



Caffeine and Culture: An Exploration of the Rituals and Practices of Young Adult Coffee Enthusiasts

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ABSTRACT

Coffee has evolved into more than just a drink; it has become a cultural practice that reflects lifestyle, identity, and community among young adults. In places like Malaybalay City, the growth of coffee culture reveals both its role as a source of connection and its challenges as a trend that shapes habits and coping strategies. Personal stories and experiences of young adults were gathered through interviews and carefully examined to uncover the meanings behind their coffee-related practices in shaping daily routines and social interactions. Coffee emerges as a daily practice that supports young adults' routines, emotional balance, focus, and social connections. Within the community, coffee culture is shaped by shared spaces, local identity, expanding choices, and increased accessibility, making coffee an integral part of everyday life.

INTRODUCTION

Background of the Study

Coffee culture has evolved to encompass more than just the act of drinking coffee; it represents a lifestyle defined by rituals, practices, and social interactions (Mario, 2024). Among young adults, coffee is often an integral part of daily routines, serving as a source of comfort, energy, and social connection. Coffeeshouses, in particular, have become a hub where enthusiasts gather not only to enjoy diverse brews but also to socialize, study, or unwind in spaces designed to fit their lifestyle and tastes (Windarsari, 2025). These places reflect a blend of tradition and modern identity, fostering a sense of community among individuals who share similar passions and interests. In cities like Malaybalay, this practice has become increasingly visible, as coffee shops continue to rise and adapt to the needs of young people, making coffee not just a drink but a cultural anchor in their everyday lives (Dajero et al., 2025).

While coffee culture brings people together, it also reveals particular challenges that shape the experiences of young adults. Coffee is often linked to social trends and perceptions of status, which can create pressure to participate in order to fit in, making it difficult to distinguish genuine enjoyment from social performance (Samoggia & Riedel, 2018). At the same time, while coffee routines provide comfort and a sense of stability, they may also become unhealthy coping mechanisms when used as a way to manage stress or emotional strain (Bajar et al., 2022). These tensions highlight the importance of examining the extent to which young people are influenced by coffee culture and its impact on their overall well-being.

Despite the visible growth of coffee culture, there remains limited understanding of how young adults truly value and enjoy their coffee experiences. Much of the attention has been on the popularity of coffeeshouses and global trends, but less is known about the personal meanings, rituals, and identity-building that coffee brings to young individuals (Tucker, 2017; Chen et al., 2021; Maspul, 2023). This lack of focused knowledge leaves questions about how these practices shape not only daily habits but also social relationships and cultural belonging, particularly in local settings like Malaybalay.

Exploring coffee culture is important because, for young adults, coffee is more than just a beverage; it is an integral part of their lifestyle, a passion, and a daily expression of self. The way coffee is consumed reflects personal choices, social interactions, and even emotional states, making it a rich field of understanding about youth identity and culture. The study offers insights into the cultural significance of everyday practices and how ordinary routines can shape meaning and community by examining how young people integrate coffee into their lives. The study aims to investigate how young adults experience, engage with, and appreciate coffee culture, with a particular focus on their rituals, preferences, and social interactions surrounding coffee.

Statement of the Problem

Coffee has become an important part of the daily lives of many young adults, not only as a drink but also as a symbol of lifestyle, identity, and social connection. While it is often seen as a source of comfort and belonging, it also

brings challenges such as the pressure to follow trends, the difficulty of distinguishing genuine enjoyment from social performance, and the risk of using coffee routines as an unhealthy way to cope with stress. Despite its growing presence in communities, there is still little understanding of how young people create meaning around their coffee practices and how these experiences shape their daily lives and social interactions. Specifically, the study seeks to answer the following questions:

1. In what ways do coffee practices influence the lifestyle and coping strategies of young people?
2. How has the local community experienced and adapted to the rise of coffee culture?

LITERATURE REVIEW

Historical and Global Development of Coffee Culture

Coffee culture has developed over centuries, evolving from a simple beverage practice into a global social and cultural phenomenon. Historically, coffeehouses emerged as spaces for discussion, trade, and social exchange, particularly in parts of the Middle East and Europe. As coffee spread across regions, it adapted to local customs and lifestyles, shaping distinct coffee traditions worldwide (Tucker, 2017; Chen et al., 2021; Dajero et al., 2025). This global development highlights how coffee has consistently functioned beyond consumption, serving as a medium for connection, routine, and shared meaning, which provides an important foundation for understanding contemporary coffee practices among young people.

Coffee as a Lifestyle and Identity Marker among Young Adults

Recent literature emphasizes that coffee has become closely tied to lifestyle choices among young adults, reflecting personal taste, routine, and self-expression. Coffee preferences, such as brewing methods, flavors, and café choices, are often used to communicate identity and values, including creativity, productivity, and wellness (Samoggia & Riedel, 2018; Bajar et al., 2022). For many young people, coffee rituals are embedded in daily life, shaping how they begin their day, manage academic demands, or take breaks from stress (Pegado et al., 2022; Mario, 2024).

Beyond individual habits, coffee consumption also reflects broader lifestyle trends influenced by media, branding, and social norms. Studies suggest that engaging in coffee culture allows young adults to feel connected to a wider community while still expressing individuality (Jamil et al., 2024; Dajero et al., 2025; Wibowo et al., 2025). This dual role of coffee as both a personal and social marker highlights its significance in shaping how young people see themselves and how they wish to be seen by others.

Coffeehouses as Social Spaces and Community Hubs

Coffeehouses have been widely described in literature as modern social spaces that support interaction, belonging, and informal community building. These spaces offer an environment that blends comfort, accessibility, and social openness, making them attractive to students and young adults (Chen et al., 2021;

Maspul, 2024; Noaime et al., 2025; Windarsari, 2025). Coffeehouses often serve multiple functions, such as study areas, meeting places, and relaxation spaces, which strengthens their role within communities. This understanding reinforces the idea that coffee culture is not limited to the drink itself but is deeply tied to shared spaces and social experiences (Tucker, 2017; Bajar et al., 2022; Garzón, 2024; Ahmed, 2025).

The Role of Coffee in Shaping Social Belonging and Peer Identity

Research shows that coffee practices play an important role in shaping feelings of social belonging, particularly among peer groups. Sharing coffee moments, visiting cafés together, or following similar coffee trends can strengthen social ties and create a sense of inclusion (Samoggia & Riedel, 2018; Raza et al., 2024). These shared practices often become informal rituals that support friendship formation and maintenance, especially in academic settings where young adults seek both connection and comfort (Maspul, 2023; Dajero et al., 2025).

At the same time, literature also notes that coffee culture can create subtle pressures to conform, as participation in coffee-related activities may signal social acceptance or relevance. Young adults may feel encouraged to engage in coffee culture to fit in with peers, even when personal interest varies (Chen et al., 2021; Mario, 2024; Noaime et al., 2025). This balance between genuine enjoyment and social expectation highlights the complex role of coffee in shaping peer identity, making it a meaningful area for further exploration within everyday youth experiences (Pegado et al., 2022; Maspul, 2025).

Conceptual Framework

This study is grounded in Symbolic Interactionism, Consumer Culture Theory, and Social Identity Theory, which collectively provide a lens for understanding how coffee practices are formed and given meaning. Symbolic Interactionism (Mukhtar, 2021) helps explain how everyday interactions, such as ordering coffee or meeting friends in a café, become symbols of identity and a sense of belonging. Consumer Culture Theory (Arnould et al., 2019) extends this view by highlighting how coffee consumption is influenced by cultural meanings, marketing, and lifestyle trends that shape choices and preferences. Social Identity Theory (Scheepers & Ellemers, 2019) complements these perspectives by showing how coffee enthusiasts form group identities, finding comfort in shared practices that reinforce a sense of belonging.

Cumulatively, these theories create a balanced framework that captures both the personal and collective aspects of coffee culture. Symbolic Interactionism emphasizes the meanings attached to small acts, while Consumer Culture Theory situates these acts within larger social and cultural patterns. Social Identity Theory then bridges the gap, showing how both individual meanings and consumer choices contribute to group identity and social inclusion. Rather than standing apart, these theories complement each other, creating a more comprehensive picture of why coffee holds such significance for young adults, not just as a product, but as a cultural and social practice.

METHODOLOGY

Research Design and Locale

The study employed a narrative inquiry design (Clandinin, 2022) to explore the rituals and practices that shape young adults' engagement with coffee culture. This design allowed participants to share their personal stories and experiences, providing a deeper understanding of the meanings they attach to their coffee practices. Through narratives, the study was able to capture not only the routines themselves but also the emotions, values, and identities that participants expressed through their engagement with coffee. Conducted at San Isidro College, this approach provided a contextually grounded perspective that reflected the lived realities of students within their own academic and social environment.

Sampling Method and Participants

The study utilized snowball sampling (Naderifar et al., 2017) to identify participants, focusing on college students who were actively engaged in coffee culture. This method began with initial participants who, in turn, referred others who shared similar interests and practices, allowing the researchers to reach a wider circle of individuals with relevant experiences. Snowball sampling was chosen because coffee culture often thrives within peer groups and social networks, making it an effective way to access participants who could provide meaningful insights into shared practices. Conducting the process within San Isidro College ensured that the sample reflected the community where the phenomenon was being studied.

Table 1. *Demographic profile of the participants.*

Participant	Sex	Age	Coffee Routine
Participant 1	Female	20	Daily
Participant 2	Female	19	Daily
Participant 3	Female	19	Daily
Participant 4	Male	21	Daily
Participant 5	Female	19	≈ 2–3 Weekly

The participants of the study, as presented in Table 1, were college students from San Isidro College who were identified as active participants in coffee culture. These individuals represented a range of backgrounds and experiences, offering diverse perspectives on how coffee has become part of their routines, identities, and social lives. The choice of participants within the institution provided a focused yet meaningful context to understand the cultural and personal significance of coffee among young adults in a local academic setting.

Research Instrument

Data were gathered using a researcher-made interview questionnaire designed to explore participants' narratives on their coffee-related practices and experiences. To ensure validity and reliability, the instrument underwent expert evaluation, with three reviewers assessing its clarity, relevance, and alignment

with the study's focus. The instrument achieved a Content Validity Index (CVI) of 0.980, indicating strong agreement among experts regarding its appropriateness for the study. This process strengthened the credibility of the tool and ensured that the questions effectively captured the participants' lived experiences.

Data Gathering Procedure

Data were gathered through face-to-face interviews conducted in settings that were comfortable and familiar to the participants. Each interview lasted approximately fifteen to thirty minutes, allowing enough time for participants to share their experiences and views in a relaxed and open manner. The interviews followed a semi-structured format, which provided consistency across participants while still allowing flexibility for natural conversation. All interviews were audio-recorded with permission to ensure accuracy in capturing the participants' narratives and expressions.

Prior to the conduct of each interview, the researchers clearly explained the purpose of the inquiry, the nature of participation, and what the interview would involve. Participants were informed that their involvement was voluntary and that they could withdraw at any time without consequence. Informed consent forms were then provided and signed before the interview began. This process helped establish trust and transparency, creating an environment where participants felt respected and comfortable sharing their personal experiences related to coffee practices.

Data Treatment

Thematic analysis (Braun & Clarke, 2023) was employed to examine the data collected from the interviews, allowing the researchers to identify recurring patterns, themes, and meanings within participants' narratives. This method provided a systematic yet flexible way to interpret the diverse stories shared by students, ensuring that both commonalities and unique experiences were recognized. Through thematic analysis, the study was able to organize and present insights that highlighted how coffee culture was expressed, experienced, and valued among young adults.

RESEARCH RESULT AND DISCUSSION

This section presents the key findings of the study and provides a clear discussion of how the participants' experiences reflect broader patterns of coffee use and community engagement. The results are organized to show how personal coffee practices connect with the wider local coffee culture, allowing for a cohesive understanding of how individual routines and shared spaces shape everyday life.

Coffee Practices

The following discussion highlights how coffee is woven into the daily lives of young adults through consistent routines and meaningful practices. The results show that coffee extends beyond simple consumption, serving practical,

emotional, and social functions that influence how individuals manage stress, enhance focus, and connect with others in their everyday activities.

Coffee as a Daily Lifestyle Routine

Coffee has become deeply embedded in the everyday lives of young people, shaping their routines from morning to night. Participants consistently described coffee as a habitual practice that structures their daily activities and serves as a constant presence in their lifestyle.

Coffee as a Habitual Daily Practice

The findings show that coffee has become a regular and expected part of daily life among participants, shaping their routines from morning to night. As shared by the participants:

“So, I usually drink coffee almost every day because it became my habit and a part of my daily lifestyle.” (Participant 1)

“I always drink it in the morning and at night. Before I go out or do something, I must drink coffee.” (Participant 3)

Coffee consumption is not described as occasional or situational but as an established habit that structures daily activities, such as preparing for tasks or transitioning between responsibilities. The consistency of coffee intake reflects how repeated practices turn into meaningful routines, where coffee is embedded into everyday actions rather than treated as a separate or optional activity. This habitual nature highlights how coffee is woven into participants' lifestyles, reinforcing its role as a steady presence in their daily flow.

This result suggests that coffee functions beyond simple consumption and instead becomes a stable lifestyle marker that helps organize time and activities. As a habitual practice, coffee provides predictability and familiarity in daily life, allowing individuals to anchor their routines around it (Pegado et al., 2022; Jamil et al., 2024; Dajero et al., 2025). This reinforces the idea that coffee is not only consumed for its effects but also for the structure it brings to everyday experiences, supporting its role as a consistent element in how young people manage and understand their daily lives.

Coffee as a Source of Energy and Alertness

Participants emphasized coffee as an important source of energy that supports wakefulness, particularly during demanding periods such as nighttime studying. As shared by the participants:

“It helps me to stay awake when I study during nighttime.” (Participant 1)

“It keeps my brain awake, which helps me study well.” (Participant 3)

Coffee is closely associated with mental readiness and alertness, allowing individuals to stay awake and maintain attention during tasks that require focus. This association reflects how coffee is perceived as a functional aid that supports cognitive engagement, especially in academic contexts where sustained effort is needed. The implication of this finding is that coffee becomes a trusted resource for maintaining alertness during moments of fatigue. Its use reinforces a pattern where coffee is relied upon to meet academic demands, shaping how individuals cope with tiredness and mental strain (Pegado et al., 2022; Jamil et al., 2024; Raza

et al., 2024; Dajero et al., 2025). This positions coffee as a practical tool that supports daily responsibilities, reinforcing its value in routines tied to productivity and performance.

Taken together, the results under this theme show that coffee is deeply embedded in participants' daily lives through habit formation and functional use. Coffee is both a routine practice that structures daily activities and a source of energy that supports alertness and engagement. These combined roles highlight how coffee becomes part of everyday life, shaping not only when individuals drink it but also how they organize their time and responsibilities around it. Overall, coffee as a daily lifestyle routine reflects a balance between consistency and purpose. Its repeated use reinforces familiarity and comfort, while its perceived effects support daily demands. This combination explains why coffee remains a stable and meaningful part of participants' everyday experiences.

Coffee as a Coping Strategy for Stress and Emotional Regulation

Beyond routine use, coffee functions as a coping mechanism that helps young people manage stress, emotional fatigue, and academic pressure.

Coffee as Stress Relief and Comfort

The findings show that coffee serves as a form of comfort for participants, particularly after long and tiring days. As shared by the participants:

"It is my stress reliever after a long, tiring day." (Participant 1)

"I don't know what's in the coffee, but it's my comfort food." (Participant 5)

Coffee is associated with relaxation and emotional relief, offering a sense of calm that helps ease stress. Rather than being described solely as a stimulant, coffee is framed as something soothing that provides emotional reassurance during moments of exhaustion. This result implies that coffee plays a supportive emotional role in daily life. Its comforting nature allows individuals to manage stress in a familiar and accessible way (Maspul, 2024; Raza et al., 2024; Dajero et al., 2025). As a result, coffee becomes more than a drink and instead functions as a small but meaningful coping resource that supports emotional balance during challenging moments.

Coffee as Emotional Support During Academic Pressure

Participants also described coffee as a companion during periods of academic pressure, especially when deadlines and academic demands increase. As shared by the participants:

"Coffee becomes my partner when I have things to do or activities to finish."

(Participant 3)

"Whenever I get stressed, especially now that we are in the finals, I usually drink coffee." (Participant 5)

Coffee is closely tied to moments of studying, completing tasks, and managing school-related stress. Its presence during these times suggests that coffee offers a sense of support and continuity when academic demands feel overwhelming. The implication of this finding is that coffee becomes emotionally linked to perseverance and endurance during stressful academic periods. Its use

helps individuals feel accompanied and supported while working through demanding tasks (Maspul, 2024; Raza et al., 2024; Dajero et al., 2025). This reinforces coffee's role as an emotional anchor that helps students navigate academic pressure more comfortably.

Overall, the results show that coffee plays a dual role in emotional regulation by offering both comfort and support during stress. Whether used to unwind after a tiring day or to cope with academic pressure, coffee provides a sense of relief and reassurance. These practices highlight how coffee becomes part of emotional coping routines rather than a simple beverage choice. In this sense, coffee supports emotional stability by offering familiarity and comfort during stressful moments. Its consistent presence allows individuals to manage emotional strain in ways that feel personal and accessible, reinforcing its importance in daily coping strategies.

Coffee as a Tool for Productivity and Cognitive Focus

Participants associated coffee with improved concentration, motivation, and mental clarity, especially in academic contexts.

Coffee and Improved Focus

The findings show that coffee is associated with improved mental clarity and focus. As shared by the participants:

"It really opens my mind." (Participant 2)

"It helps me think critically or properly, especially when I need to focus."
(Participant 3)

Participants described feeling more mentally open and better able to think clearly after consuming coffee, especially during tasks that require concentration. Coffee is linked to moments where attention and careful thinking are needed, highlighting its perceived role in supporting cognitive focus. This result suggests that coffee is valued as a mental aid that helps individuals engage more effectively with their tasks (Pegado et al. 2022; Jamil et al., 2024; Maspul, 2024). Its use reinforces a pattern where coffee supports focus and clear thinking, making it an important part of routines tied to academic and cognitive demands.

Coffee and Motivation to Continue Tasks

In addition to focus, coffee is associated with renewed motivation and energy to continue tasks. As shared by the participants:

"It gives us the vibe and the energy to continue more." (Participant 3)

"After drinking coffee, I feel like I'm ready to go again for the day."
(Participant 5)

Participants described feeling ready to resume activities and maintain momentum after drinking coffee. This reflects how coffee is connected to feelings of readiness and drive, particularly when energy levels begin to decline.

The implication of this finding is that coffee supports task persistence by helping individuals regain motivation (Maspul, 2022; Pegado et al., 2022; Maspul, 2024). Its role in sustaining effort highlights how coffee contributes to maintaining productivity throughout the day, reinforcing its place in routines linked to ongoing work and responsibilities.

Taken together, the results show that coffee supports productivity by enhancing both focus and motivation. Coffee helps individuals think clearly while also encouraging them to continue tasks with renewed energy. These combined effects position coffee as a practical tool that supports sustained engagement in daily activities. Overall, coffee's role in productivity reflects its integration into routines that value efficiency and mental readiness. By supporting focus and motivation, coffee becomes a meaningful aid in managing cognitive demands, reinforcing its importance in participants' everyday practices.

Coffee as a Social and Lifestyle Connector

Coffee practices also influence social behavior, shaping how young people interact, bond, and spend time with peers.

Coffee as a Social Bonding Activity

The findings show that coffee plays an important role in strengthening social relationships among young people. As shared by the participants:

"Since most of my friends are also coffee lovers, we usually hang out in coffee shops." (Participant 3)

"It helps us engage because we have common tastes, especially in coffee."
(Participant 4)

Coffee-related activities, particularly meeting in coffee shops, provide a shared setting where friendships are maintained and social interaction is encouraged. The practice of spending time together over coffee reflects how common preferences create opportunities for connection, allowing individuals to engage in relaxed and familiar social environments. These shared moments around coffee highlight its role in bringing people together through routine social encounters.

The implication of this result is that coffee functions as a social link that supports interaction and belonging. By serving as a common point of interest, coffee helps sustain peer relationships and encourages regular social engagement (Garzón, 2024; Ahmed, 2025; Dajero et al., 2025; Maspul, 2025). This reinforces the idea that coffee-related practices support social cohesion by offering a simple and accessible way for individuals to connect within their everyday lives.

Coffee as Part of Youth Lifestyle Culture

The results show that coffee is closely tied to the lifestyle of young people and reflects broader cultural shifts in daily consumption. As shared by the participants:

"It's not just a drink, but part of our generation's lifestyle." (Participant 1)

"Before, coffee was just for breakfast. Now, it is consumed anytime."
(Participant 5)

Coffee is no longer limited to specific times of the day but has become a flexible and ongoing part of everyday life. This change highlights how coffee has moved beyond its traditional use and is now integrated into various moments, reflecting how young people adopt and adapt practices that fit their routines and preferences. This finding implies that coffee serves as a lifestyle marker that

reflects shared habits and values among young people. Its constant presence in daily life supports a sense of familiarity and continuity, reinforcing coffee as part of a broader lifestyle pattern rather than a simple beverage choice (Garzón, 2024; Ahmed, 2025; Dajero et al., 2025; Maspul, 2025). Through this, coffee becomes a visible expression of everyday living that aligns with how young people structure their time and activities.

Overall, the results under this theme show that coffee supports both social interaction and lifestyle expression. Coffee-related practices provide spaces and opportunities for bonding while also reflecting shared habits that define daily life. These combined roles demonstrate how coffee connects individuals not only through social gatherings but also through common lifestyle patterns. Taken together, coffee emerges as a unifying element that links social relationships with everyday routines. Its role as both a social activity and a lifestyle practice highlights how coffee helps shape shared experiences and collective ways of living among young people.

Across the findings, coffee practices reflect a strong integration of routine, function, emotion, and social connection in everyday life. Coffee is consistently embedded in daily activities, offering structure to routines, support during stress, and assistance in maintaining focus and motivation. At the same time, it creates shared spaces for interaction and connection, reinforcing its presence across multiple aspects of daily living. When viewed together, these practices show that coffee serves as a meaningful part of how young people manage their time, emotions, productivity, and relationships. Rather than existing in isolation, these roles overlap and reinforce one another, demonstrating how coffee becomes deeply woven into everyday experiences. This synthesis highlights coffee as a central element in daily practices that shape both individual routines and shared social life.

Local Community Experience of Coffee Culture

This section explores how the growing presence of coffee culture has influenced the local community and reshaped shared social spaces. The findings illustrate how coffeehouses, local businesses, and social media have contributed to the normalization of coffee consumption, supported community interaction, and strengthened the connection between local identity and everyday coffee practices.

Coffeehouses as Emerging Social and Community Spaces

The rise of coffee culture has transformed cafés into important community spaces where people gather not only to drink coffee but also to study, socialize, and relax. Participants described coffee shops as accessible and welcoming environments that support both productivity and social interaction.

Cafés as Study and Productivity Hubs

The results show that cafés have become important spaces for study and productivity within the local community. As shared by the participants:

“Cafés influence the community by becoming comfortable, accessible spaces where students and young adults can study.” (Participant 1)

“They have a relaxing atmosphere, free Wi-Fi, and nice background music, which makes them ideal for productivity.” (Participant 2)

Participants described cafés as comfortable and accessible environments that support academic work, especially for students and young adults. Features such as a relaxed atmosphere, availability of internet access, and background music contribute to an environment that allows individuals to focus and remain productive. These elements shape how cafés are used beyond leisure, positioning them as functional spaces for learning and task completion.

This result suggests that cafés play a meaningful role in supporting everyday academic and work-related activities in the community. By offering spaces that meet both practical and emotional needs, cafés become part of how individuals manage their responsibilities outside traditional settings (Ahmed, 2025; Noaime et al., 2025; Maspul, 2025). This highlights how community spaces evolve to accommodate changing routines and preferences, reinforcing the role of cafés as active contributors to daily productivity.

Cafés as Safe Social Spaces

The findings indicate that cafés also function as safe and welcoming spaces for social interaction. As shared by the participants:

“Cafés provide a relaxed environment where you can share stories, work as a group, and talk about tasks.” (Participant 3)

“Many people now connect through meeting in coffee shops. It has become a common bonding place.” (Participant 5)

Participants emphasized that cafés provide relaxed environments where people can talk, share experiences, and work together. These spaces allow for both planned and casual interactions, making them suitable for group discussions, shared tasks, and simple conversations. The repeated use of cafés for meeting others reflects their role as familiar and trusted places within the community.

The implication of this result is that cafés help support social connection by offering environments where people feel comfortable engaging with others. Their accessibility and informal setting encourage regular interaction, which strengthens social ties (Ahmed, 2025; Noaime et al., 2025; Maspul, 2025). In this way, cafés serve as shared spaces that support communication, cooperation, and a sense of belonging in everyday community life.

Overall, the results show that coffeehouses serve both functional and social purposes within the community. They are used as productive environments for studying and completing tasks, while also acting as safe spaces for interaction and connection. These combined roles reflect how cafés meet multiple needs in daily life. Taken together, coffeehouses emerge as important community spaces that support both individual activities and shared experiences. Their continued use highlights how everyday places adapt to changing social and academic demands, strengthening their role in community life.

Normalization of Coffee Consumption in Everyday Community Life

Coffee drinking has become a normalized and routine part of community life, especially among young people. Participants emphasized that coffee is no longer limited to specific times or occasions.

Coffee as a Daily and Anytime Practice

The results show a clear shift in how coffee is consumed within the community. As shared by the participants:

“Before, coffee was just for breakfast. Now, anytime na siya.” (Participant 4)

“It has become part of their daily lives, whether stressed or not.” (Participant 5)

Participants noted that coffee is no longer limited to specific times, such as breakfast, but is now consumed throughout the day. This change reflects how coffee has become integrated into daily routines regardless of mood or situation, whether during stressful moments or ordinary days. This finding implies that coffee has become a regular and flexible part of everyday life in the community. Its constant presence reflects shared habits that shape daily rhythms and routines (Garzón, 2024; Dajero et al., 2025; Maspul, 2025). As coffee becomes more accessible and commonly consumed, it reinforces its role as a normal and accepted part of everyday living.

Coffee as Part of Youth Social Norms

The findings show that coffee consumption has become closely tied to social expectations, especially among younger people. As shared by the participants:

“People say, ‘Let’s go to a café,’ because it’s already part of our culture.”
(Participant 3)

“Before, coffee was for adults only. Now it’s normal even for students and high school.” (Participant 5)

Meeting at cafés is now described as a common practice, reflecting how coffee-related activities are part of regular social interaction. Participants also observed that coffee is no longer limited to adults, as younger students now participate in coffee culture as part of their social lives. The implication of this result is that coffee has become a shared social norm that connects different age groups, particularly the youth. Its acceptance across everyday interactions shows how coffee supports social inclusion and shared practices (Garzón, 2024; Dajero et al., 2025; Maspul, 2025). This normalization reflects how community habits change over time and become embedded in social life.

Overall, the results demonstrate that coffee consumption has become a regular and accepted part of daily community life. Its use at any time of the day and across different social situations shows how deeply it is embedded in everyday routines. Together, these findings highlight how coffee functions as a common social practice that shapes daily habits and interactions. Its normalization reflects shared behaviors that influence how people connect and structure their daily activities.

Growth and Diversification of the Local Coffee Industry

Participants noted visible growth in the number, style, and offerings of coffee shops in the community, reflecting adaptation to diverse consumer preferences.

Expansion of Coffee Shops and Brands

The results show a visible increase in the number of coffee shops and brands within the community. As shared by the participants:

“Nowadays, most coffee shops are very present in the community.”

(Participant 3)

“There are many coffee brands now in Malaybalay.” (Participant 5)

Participants observed that coffee shops are now widely present, making coffee more accessible to the public. This expansion reflects how coffee-related businesses have become a familiar part of the local environment. This result implies that the growing presence of coffee shops contributes to the visibility and accessibility of coffee culture in the community (Dajero et al., 2025; Maspul, 2022; 2024; 2025). As more establishments emerge, coffee becomes easier to access and more integrated into daily routines, reinforcing its place in community life.

Variety in Coffee Flavors and Styles

The findings show that cafés now offer a wide range of coffee flavors and styles, which contributes to their appeal. As shared by the participants:

“People appreciate cafés more when the coffee tastes good or the shop is cozy.”

(Participant 3)

“They create other tastes like Spanish latte or matcha, not just one flavor.”

(Participant 4)

Participants noted that people appreciate cafés not only for the quality of coffee but also for the comfort of the space. The introduction of different flavors reflects how cafés respond to varied preferences within the community. The implication of this result is that variety supports continued engagement with coffee culture. By offering multiple choices, cafés accommodate different tastes and preferences, making coffee consumption more inclusive (Dajero et al., 2025; Maspul, 2022; 2024; 2025). This variety strengthens the connection between cafés and their customers, reinforcing regular participation in coffee-related activities.

Overall, the results show that the local coffee industry has grown through increased availability and diversification. The presence of many coffee shops and the variety of offerings reflect how coffee culture has expanded within the community. Taken together, these findings highlight how growth and diversity support the continued integration of coffee into everyday life. The evolving coffee industry contributes to shared experiences, accessibility, and sustained participation in community coffee culture.

Integration of Local Coffee and Cultural Identity

The community’s coffee culture is closely tied to local identity, agriculture, and pride in local products.

Preference for Local and Organic Coffee

The results show a clear preference within the community for locally produced and organic coffee. As shared by the participants:

“In Malaybalay, many people drink organic coffee freshly brewed or freshly ground.” (Participant 3)

“The coffee here has something pure. You can really taste the hands-on process.” (Participant 4)

Participants described coffee in Malaybalay as freshly brewed or freshly ground, highlighting its perceived purity and the visible effort involved in its preparation. This preference reflects how community members value coffee that feels authentic and closely tied to local practices. The emphasis on freshness and hands-on preparation shows that coffee consumption is not only about taste but also about appreciating the process behind it.

This result implies that local coffee holds meaning beyond daily consumption, as it becomes a symbol of authenticity and shared community values. Choosing locally produced and organic coffee strengthens the connection between consumers and their environment (Garzón, 2024; Maspul, 2025). This preference supports the idea that everyday choices, such as coffee consumption, reflect deeper attachments to place and shared identity within the community.

Coffee as Part of Local Culture and Sustainability

The findings indicate that coffee is closely linked to local culture and sustainability in the community. As shared by the participants:

“Coffee is part of the culture of Bukidnon because it grows and survives here.”
(Participant 4)

“Coffee businesses help local farmers by getting their products locally.”
(Participant 5)

Participants expressed that coffee is part of the cultural identity of Bukidnon because it grows well in the area and has long been part of local life. The presence of coffee plantations and the continued use of local beans highlight how coffee is rooted in the region's natural and cultural setting. The implication of this result is that coffee culture supports both cultural continuity and local livelihoods. By sourcing coffee locally, businesses contribute to sustaining farmers and reinforcing community ties (Garzón, 2024; Ahmed, 2025; Maspul, 2025). This relationship shows how coffee serves as a bridge between cultural identity and everyday economic practices, strengthening the sense of shared responsibility within the community.

Overall, the results show that local coffee is deeply connected to cultural identity and everyday life. Preferences for organic and freshly prepared coffee reflect a shared appreciation for authenticity and local practices. These choices show how coffee consumption carries meaning that goes beyond personal preference. Taken together, the integration of local coffee into daily routines highlights its role in shaping cultural identity and supporting sustainability. Coffee becomes a shared symbol that connects people to their place, their community, and the values they hold.

Influence of Social Media and Accessibility on Coffee Culture

Community adaptation to coffee culture has also been shaped by digital platforms and convenience.

Social Media as a Driver of Coffee Trends

The results show that social media plays a role in shaping coffee trends within the community. As shared by a participant:

“Coffee culture has changed because people post it online for social media.”

(Participant 2)

Participants noted that changes in coffee culture are influenced by people posting their coffee experiences online. These shared images and stories contribute to how coffee is perceived, making it more visible and appealing in everyday social spaces. This finding implies that social media supports the spread and reinforcement of coffee-related practices. By sharing coffee moments online, individuals contribute to common trends and shared meanings (Maspul, 2025; Wibowo et al., 2025). This process strengthens the presence of coffee culture in daily life and encourages continued engagement with coffee-related activities.

Increased Accessibility of Coffee

The findings indicate that increased accessibility has made coffee more integrated into everyday routines. As shared by a participant:

“You can buy coffee anytime, anywhere, even through applications.”

(Participant 5)

Participants described how coffee can now be purchased easily at any time and through various platforms, including delivery applications. This convenience allows coffee consumption to fit seamlessly into different schedules and lifestyles. The implication of this result is that accessibility supports the normalization of coffee consumption. When coffee is easy to obtain, it becomes a regular part of daily life rather than a special occasion (Ahmed, 2025; Maspul, 2025). This ease of access reinforces coffee’s role as a constant presence in community routines.

Overall, the results show that social media and accessibility work together to strengthen coffee culture in the community. Online sharing increases interest and visibility, while easy access allows people to participate more frequently in coffee-related practices. Together, these factors support the continued growth and normalization of coffee consumption. Coffee becomes both a shared social experience and a convenient daily choice, reinforcing its place in community life.

Taken as a whole, the results show that coffee culture in the local community is shaped by shared spaces, daily routines, expanding businesses, cultural identity, and modern influences. Coffeehouses function as places for productivity and connection, while coffee consumption becomes part of everyday life across different situations. These experiences reflect how coffee practices are woven into both personal and communal activities. Overall, the local community experience of coffee culture reflects a balance between tradition and change. Local coffee supports cultural identity and sustainability, while social media and accessibility encourage wider participation. Together, these

elements show how coffee culture continues to evolve while remaining deeply connected to community values and shared experiences.

Limitations of the Study

Several limitations should be acknowledged in interpreting the findings. The study focused on a small group of college students from a single academic setting, which may limit the range of experiences captured and reduce the ability to reflect the views of young adults from other backgrounds or locations. The use of narrative interviews relied on self-reported experiences, which may be influenced by personal recall, selective sharing, or social desirability. In addition, the emphasis on in-depth accounts provided rich descriptions but did not allow for comparison across larger groups or the measurement of frequency and intensity of practices, which may have limited the scope of generalization.

CONCLUSIONS

The results show that coffee is deeply woven into the everyday lives of young adults through routines, emotions, productivity, and social interaction. Coffee is practiced not only as a daily habit but also as a source of energy, focus, and comfort, especially in academic contexts. These practices extend beyond individual use, as coffee also serves as a shared activity that supports bonding, social connection, and a sense of belonging among peers. Together, these findings show that coffee functions as a meaningful part of daily life that shapes how young adults manage their time, stress, and relationships.

At the community level, the results highlight how coffee culture has expanded into shared spaces, local industries, and cultural identity. Coffeehouses have become places for studying, socializing, and community interaction, while coffee consumption has become normalized across different times and age groups. The growth of local coffee shops, the preference for local and organic coffee, and the influence of social media and accessibility all show how coffee culture continues to evolve while remaining rooted in local practices. These combined experiences present coffee as both a personal ritual and a community-driven practice.

The findings show that coffee holds layered meanings in the lives of young adults, functioning as a routine, a coping tool, a productivity aid, and a social connector. At the same time, coffee culture reflects broader community experiences, where shared spaces, local products, and modern influences shape how coffee is valued and practiced. These patterns show that coffee is not simply consumed but lived, as it supports daily functioning while also strengthening social ties and community identity.

RECOMMENDATIONS

Based on the findings, there is value in recognizing coffee-related practices as part of young adults' daily routines, emotional coping, and social interaction. Educational institutions and community spaces may consider how cafés and similar environments support study habits, social connection, and well-being. Local stakeholders may also benefit from supporting locally produced coffee, as it reflects shared values and strengthens community ties. Encouraging mindful

coffee practices may help young adults maintain balance while still benefiting from the comfort and structure that coffee routines provide.

ADVANCED RESEARCH

Future research may explore coffee practices among young adults in different settings, such as other cities, rural areas, or non-student populations, to compare experiences and patterns. Quantitative or mixed-method approaches may be used to examine how often coffee is consumed and how it relates to stress, productivity, and social interaction across larger groups. Further studies may also look at the long-term effects of coffee routines on well-being and lifestyle, as well as the role of digital platforms in shaping coffee-related trends and community practices.

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