, engagement, and sense of community. The presence of like-minded peers and the distinctive social “vibe” of the hipster café environment contribute significantly to shaping customers’ emotional experience and sense of social belonging (Abdullah et al., 2024). These three dimensions function as stimulus that enhance positive emotional experience and strengthened youth loyalty toward the hipster café.

The "Organism" (O): Emotional Experience vs. Cognitive Satisfaction

In the S-O-R model, the "Organism" represents the internal processes intervening between the external stimulus and the final behavioral response. A crucial distinction in this study lies in the separation between emotional experience and cognitive satisfaction. While traditional models frequently position satisfaction as the mediating organism, satisfaction is inherently a post-consumption cognitive evaluation of service performance and expectation fulfillment (Aziz et al., 2025; Busser et al., 2022). In contrast, in highly hedonic and symbolic environments like hipster cafés, the true internal reaction to environmental stimuli is immediate and affective. Therefore, emotional experience refers to the feelings generated during the consumption process, including pleasure, excitement, and a sense of social belonging better captures the real-time "Organism" state emerging from customers’ interactions with the service environment (Baniya et al., 2024). While most loyalty research focusing on the cognitive satisfaction such as product offering, pricing, service quality (Aziz et al., 2025; Kazmi & Fatima, 2024), this paper emphasized emotional state is the primary engine of youth loyalty. Youth consumer and generation Z are more valued emotional experience rather than the price of the product. This was evidence even the price of product in the hipster café quite pricey, but youth consumer still patronizes the hipster café due to their emotional experience (Shamsull et al., 2025).

In the hipster café context, emotional experience bounded to identity expression. As youth consumer more likely prefer online representation that is construct through their activities, content and interactions, hipster café offer aesthetically and symbolically rich environments that support self-presentation, social signalling, and identity performance. Youth consumers experience a sense of self-congruence when the café’s aesthetic matcher their personality (Isoni et al., 2025; Sarita et al., 2024; Jang & Kim, 2024). This internal state serves as the primary determinant of behaviour in highly hedonic environments, often exerting a stronger influence than functional evaluations. Unlike traditional service models that view emotions as secondary to quality, this study argues that in high-hedonic settings, the intensity of the emotional state is the dominant predictor of behaviour (Isoni et al., 2025; Sarita et al., 2024).

Proposition 1: The hipster café experience (Stimulus), characterized by unique atmospherics, symbolic value and social escape, has a significant positive influence on the intensity of the youth's Emotional Experience (Organism).

The "Response" (R): Youth Loyalty and Digital Advocacy

The response represents the behavioural outcome of the S-O-R model. In this paper, the response is referred to youth loyalty. Youth loyalty includes repeat patronage, revisit intention, and digital advocacy (e-WOM). Traditional loyalty research often highlights the repeat

purchase behaviour as the core indicator of loyalty. However, contemporary consumer behaviour research posit loyalty is no longer just repeat patronage but it more to actively sharing their emotional experience to social platform (Akrimi, 2025; Wichitsathian & Suvittawat, 2025; Nazli et al., 2024).

Due to the hipster cafés are symbolic serviscape, loyalty develops an emotional expression rather than buying habit. This shift shows that loyalty is no longer solely behavioural but also expressive and relational, particularly within experience-centric consumption settings such as hipster cafés. Emotional experience therefore functions as a critical mechanism through which café environments translate into sustained youth loyalty and digital advocacy behaviours.

Proposition 2: The Emotional Experience (Organism) generated within a hipster café positively influences Youth Loyalty (Response).

Comparative Analysis: Cognitive vs. Emotional Loyalty

To emphasize the theoretical contribution of this study, a critical comparison with existing loyalty research reveals a necessary paradigm shift in understanding youth consumer behavior. Conventional loyalty frameworks, such as those discussed by Kazmi & Fatima (2024) and Yeung et al. (2021), primarily emphasize functional service evaluations, price utility, and post-consumption satisfaction as key drivers of repeat patronage. However, these cognitive-dominant models fall short in explaining loyalty within experiential service environments, where utilitarian needs are often secondary. In contexts such as hipster cafés, loyalty is increasingly shaped by emotional resonance, symbolic meaning, and identity expression rather than rational utility alone. Table 1 contrasts these approaches, highlighting the shift from a rational, evaluation-based logic toward the proposed emotionally driven and socially mediated loyalty model, where digital advocacy (e-WOM) becomes as critical as repeat visits.

Table 1: Comparison of Loyalty Models

Feature	Traditional Loyalty Models	Proposed Emotional S-O-R Model
Primary Driver	Cognitive: Functional efficiency, service quality, price value evaluation, and measurable performance indicators.	Affective: Experiential resonance, symbolic authenticity, social escape, and affective alignment
Logic Flow	Quality → Satisfaction → Loyalty	Stimulus → Emotion → Response
Decision Focus	Rational Utility: Consumers evaluate costs and functional benefits to determine satisfaction and loyalty	Experiential Resonance: Emotional responses and self-congruity influence loyalty beyond rational evaluation
Role of Space	Functional: Physical environment support comfort and efficient service delivery	Symbolic Servicescape shapes mood, identity expression, and digital shareability
Main Response	Repeat patronage and traditional word-of-mouth (WOM)	Digital advocacy (e-WOM), identity expression, and emotionally driven loyalty
Key Authors	Kazmi & Fatima (2024); Busser et al. (2022); Yeung et al. (2021)	Akrimi (2025); Isoni et al. (2025); Hanif et al., 2025; Nazli et al. (2024); Rancati et al. (2024)

This comparison highlights the need to reconceptualise youth loyalty in experiential café settings as an emotionally driven and socially mediated phenomenon rather than solely a function of cognitive satisfaction.

Conceptual Framework

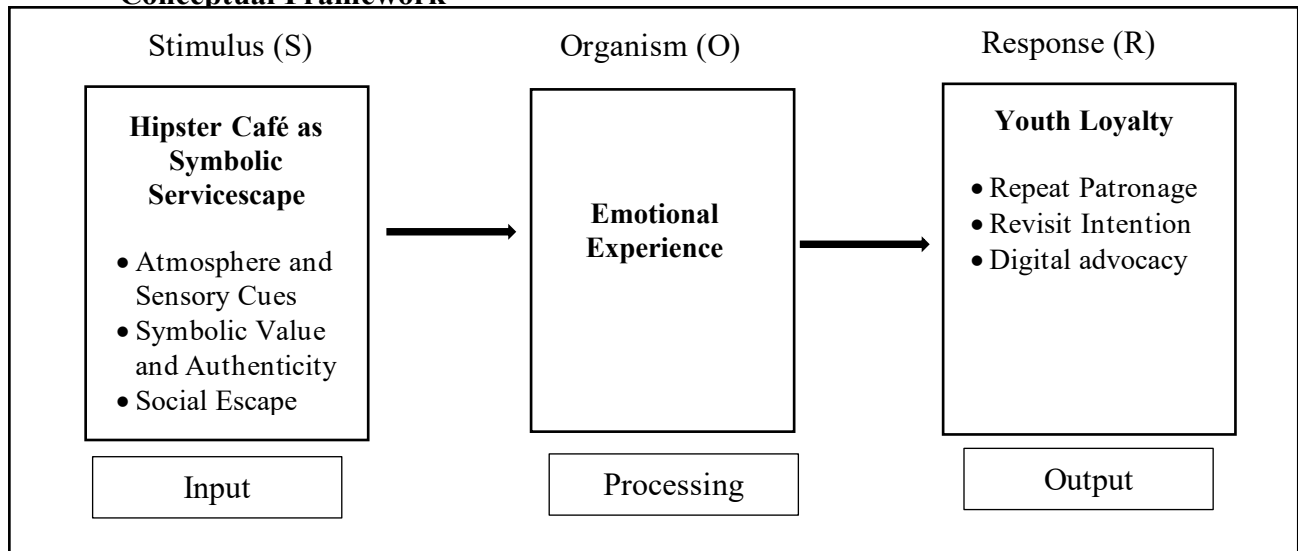


Figure 1: Emotional Experience and Youth Loyalty Using The S-O-R Model

Source: Authors' own works

The conceptual framework in Figure 1 explaining how hipster café as a symbolic servicescape (stimulus) influence individuals' emotional experience (organism) has influence youth loyalty (response) in hipster café by adopting S-O-R model. The first component, Hipster Café as a symbolic servicescape function as stimulus (input). The stimulus is conceptualised as a multidimensional construct comprising atmosphere and sensory cues, symbolic value and authenticity, and social escape. This study posit that these elements are primary triggers of youth consumers.

The second component which is emotional experience representing the organism. This is the core mediating between hipster café experience and youth loyalty. It refers to the internal affective processing of youth consumer including their feeling of social belonging, pleasure, and engagement. The arrow connecting the stimulus to the organism (Proposition 1) suggest that the more unique and symbolically authentic the café environment, the more intense of emotional experience will be. This reflects the consumer behaviour trend where the youth consumer prioritizes how a place makes them feel rather than the functional of the product (Akrimi, 2025; Shamsull et al., 2025).

The third component is youth loyalty which denotes to the behavioural response. This response includes repeat patronage, revisit intention, and digital advocacy. The arrow connecting the emotional experience and youth loyalty is the most crucial path for this paper. It proves the study's main purpose on understanding of emotional experience influencing youth loyalty (Proposition 2). This direct path explains why hipster cafés with higher prices or slower service often enjoy greater youth loyalty than efficient regular cafés.

Summary and Conceptual Gap

Existing research acknowledges the importance of café atmospherics, but it often fails to theorize how these physical elements generate deeper emotional meaning that bypasses traditional trust-building (Abdullah et al., 2024). Furthermore, most loyalty models remain rooted in cognitive satisfaction, which fails to explain why youth customer continue to "café-hop" despite being satisfied with service quality. By integrating emotional experience as the central mediating component of the Stimulus–Organism–Response (S-O-R) framework, this study establishes a direct link between hipster café stimuli and loyalty responses. Therefore, it addressing a critical gap in the literature and offering a nuanced framework for understanding the affective drivers of youth consumer behaviour in Malaysia.

Methodology

This study adopts a conceptual research design that underlines on the synthesis and integration of existing literature to develop a new theoretical framework. This conceptual paper aims to bridge and extend the establishment theoretical views to novel context, rather than generate new empirical data. Thus, the Stimulus–Organism–Response (S-O-R) model is contextualized within the emerging hipster café industry in Malaysia. This study employs deductive reasoning to propose relationships between environmental stimuli, emotional experience, and youth loyalty. This study follows the principles of conceptual development proposed by Deborah J. MacInnis (2011) and more recent conceptual advancement approaches. To ensure the recency and academic rigor of the proposed model, a systematic search of peer-reviewed literature was conducted. The search process, inclusion and exclusion criteria, and synthesis methods are detailed below.

Search Strategy and Selection Criteria

A comprehensive literature search was conducted across several major academic databases, including Scopus, Web of Science (WOS), Google Scholar, and Emerald Insight. The search focused on recent publications between 2021 and 2025 to capture the post-pandemic evolution of café culture and modern youth consumer behavior. The primary keywords used individually and in combination were "Emotional Experience," "Youth Loyalty," "S-O-R Model / Framework," "Hipster Cafés," "Digital Advocacy," and "Experiential Marketing." The priority was given to the research that focusing on Generation Z or youth behaviour, experiential service environment, or the application of the S-O-R model in hospitality settings. Priority was given to studies contextually relevant to Malaysia or similar emerging markets. Non-academic sources, industry magazines, books, conference proceedings, and unpublished theses were excluded to maintain a high level of academic rigor. Furthermore, studies focusing strictly on fast-food chains or purely functional dining without experiential or symbolic elements were excluded, as they do not align with the hipster café context.

Review Process and Synthesis

The initial database search yielded approximately 185 articles based on the keyword search across all selected databases. After removing duplicates and conducting an initial screening of titles and abstracts for contextual relevance, 65 full-text articles were retained for thorough evaluation. Upon applying the strict inclusion and exclusion criteria, a final selection of 28 core peer-reviewed articles was systematically synthesized to build the conceptual framework.

The synthesis of these sources and the subsequent development of the conceptual framework followed a rigorous three-stage thematic process. The first stage involved identifying the variables. Specific stimuli (S) such as atmosphere and sensory cues, symbolic values and authenticity, and social escape are relevant to the hipster café context. Then, this stimulus is mapping to the internal organism (O) which specifically focus on the emotional experience rather than cognitive satisfaction. Lastly, the proposition is developed by establishing a direct relationship between emotional experience and behavioural response (R) to explain the formation of youth loyalty within the hipster café context.

Discussion and Implications

Discussion

This conceptual paper aimed to enhance understanding of youth loyalty in Malaysian hipster cafés by positioning emotional experience as the central explanatory mechanism rather than a secondary outcome of service evaluation. Utilizing the Stimulus-Organism-Response (S-O-R) model (Mehrabian & Russell, 1974), this study has shifted the focus from traditional cognitive evaluations (service quality and price) to the internal affective state of the consumer.

The analysis suggests that emotional experience functions as the primary driver of youth loyalty within hipster café environments. In contrast to traditional service models that emphasise cognitive satisfaction, perceived value, and service quality (Kazmi & Fatimah, 2024; Yeung et al., 2021), youth consumers increasingly prioritise emotional resonance, identity expression, and social belonging when forming attachment to lifestyle-oriented cafés (Baniya et al., 2024; Rancati et al., 2024). In highly hedonic and symbolic consumption spaces, emotional meaning attached to the hipster café environment often exerts stronger influence on loyalty than functional service evaluations (Busser et al., 2022). Consequently, loyalty manifests not only as repeat patronage but also as expressive behaviours such as social media sharing and electronic word-of-mouth, reflecting the integration of consumption and digital self-presentation among youth consumers (Akrimi, 2025; Nazli et al., 2024).

Furthermore, the proposed framework highlighting the role of hipster cafés as symbolic servicescape that facilitate the emotional experience. Atmospheric design, authenticity, and community-oriented environments generate emotional states that foster psychological attachment and experiential value (Abdullah et al., 2024; Isoni et al., 2025). These affective responses then translate into loyalty behaviours, suggesting that emotional engagement serves as a more direct path of youth loyalty than traditional cognitive assessments. This finding aligns with emerging hospitality research emphasising the role of experiential and affective value in shaping consumer loyalty within experience-based service environments (Mostafa & Kasamani, 2021; Rancati et al., 2024).

By positioning emotional experience as the dominant mediating mechanism, this study extends existing S-O-R applications within hospitality research and responds to calls for greater theoretical clarity on the role of emotions in loyalty formation (Kim et al., 2021; Busser et al., 2022). The model also situates emotionally driven loyalty within the Malaysian youth context, where café consumption is strongly associated with social interaction, identity expression, and digital engagement. This contextual perspective contributes to the limited body of research on

symbolic consumption and emotionally driven loyalty in emerging markets and provides a foundation for future empirical validation.

Theoretical Implications

This study contributes to hospitality and consumer behaviour literature by highlighting the vital role of emotional experience in shaping youth loyalty within hipster café settings. This study clearly challenges traditional loyalty model that focus on cognitive factors such as service quality, price, and satisfaction. It conceptualizes hipster cafés as symbolic consumption spaces where emotions shaped through identity expression, social belonging, and social interaction rather than purely functional evaluations. This study provides holistic understanding on how emotional experience drive the youth loyalty in hipster cafés. This perspective expands existing S-O-R applications in hospitality research by demonstrating that emotional and symbolic meanings embedded within the café environment can directly shape behavioural responses such as revisit intention and digital advocacy. In addition, the inclusion of digital advocacy (e-WOM) as a dimension of loyalty reflects the evolving nature of youth consumer behaviour in the digital era, where loyalty is often expressed through social media engagement and online sharing. By contextualising these dynamics within the Malaysian youth market, this study offers a more comprehensive conceptual understanding of emotionally driven loyalty in contemporary experiential service environments and provides a foundation for future empirical research.

Managerial Implications

This study offers actionable strategic insight for café owners and marketers in the Malaysian food and beverages sector. This study highlights the need for prioritizing atmospheric stimuli over the functional quality. While coffee quality supports as fundamental functional offering, café owner should invest more in creating high Instagrammable design and thematic curation to enhance symbolic servicescape and experiential appeal. Service strategies should transform from prioritizing on fast service toward creating arousal-inducing experience that strengthen the emotional engagement. This includes exclusive curated playlist, limited edition aesthetic corner, and staff interaction that enhance sense of social belonging. Finally, is to leverage the digital advocacy. Cafes should provide lighting and designing background specifically for photography since nowadays youth is expressing their loyalty through social media. This will encourage the e-WOM that will sustain the business.

Conclusion and Future Research

In the hyper-competitive business environment, the survival of hipster café depends on their ability to shift from transactional relationship toward deep emotional engagement. This conceptual paper enhances understanding of youth loyalty in hipster cafés by highlighting the vital role of emotional experience in shaping loyalty outcomes. While prior café and hospitality studies have focused on cognitive evaluations such as service quality and satisfaction (Zakaria & Johari, 2025; Aziz et al., 2025; Priyo et al., 2019), this paper emphasises that emotionally driven experiences are critical in experiential service environments. By positioning emotional experience as the key mechanism linking café experience to youth loyalty, the study offers a more comprehensive explanation of loyalty formation in lifestyle-oriented café settings.

The proposed conceptual framework further recognises that emotional experience may directly influence loyalty, reflecting the importance of affective attachment and memorable experiences

in hipster cafés. Due to this paper is conceptual in nature, this study has several limitations. First, it does not empirically assess the proposed relationships. In addition, the framework focuses on youth consumers in hipster cafés, which may limit its generalisability to other service contexts. Therefore, future research is encouraged to empirically assess the proposed propositions using quantitative, qualitative, or mixed-method approaches, and to explore more contextual factors such as cultural values and peer influence. Longitudinal and comparative studies may further enhance understanding of how emotional experiences develop over time and across different café formats.

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