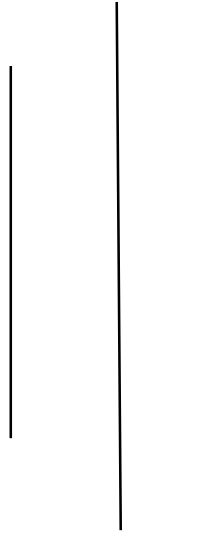


**A PROJECT WORK ON  
EXPLORING THE LIVED EXPERIENCES OF TEENAGERS IN  
SELECTING CAFES IN POKHARA**



**BY**

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A Project Work Report submitted to Pokhara University in partial fulfilment  
of the requirements for the degree of  
**Bachelor in Hotel Management**

At the  
**Nepal Tourism and Hotel Management College**

Pokhara-14, Chhinedanda

July, 2026

## **DECLARATION**

I hereby declare that the project work report entitled “**Exploring the Lived Experiences of Teenagers in Selecting Cafés in Pokhara**” submitted for the BHM is my original work and the Project Work Report has not formed the basis for the award of any degree, diploma, or other similar titles.

Renu Gurung

July, 2026

## **CERTIFICATE**

This is to certify that the Project Work titled “**Exploring the Lived Experiences of Teenagers in Selecting Cafes in Pokhara**” submitted by Renu Gurung, (23150250) for the partial fulfillment of the requirements of BHM embodies the Bonafide work done by her under my supervision.

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Suresh Raj Adhikari

Supervisor, Project work

July, 2026

## ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to Nepal Tourism and Hotel Management College for providing me with the opportunity to conduct this research. I am deeply thankful to my Project Work Supervisor and mentor, Mr. Suresh Raj Adhikari, for his invaluable guidance, continuous encouragement, constructive suggestions, and unwavering support throughout this study. I would also like to extend my heartfelt appreciation to Mr. Arjun Poudel for his assistance and valuable support during the research process.

I am especially grateful to all the teenage participants in Pokhara who generously shared their lived experiences and perspectives, making this phenomenological study possible. Their honest participation greatly enriched this research. I also wish to thank all the faculty members, friends, and my family for their constant encouragement, motivation, and support throughout the completion of this project report entitled "**Exploring the Lived Experiences of Teenagers Selecting Cafés in Pokhara.**" Their support has been instrumental in the successful completion of this study.

Thank You,

Renu Gurung

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## TABLE OF CONTENTS

|                                                                  |     |
|------------------------------------------------------------------|-----|
| DECLARATION .....                                                | i   |
| CERTIFICATE .....                                                | ii  |
| ACKNOWLEDGEMENTS .....                                           | iii |
| CHAPTER I INTRODUCTION .....                                     | 1   |
| 1.1 Background of the Study .....                                | 1   |
| 1.2 Statement of the Problem .....                               | 3   |
| 1.3 Research Questions .....                                     | 4   |
| 1.4 Research Objectives .....                                    | 4   |
| 1.5 Significance of the Study .....                              | 4   |
| 1.6 Literature Review .....                                      | 4   |
| 1.6.1 Cafes Atmosphere and Physical Environment .....            | 5   |
| 1.6.2 Social Interaction and Peer Influence .....                | 6   |
| 1.6.3 Social Media and Digital Influence on Café Selection ..... | 7   |
| 1.6.4 Lifestyle, Identity and Consumption Experiences .....      | 7   |
| 1.6.5 Service Quality and Customer Experience .....              | 8   |
| 1.6.6 Affordability and Product Preferences .....                | 9   |
| 1.6.7 Literature Gap .....                                       | 10  |
| 1.6.8 Summary .....                                              | 11  |
| 1.7 Research Methodology .....                                   | 11  |
| 1.7.1 Research Design .....                                      | 12  |
| 1.7.2 Study Area and Participants .....                          | 12  |
| 1.7.3 Sampling Technique .....                                   | 13  |
| 1.7.4 Data Collection Methods .....                              | 13  |
| 1.7.5 Data Analysis .....                                        | 13  |
| 1.7.6 Ethical considerations .....                               | 14  |
| 1.7.7 Delimitations and Limitations .....                        | 14  |

|                                                                            |    |
|----------------------------------------------------------------------------|----|
| CHAPTER II FINDINGS .....                                                  | 16 |
| 2.1 Overview of Data Collection and Participant Profile .....              | 16 |
| 2.2 Theme One: Lived Experience of Teenagers in Selecting Cafés .....      | 17 |
| 2.3 Theme Two: Influence of Financial Limitations on Café Selection.....   | 20 |
| 2.4 Theme Three: Teenagers' Interpretation of Café Culture in Pokhara .... | 21 |
| 2.5 Frequency of Sub-Themes Across Participants .....                      | 22 |
| 2.6 Cross-Theme Discussion .....                                           | 23 |
| 2.7 Summary of Key Findings .....                                          | 24 |
| CHAPTER III CONCLUSION AND RECOMMENDATIONS .....                           | 26 |
| 3.1 Conclusion .....                                                       | 26 |
| 3.2 Recommendations.....                                                   | 27 |
| For Schools and Educational Institutions .....                             | 28 |
| REFERENCES .....                                                           | 30 |
| APPENDICES .....                                                           | 32 |

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Café culture has become an important part of youth lifestyle around the world. In modern society, cafés are not only places for eating and drinking but also spaces for social interaction, relaxation, studying, entertainment, and self-expression. Teenagers especially are increasingly attracted toward cafés because they provide comfortable environments, aesthetic ambience, internet access, and opportunities for socialization. As a result, understanding the lived experiences of teenagers in selecting cafés has become significant in hospitality and consumer behavior research. Globally, café culture among youths has expanded rapidly with urbanization, globalization, and technological advancement. According to Sudarso et. al (2025), cafés in the digital era have become important social spaces that influence young people's social interaction and communication patterns. Their study explained that youths frequently use cafés for group discussions, online activities, relaxation, and building social relationships. The research further highlighted that cafés create a sense of belonging and comfort among young consumers.

Another important study by Jalil et. al (2016) examined the influence of café atmospherics on youth behavioral intention. The researchers explained that ambience, music, lighting, interior design, employee behavior, and service quality strongly affect youths' café preferences and revisit intentions. Their findings indicated that teenagers and young consumers prefer cafés that provide comfort, attractive decoration, and positive emotional experiences. Likewise, Suhaeb (2023) discussed that teenagers visit cafés due to both intrinsic and extrinsic motivations. Intrinsic motivations include relaxation, happiness, satisfaction, and comfort, whereas extrinsic motivations include social acceptance, peer influence, and recognition from friends. The study emphasized that cafés have become emotional and lifestyle spaces for adolescents in modern society. These international studies demonstrate that teenagers' café selection is influenced by emotional, psychological, environmental, and social factors. Young consumers are increasingly attracted toward cafés that provide memorable experiences, aesthetic value, and opportunities for social interaction. Therefore, café culture has become a major topic in understanding youth behavior and modern hospitality trends.

In the context of Nepal, café culture has developed rapidly during the last decade, particularly in urban and tourist cities. Traditionally, Nepal was mainly recognized for tea consumption, but coffee and café businesses have recently grown significantly. According to Gurubacharya, B. (2025), coffee culture in Nepal has expanded because of changing lifestyles, tourism growth, urbanization, and increasing youth interest in modern café experiences. The report explained that cafés are becoming popular gathering places among young people in Nepal. Similarly, Nepali researcher Sangraula (2023) explained that cafés in Nepal are no longer limited to food and beverage services but have become social and creative spaces for youths. According to Sangraula, young people frequently visit cafés for studying, social meetings, relaxation, and online engagement. The study highlighted that café environments strongly influence the satisfaction and experiences of young customers. Likewise, Khaling (2022) discussed that Nepali teenagers are highly influenced by social media trends while selecting cafés. The author explained that aesthetic ambience, interior design, Wi-Fi facilities, affordability, and food presentation significantly affect café choices among youths. According to the study, teenagers often prefer cafés that are visually attractive and suitable for social media content creation.

In Pokhara, café culture has become especially popular because of tourism growth, urbanization, and changing lifestyle patterns among young people. Pokhara is one of Nepal's major tourist destinations and contains a large number of cafés, particularly around Lakeside and other urban areas. The city attracts both domestic and international visitors, creating opportunities for cafés to develop as social and recreational spaces. According to Oli and Poudel (2023), cafés in Pokhara are increasingly targeting teenagers and students by focusing on ambience, interior decoration, music, social media marketing, and unique menu presentation. The authors explained that many cafés attempt to create memorable experiences to attract young consumers. Teenagers in Pokhara are highly influenced by comfort, aesthetics, service quality, and affordability while selecting cafés. Similarly, Chitrakar (2020) explained that tourism and modernization have contributed significantly to the rapid growth of cafés in Pokhara. According to the author, cafés in Pokhara are becoming lifestyle-oriented businesses where young consumers seek relaxation, entertainment, photography opportunities, and social interaction. The study further emphasized that Pokhara's café industry is highly competitive because of increasing consumer



expectations and changing youth preferences. Furthermore, discussions related to Pokhara café culture reveal that social media platforms such as Instagram and TikTok strongly influence teenagers' café selection behavior. Many teenagers prefer cafés with visually attractive interiors, comfortable seating, quality food presentation, and peaceful environments. These changing behaviors demonstrate the importance of understanding teenagers' personal experiences while selecting cafés in Pokhara.

Despite the growing café culture in Pokhara, limited qualitative studies have explored the lived experiences of teenagers in selecting cafés. Most previous studies focus mainly on customer satisfaction, marketing, or general consumer behavior. Very few studies have examined teenagers' emotions, meanings, motivations, perceptions, and experiences related to café selection from a phenomenological perspective. Therefore, this study aims to explore the lived experiences of teenagers in selecting cafés in Pokhara. The study seeks to understand how teenagers perceive café culture, what factors influence their café choices, and how their personal experiences shape their preferences and behaviors. Exploring these experiences is important because teenagers represent a major consumer group in the café industry and their preferences continue to influence hospitality trends in urban Nepal.

## **1.2 Statement of the Problem**

Café culture has become an important part of urban lifestyle in Pokhara, especially among teenagers who frequently visit cafés for socialization, relaxation, study, entertainment, and social media engagement. The rapid growth of cafés in areas such as Lakeside has created a highly competitive environment where teenagers select cafés based on factors such as ambiance, food and beverage quality, pricing, aesthetic appeal, online reviews, and peer influence. However, many teenagers face challenges in café selection, including high prices, poor service quality, overcrowding, lack of privacy, and differences between online expectations and actual experiences. Existing studies on hospitality, customer satisfaction, and consumer behavior in Nepal mainly focus on general customers or broader hospitality sectors, with limited qualitative attention to the lived experiences of teenagers, particularly regarding how they understand, experience, and make sense of café selection in their daily lives. This study therefore problematizes the gap between the growing importance of café culture among teenagers and the lack of in-depth understanding of their experiences in selecting cafés. Specifically, it asks how teenagers in Pokhara

describe, interpret, and navigate the social, emotional, and practical factors influencing their café selection experiences in their local context.

### **1.3 Research Questions**

1. What are the lived experiences of teenagers in selecting cafés in Pokhara?
2. How do financial limitations affect teenager's café selection experiences?
3. How do the teenagers interpret café culture in Pokhara based on their personal experience?

### **1.4 Research Objectives**

- To explore the lived experience of teenagers in selecting cafes in Pokhara.
- To understand the influence of financial limitations on Teenagers café selection experiences in Pokhara.
- To examine teenager's interpretations of café culture in Pokhara based on their personal experiences.

### **1.5 Significance of the Study**

This study is significant because it deepens understanding of how teenagers in Pokhara experience and interpret café selection in their everyday lives. By exploring their preferences, emotions, social influences, and decision-making processes, the findings can contribute to existing literature on consumer behavior, youth culture, hospitality studies, and café culture in the Nepali context. Practically, the study may help café owners, hospitality managers, and marketers better understand teenagers' expectations regarding ambiance, pricing, service quality, food preferences, and social media influence, allowing them to improve customer experience and service strategies. From a policy and community perspective, the findings can support local tourism and hospitality stakeholders in promoting youth-friendly café environments and sustainable café culture in Pokhara. Methodologically, the study also demonstrates how a phenomenological approach can provide deeper insights into teenagers' lived experiences and personal meanings associated with café selection in their local context.

### **1.6 Literature Review**

Pokhara, recognized as the tourism capital of Nepal, has witnessed significant growth in its hospitality industry and café culture in recent years. The increasing influence of urbanization, changing lifestyles, and social media has contributed to the expansion of cafés throughout the city. According to Acharya (2026), the

development of Pokhara's tourism sector requires hospitality businesses to combine local values with modern service practices. In this changing environment, cafés have become more than places to eat and drink; they serve as important social spaces where teenagers meet friends, study, relax, and spend their leisure time.

Teenagers are among the major consumers of café services, and their selection of cafés is influenced by factors such as atmosphere, affordability, social interaction, lifestyle, and online recommendations. Understanding their lived experiences can provide deeper insights into how they perceive and choose café environments. Therefore, this literature review examines previous studies related to café atmosphere, peer influence, social media, and lifestyle factors that shape teenagers' café selection experiences in Pokhara.

### **1.6.1 Cafes Atmosphere and Physical Environment**

Studies have consistently highlighted the importance of café atmosphere in influencing young consumers' preferences and behavioral intentions. Jalil et al. (2018) in a quantitative study conducted in Malaysia found that lighting, music, aesthetics, employee behavior, and ambient conditions significantly influenced youths' intention to visit and revisit cafés. The study concluded that a comfortable and visually appealing environment positively shapes customers' experiences and satisfaction. Similarly, Adhikari (2025) in his quantitative study conducted in Pokhara, Nepal found that physical surroundings, service quality, and food quality significantly influenced consumer experiences and loyalty within the restaurant industry. The study reported that customers are more likely to develop positive attitudes toward hospitality establishments when they perceive the environment as comfortable and welcoming.

However, a qualitative study by Hasibuan (2023) in Indonesia noted that teenagers viewed cafés as spaces that provided emotional comfort and satisfaction beyond what was available at home. The study explored that cafés offered an environment where young people could relax, socialize, and express themselves freely. A phenomenological study by Upadhyaya (2024) in Nepal further highlighted that young consumer's increasingly associate café selection with experiential elements such as ambiance, comfort, and opportunities for social interaction. The study asserted that café environments contribute significantly to the formation of memorable customer experiences. Therefore, existing literature suggests that the physical

environment and atmosphere of cafés play a crucial role in influencing teenagers' selection decisions.

### **1.6.2 Social Interaction and Peer Influence**

Social interaction and peer influence are among the most important factors shaping teenagers' decisions when selecting cafés. During adolescence, individuals place great value on friendships, social acceptance, and group belonging, which significantly influence their lifestyle choices and leisure activities. Hasibuan (2023), in a qualitative study conducted in Indonesia, found that café visits among teenagers were strongly associated with social identity formation and peer interaction. The study reported that young people considered cafés as important venues for maintaining friendships, sharing experiences, and demonstrating social belonging. The researcher explored that cafés provide a comfortable and informal environment where teenagers can communicate freely, strengthen interpersonal relationships, and engage in social activities. As a result, many teenagers prefer cafés that are frequently visited by their friends because such places offer opportunities for social connection and group participation.

Similarly, Chammearc et al. (2023), in a quantitative study conducted among students in Indonesia, concluded that café visitation had become an integral part of teenage lifestyle and self-concept development. The study added that teenagers often use cafés as spaces to interact with peers, exchange ideas, celebrate special occasions, and strengthen social relationships. The findings suggested that cafés are viewed not only as places to consume food and beverages but also as social environments where young people can express themselves and develop a sense of identity. Likewise, a recent mixed-method study by Sudarso et al. (2025) explored the impact of cafés on young people's socialization patterns and found that cafés function as important gathering spaces that facilitate discussions, friendship maintenance, and social engagement both online and offline. The findings further revealed that despite the growing popularity of digital communication platforms, cafés continue to play a significant role in promoting face-to-face interaction among young people. The study highlighted that many teenagers perceive cafés as safe and welcoming spaces where they can spend quality time with friends and escape academic pressures and daily routines. Furthermore, Brown and Larson (2009) asserted that peer groups have a substantial influence on adolescents' decision-making processes, including choices related to leisure activities and consumption behavior. The researchers explained that

teenagers often seek approval and acceptance from their peers, which can affect their preferences for particular locations and social settings. In the context of cafés, peer recommendations, group preferences, and social trends may influence teenagers' decisions regarding where to meet and socialize. Therefore, the reviewed literature suggests that social interaction and peer influence are central components of teenagers' café selection experiences, as cafés provide opportunities for friendship, belonging, identity formation, and meaningful social engagement.

### **1.6.3 Social Media and Digital Influence on Café Selection**

The growing influence of social media has significantly transformed the decision-making processes of young consumers. A study by Kim et al. (2025) explored youth perceptions of social media and meaningful social connections. The study reported that digital platforms play a crucial role in shaping social experiences and influencing youths' lifestyle choices, including leisure and recreational activities. Similarly, Alluhidan et al. (2024) examined adolescent social media experiences and found that social media platforms serve as important sources of information, social connection, and identity expression among teenagers. The study highlighted that young individuals frequently rely on online content when making decisions related to social activities and lifestyle preferences.

However, Arora et al. (2024) noted that social media may also create peer pressure among teenagers through idealized online representations and lifestyle trends. The study asserted that adolescents often feel motivated to engage in activities that enhance their social image and online presence. Furthermore, recent discussions regarding café culture suggest that aesthetically appealing cafés frequently attract young consumers through social media exposure and digital recommendations. These findings indicate that social media has become an important factor influencing café awareness, evaluation, and selection among teenagers.

### **1.6.4 Lifestyle, Identity and Consumption Experiences**

Lifestyle factors significantly influence teenagers' café selection behaviors. Hasibuan (2023) in his qualitative study found that hanging out in cafés had become part of teenagers' daily lifestyles. The study revealed that café visits allowed young people to demonstrate their social identity, spend leisure time, and experience a sense of belonging within their peer groups. Similarly, Chammearc et al. (2023) concluded that cafés have become symbolic lifestyle spaces for many adolescents. The study

reported that teenagers often associate café visitation with modernity, personal expression, and social status.

In the Nepalese context, Bohara et al. (2021) explored consumption behaviors among adolescents in Pokhara Valley and found that lifestyle trends, peer influence, and environmental factors significantly shaped young people's food-related decisions. The study highlighted that adolescents' consumption choices are often influenced by broader social and cultural experiences. Moreover, recent evidence suggests that many young people increasingly perceive cafés as multifunctional spaces for studying, relaxation, creativity, and social engagement. Such experiences demonstrate that café selection extends beyond food consumption and reflects broader lifestyle aspirations and personal meanings.

### **1.6.5 Service Quality and Customer Experience**

Service quality has been widely recognized as an important factor influencing customers' perceptions, satisfaction, and overall experiences within hospitality establishments. Parasuraman et al. (1988) developed the SERVQUAL model and asserted that dimensions such as reliability, responsiveness, assurance, empathy, and tangibles significantly affect customers' evaluations of service encounters. Similarly, Adhikari (2025) in Nepal found that service quality positively influences customer satisfaction and loyalty in hospitality businesses. The study highlighted that customers tend to revisit establishments where employees are courteous, attentive, and responsive to their needs. Likewise, Hanaysha (2016) reported that high-quality service contributes to positive customer experiences and encourages repeat visits. The researcher added that customers often develop favorable impressions of hospitality establishments when service providers demonstrate professionalism and genuine concern for their guests. These findings suggest that service quality plays a crucial role in shaping customers' perceptions and experiences, particularly in environments where personal interaction is an important component of service delivery.

However, service quality extends beyond the technical delivery of products and services and includes the emotional experiences customers gain during their visits. A qualitative study by Lee and Kim (2023) explored that young customers value friendly interactions, welcoming attitudes, and personalized attention from café staff. The study revealed that customers often associate positive service experiences with feelings of comfort, belonging, and appreciation. Similarly, Upadhyaya (2024) in a phenomenological study in Nepal highlighted that hospitality experiences are

strongly influenced by the emotional connections formed between customers and service providers. The study reported that participants frequently remembered cafés where they felt respected, understood, and valued. For teenagers, who often seek environments where they can comfortably socialize and spend leisure time, service quality may significantly influence their selection decisions and overall café experiences. Therefore, understanding how teenagers perceive and experience service quality can provide deeper insights into the meanings they attach to café visits and the factors that encourage them to choose particular cafés over others.

#### **1.6.6 Affordability and Product Preferences**

Affordability and product preferences are important considerations that influence teenagers' decisions when selecting cafés. Since many teenagers depend on limited allowances or financial support from their families, price often becomes a key factor in determining where they choose to spend their leisure time. Kotler and Keller (2016) explained that consumers evaluate products and services based on their perceived value, comparing the benefits received with the costs incurred. Similarly, Khaling (2022) found that affordable prices significantly influence café preferences among Nepali youths. The study highlighted that teenagers frequently select cafés that offer quality food and beverages at reasonable prices. Likewise, Bohara et al. (2021) explored that adolescents' consumption decisions are influenced by a combination of affordability, convenience, and personal preferences. The researchers reported that young consumers are more likely to visit establishments that provide products that fit within their financial capacity while still meeting their expectations for quality and satisfaction. These findings indicate that price considerations play an important role in shaping teenagers' café selection experiences.

In addition to affordability, product preferences also influence how teenagers perceive and evaluate cafés. Previous studies have suggested that young consumers are increasingly attracted to cafés that offer diverse menus, innovative beverages, unique snacks, and visually appealing food presentations. Khaling (2022) added that attractive menu items and aesthetically presented food products enhance teenagers' interest in visiting cafés and sharing their experiences on social media platforms. Similarly, Hasibuan (2023) noted that young customers often seek cafés that provide products aligned with their tastes, lifestyles, and social experiences. The study explored that food and beverages are not merely consumed for nutritional purposes but also contribute to enjoyment, self-expression, and social interaction. Furthermore,

the availability of trendy drinks, specialty coffee, desserts, and customized menu options can enhance customer satisfaction and create memorable experiences. Therefore, affordability and product preferences collectively shape teenagers' café selection decisions, influencing both the practical and experiential aspects of their visits.

### **1.6.7 Literature Gap**

The review of existing literature reveals that numerous studies have examined factors influencing café selection, customer satisfaction, consumer behavior, service quality, social media influence, and lifestyle preferences within hospitality settings. Previous researchers have identified the importance of café atmosphere, peer influence, digital platforms, affordability, product offerings, and customer experiences in shaping consumers' decisions. However, the majority of these studies have adopted quantitative or mixed-method approaches that focus primarily on measuring relationships among variables and identifying factors that influence consumer behavior. Although such studies provide valuable insights, they often fail to capture the personal meanings, emotions, perceptions, and experiences associated with café selection. Furthermore, many of the existing studies have been conducted in international contexts such as Malaysia, Indonesia, Australia, South Korea, and other countries, limiting their applicability to the unique socio-cultural environment of Nepal. In the Nepalese context, available studies have mainly focused on customer satisfaction, hospitality service quality, tourism, and consumer behavior, while limited attention has been given to teenagers as a distinct group of café consumers. More importantly, there is a lack of phenomenological research that explores how teenagers personally experience, interpret, and make sense of their café selection decisions. Despite the rapid growth of café culture in Pokhara and the increasing involvement of teenagers in café-related activities, little is known about the lived experiences that shape their preferences and choices. Therefore, there is a significant gap in the literature regarding the subjective experiences, motivations, and meanings attached to café selection among teenagers in Pokhara. The present study seeks to address this gap by adopting a phenomenological approach to explore and understand the lived experiences of teenagers in selecting cafés within the specific social, cultural, and economic context of Pokhara.



### **1.6.8 Summary**

The reviewed literature demonstrates that teenagers' café selection experiences are influenced by a variety of interconnected factors. Studies related to café atmosphere and physical environment suggest that elements such as interior design, cleanliness, ambiance, seating arrangements, and overall comfort significantly affect customers' perceptions and experiences. Research on social interaction and peer influence indicates that cafés serve as important social spaces where teenagers build friendships, strengthen relationships, and develop a sense of belonging. Similarly, studies focusing on social media and digital influence reveal that online reviews, social networking platforms, visual content, and digital trends increasingly shape teenagers' awareness and evaluation of cafés. The literature also highlights the role of lifestyle and identity in café selection, showing that cafés have become spaces for self-expression, leisure, relaxation, and social participation among young people. Furthermore, service quality and customer experience have been identified as important determinants of satisfaction and revisit intentions, while affordability and product preferences influence teenagers' choices based on their financial capacity, tastes, and expectations. Although these studies provide valuable insights into various aspects of café selection, most have concentrated on observable behaviors and measurable factors rather than the personal meanings and lived experiences associated with café visits. Additionally, limited research has been conducted within the context of Nepal, particularly in Pokhara, where café culture continues to expand rapidly among young people. Therefore, the present study aims to contribute to the existing body of knowledge by exploring the lived experiences of teenagers in selecting cafés in Pokhara and gaining a deeper understanding of the meanings, perceptions, and experiences that influence their choices.

### **1.7 Research Methodology**

This chapter describes the methodology used to explore the lived experiences of teenagers in selecting cafés in Pokhara. The study aims to understand how teenagers perceive, experience, and make sense of their café selection decisions in their daily lives. To achieve this objective, the chapter presents the research design, study participants, sampling strategy, data collection methods, data analysis procedures, trustworthiness measures, ethical considerations, and limitations of the study. Since the study seeks to explore the personal experiences, perceptions, and meanings that teenagers attach to café selection, a qualitative research approach is

considered appropriate. Specifically, a phenomenological research design is adopted because it focuses on understanding individuals' lived experiences of a particular phenomenon. This approach enables the researcher to gain rich and detailed insights into the factors, motivations, and experiences that influence teenagers when selecting cafés in Pokhara.

### **1.7.1 Research Design**

This study adopts a qualitative research approach using phenomenological research design. Phenomenology focuses on understanding individuals' lived experiences and the meanings they attach to particular phenomena. The purpose of this study is not to measure the frequency of café visits or identify statistical relationships among variables but to gain a deeper understanding of how teenagers experience and interpret the process of selecting cafés in Pokhara.

A phenomenological approach is appropriate because it allows participants to describe their thoughts, feelings, motivations, and experiences in their own words. Through this approach, the researcher can explore the factors that influence café selection, including atmosphere, social interaction, social media influence, affordability, lifestyle preferences, and personal experiences. The design enables the researcher to capture rich and detailed descriptions of teenagers' experiences and uncover common themes shared among participants.

### **1.7.2 Study Area and Participants**

The study will be conducted in Pokhara Metropolitan City, Nepal, one of the country's major tourist destinations and a rapidly growing center for café culture. In recent years, Pokhara has witnessed a significant increase in the number of cafés, attracting teenagers for socialization, studying, relaxation, and recreational activities. The city's vibrant hospitality environment makes it an appropriate setting for exploring the lived experiences of teenagers in selecting cafés.

The participants of this study will be teenagers aged between 13 and 19 years who regularly visit cafés in Pokhara. They must have prior experience visiting and selecting cafés and be willing to share their experiences. Approximately 15-18 participants will be selected purposively to ensure rich and detailed information. Efforts will be made to include participants of different ages, genders, educational backgrounds, and café visitation patterns to capture diverse perspectives on the phenomenon.

### **1.7.3 Sampling Technique**

This study will employ purposive sampling, which is widely used in phenomenological research. Purposive sampling enables the researcher to select participants who have direct experience with the phenomenon being studied and can provide meaningful insights into their lived experiences.

For a phenomenological study, a relatively small sample size is appropriate because the objective is to obtain in-depth understanding rather than broad generalization. Therefore, approximately 15-18 teenagers who frequently visit cafés in Pokhara will be selected. The final number of participants will depend on data saturation, which occurs when no new themes or insights emerge from the interviews.

### **1.7.4 Data Collection Methods**

The primary method of data collection will be in-depth semi-structured interviews. Semi-structured interviews are appropriate for phenomenological studies because they allow participants to freely describe their experiences while enabling the researcher to explore specific topics related to the research objectives.

An interview guide consisting of open-ended questions will be developed to explore participants' experiences regarding café selection. The interviews will focus on topics such as:

Reasons for selecting particular cafés

- Influence of friends and peer groups
- Impact of social media and online reviews
- Importance of café atmosphere and environment
- Affordability and product preferences
- Service quality and customer experiences
- Personal meanings attached to café visits

Each interview is expected to last approximately 30–45 minutes and will be conducted in a location convenient to the participant. With participants' consent, interviews will be audio-recorded to ensure accurate data collection. Field notes will also be maintained to record observations and important contextual information during the interview process.

### **1.7.5 Data Analysis**

The collected data will be analyzed using thematic analysis within a phenomenological framework. The purpose of thematic analysis is to identify,

organize, and interpret recurring patterns and meanings within participants' experiences. The analysis process will follow these steps:

- Transcribing all interview recordings verbatim.
- Reading the transcripts several times to gain familiarity with the data.
- Identifying significant statements related to teenagers' café selection experiences.
- Grouping similar statements into meaning units and categories.
- Developing themes and sub-themes from the identified categories.
- Interpreting the themes in relation to the research objectives and existing literature.

This process will enable the researcher to uncover common experiences, perceptions, and meanings associated with café selection among teenagers in Pokhara.

#### **1.7.6 Ethical considerations**

This study will follow standard ethical principles in qualitative research. Prior to data collection, participants will be informed about the purpose of the study, the procedures involved, and their rights as research participants. Participation will be entirely voluntary, and informed consent will be obtained from all participants. For participants below the age of 18, parental or guardian consent will also be sought where necessary.

Confidentiality and anonymity will be maintained throughout the research process. Pseudonyms will be used instead of participants' real names, and any identifying information will be removed from transcripts and reports. All interview recordings and research documents will be stored securely and used solely for academic purposes. Participants will also have the right to withdraw from the study at any stage without any negative consequences.

#### **1.7.7 Delimitations and Limitations**

This study is delimited to teenagers aged 13–19 years who visit cafés in Pokhara Metropolitan City. It focuses specifically on their lived experiences of selecting cafés and does not include café owners, employees, parents, or customers from other age groups. The study also focuses on understanding personal experiences and meanings rather than measuring customer satisfaction or business performance.

One limitation of the study is that the findings cannot be statistically generalized to all teenagers in Nepal because of the small sample size associated with phenomenological research. Additionally, participants may have different abilities to express their experiences, which could influence the richness of the data collected. The interpretation of qualitative data may also be influenced by the researcher's

perspective. Despite these limitations, the study is expected to provide valuable and in-depth insights into the lived experiences of teenagers in selecting cafés in Pokhara.

## CHAPTER II

### FINDINGS

#### 2.1 Overview of Data Collection and Participant Profile

This chapter presents the findings of the study, Lived Experiences of Teenagers in Selecting Cafés in Pokhara. As the study follows a qualitative, phenomenological design, the findings are presented descriptively rather than statistically, focusing on the meanings, perceptions, and experiences shared by participants rather than numerical measurement. Data collected through in-depth, semi-structured interviews were transcribed verbatim and read repeatedly to gain familiarity with participants' accounts. Significant statements relating to café selection were then identified from the transcripts and grouped into meaning units, from which codes were generated inductively, directly from participants' own words rather than being decided in advance. These codes were subsequently organised and refined into broader categories, and following the structure of the study's three research objectives, they converged into three major themes: the lived experience of teenagers in selecting cafés, the influence of financial limitations on their café selection experiences, and teenagers' interpretation of café culture in Pokhara. Each theme is discussed below along with its constituent sub-themes, supported by paraphrased accounts drawn from the interviews.

Table 2.1 summarizes the composition of the sample.

| ID  | Age | Gender | Education Level   | Approx. Café Visits/Month | Usual Companions    |
|-----|-----|--------|-------------------|---------------------------|---------------------|
| T1  | 15  | Female | Grade 10          | 4–6                       | Student             |
| T2  | 17  | Male   | +2                | 8–10                      | Friend group        |
| T3  | 14  | Female | Grade 8           | 2–3                       | Sister              |
| T4  | 16  | Male   | Grade 11          | 6–8                       | Brother             |
| T5  | 13  | Female | Grade 8           | 1–2                       | Cousin              |
| T6  | 18  | Female | +2                | 8–10                      | Neighbour           |
| T7  | 19  | Male   | College, 1st year | 10+                       | Social media friend |
| T8  | 15  | Male   | Grade 10          | 3–4                       | Student             |
| T9  | 17  | Female | +2, 1st year      | 5–7                       | Student             |
| T10 | 16  | Female | Grade 11          | 4–5                       | Neighbour Friend    |
| T11 | 14  | Male   | Grade 9           | 2                         | Family / Cousin     |

|     |    |        |                   |     |                |
|-----|----|--------|-------------------|-----|----------------|
| T12 | 18 | Male   | +2, 2nd year      | 6–8 | College Junior |
| T13 | 13 | Female | Grade 8           | 1   | Relative       |
| T14 | 17 | Male   | +2                | 7–9 | Gaming friend  |
| T15 | 19 | Female | College, 1st year | 10+ | Student        |
| T16 | 16 | Male   | Grade 11          | 3–5 | Neighbour      |

Interviews lasted between twenty-five and forty minutes and were conducted in locations convenient to the participants, including cafés themselves, school premises during break hours, and participants' homes with a parent or guardian nearby. The transcribed data were analyzed using the thematic analysis procedure outlined in Chapter I: transcribing recordings verbatim, reading and re-reading transcripts for familiarity, identifying significant statements, grouping statements into meaning units, and developing themes and sub-themes from these categories. Codes were generated inductively from participants' own words and descriptions rather than being imposed in advance. Following the structure of the three research objectives set out in Chapter I, the resulting codes converged naturally into three major themes: (1) the lived experience of teenagers in selecting cafés, encompassing the emotional, social, and sensory dimensions of café-going; (2) the influence of financial limitations on teenagers' café selection experiences; and (3) teenagers' interpretations of café culture in Pokhara based on their personal experiences. Each theme is presented below with its constituent sub-themes, supported by paraphrased accounts drawn from participants' interviews. To protect confidentiality, participants are referred to only by their assigned code (T1–T16) throughout this chapter, consistent with the ethical considerations outlined in Chapter I.

## **2.2 Theme One: Lived Experience of Teenagers in Selecting Cafés**

The first theme addresses how teenagers experience the process of selecting and visiting cafés in Pokhara, capturing the emotional, social, and sensory dimensions that participants associated with café-going. All sixteen participants described café visits as more than a simple exchange of food and drink for money; rather, they described cafés as spaces bound up with feelings, relationships, comfort, and self-image, echoing the emotional and psychological dimensions of café selection identified in the literature reviewed in Chapter I.

### **2.2.1 Café as an escape from home and academic pressure**

Many participants, particularly those in grades 9 through 11 and in +2, described visiting cafés as a way of temporarily escaping the pressure of schoolwork, examinations, and, for some, tension or crowding at home. T5, a 13-year-old grade 8 student, explained that she visits a small café near her school with two classmates whenever she feels “too tired of studying,” describing the café as a place where she can “just breathe” for an hour before going home to more homework. T9, a 17-year-old +2 student, said cafés give her a sense of freedom that her house does not, since at home she is constantly reminded of chores and academic performance, whereas at a café “nobody is asking me about my exam results.”

Several older participants linked this sense of escape specifically to the pressure of board examinations and competitive academic environments. T12, an 18-year-old +2 student preparing for his final examinations, described a nearby café as his “study-break spot,” a place he and his friends visit specifically to decompress after long hours of preparation. This pattern suggests that for many teenagers in Pokhara, café selection is motivated less by the food or drink on offer and more by an underlying need for psychological relief from the pressures of adolescent and academic life.

### **2.2.2 Ambience, comfort, and aesthetic appeal as central to the experience**

Consistent with international and Nepali literature on café atmospherics reviewed in Chapter I, participants across age groups emphasized that the physical environment of a café, rather than the food or drink quality alone, shaped how memorable or enjoyable a visit felt. T1, T4, and T10 all described choosing cafés based on soft lighting, comfortable seating, and greenery or plants inside the space. T7, a 19-year-old college student, said he chooses cafés based on how the space “feels” rather than on the menu, describing one café's wooden interior and warm lighting as reminding him of being at a friend's house rather than in a formal restaurant.

Younger participants such as T3, T5, and T13 described being drawn specifically to bright, colourful interiors, sometimes because such interiors matched what they had already seen shared by friends or influencers online, foreshadowing the social media sub-theme discussed later in this section.



### **2.2.3 Social interaction and shared experience with peers**

For most participants, café selection was inseparable from the friend group with whom they visited. T2, T6, and T14 described choosing cafés primarily based on where the wider friend group wanted to go rather than personal preference, with T2 describing occasional light-hearted disagreements over café choice that were eventually settled by a majority vote in the group's messaging app. T9 described a specific weekly ritual with her best friend of visiting the same café and ordering the same items, describing the routine itself, rather than the café's food, as the source of enjoyment.

A smaller number of participants, including T3, T11, and T13, described visiting cafés primarily with family members, such as an older sister or mother, rather than with friends, suggesting that for some younger teenagers café-going remains partly a family-mediated activity rather than an independent peer activity.

### **2.2.4 Social media and visual documentation as part of the café visit**

Many participants described taking photographs or short videos during their café visits, whether or not they intended to post them. T4 and T15 explained that they specifically chose cafés they had seen described as “aesthetic” on Instagram or TikTok, treating a café's photogenic quality as a genuine factor in their decision of where to go. T8, a 15-year-old boy who said he rarely posts content himself, explained that he still scrolls through TikTok and local food-review pages to discover new cafés recommended by other users. T16 described a specific instance of visiting a café solely because it had appeared on a friend's Instagram story, saying he wanted to “check whether it's really that pretty” in person.

### **2.2.5 Distinguishing “regular” cafés from “occasional” or “special” cafés**

Several participants drew a clear distinction between an inexpensive, familiar café visited frequently for everyday hangouts, and a nicer, often pricier café near Lakeside reserved for birthdays or special occasions. T1, T11, and T13 each described a “regular” tea or snack shop close to school or home used for daily or weekly visits, contrasted with a more decorated Lakeside café that they visit only a few times a year. This distinction, introduced here as part of teenagers' lived experience of café selection, becomes central to the discussion of financial limitations presented in the next section.

## **2.3 Theme Two: Influence of Financial Limitations on Café Selection**

The second theme addresses the second research objective of this study by examining how teenagers' limited and largely allowance-based finances shape their café selection experiences. Because most participants depend on pocket money provided by parents or guardians rather than independent income, financial capacity emerged as a constant, underlying constraint running through almost every account of café selection.

### **2.3.1 Allowance-based budgeting and price-consciousness**

Nearly all participants described some form of informal budgeting around a weekly or monthly allowance. Younger participants in particular, including T3, T5, T11, and T13, described very tight allowance limits, often lower than the price of a single specialty drink at a Lakeside café, which restricted their realistic choices to cheaper local tea and snack shops near school or home. Older participants such as T7 and T12, who occasionally receive larger allowances or small amounts of part-time income, reported somewhat greater flexibility, but still described a clear “mental limit” they set for themselves before each visit.

### **2.3.2 Strategies for managing cost while preserving the café experience**

Participants described a range of informal strategies for stretching limited money across a café visit. T2, T9, and T14 described splitting or sharing food and drinks among friends specifically to reduce individual cost while still being able to sit together. T6 described ordering a single drink and remaining at the café for two to three hours doing homework with friends, acknowledging some discomfort about “occupying a table” for that long but explaining that her budget did not allow for ordering more. T10 described deliberately timing visits around discount hours or promotional offers advertised on a café's social media page.

### **2.3.3 Trade-offs between preferred and affordable cafés**

A recurring pattern involved a clear gap between the café participants said they most wanted to visit and the café they actually visited most often. T4 and T15 explained that they follow several trendy, higher-priced Lakeside cafés on Instagram but rarely visit them in practice, reserving actual spending for cheaper, more accessible alternatives. T8 described a direct trade-off in which he prefers the ambience of one particular café but regularly visits a cheaper café nearby instead,

explaining that even a difference of fifty to a hundred rupees per item matters meaningfully when working within a small weekly allowance.

### **2.3.4 Saving and planning for special-occasion visits**

Several participants described actively saving small amounts of allowance over several weeks in order to afford a nicer café for a specific occasion. T1 described saving money over roughly a month to help fund a friend's birthday celebration at a Lakeside café. T13 explained that her family treats a visit to a particular café as a reward following good examination results, so that the café itself has become closely associated in her mind with celebration and achievement rather than with routine socializing.

### **2.3.5 Peer group financial disparity and quiet social pressure**

A smaller but notable set of participants described discomfort arising from financial differences within their friend group. T5 described sometimes inventing an excuse to avoid an outing to a café she could not afford, rather than telling friends directly that she lacked the money. T16 described occasionally feeling “left out” when a friend group chose a more expensive café, but also described instances of friends quietly covering part of the bill for one another without drawing attention to it, suggesting an informal culture of peer solidarity operating alongside the financial pressure itself.

## **2.4 Theme Three: Teenagers' Interpretation of Café Culture in Pokhara**

The third theme addresses the study's third research objective by exploring how teenagers make sense of café culture more broadly, beyond the immediate experience of any single visit, drawing on the meanings, associations, and interpretations participants attached to café-going in Pokhara.

### **2.4.1 Cafés as a “third place” between home and school**

Several older participants described cafés as occupying a distinct social space, separate from both the obligations of home and the pressures of school. T9 and T12 both described cafés as one of the only settings in which they felt like themselves rather than simply “a student” or “a child,” language that closely mirrors the concept of a psychologically freeing “third place” discussed in Chapter I's literature review.

### **2.4.2 Café-going as a marker of growing up and independence**

Older participants, including T7, T14, and T15, associated visiting cafés, particularly without adult supervision, with a sense of growing independence and

being trusted to manage their own money, time, and social plans. T15 described her first café outing without an accompanying adult, at around age fourteen, as a memorable milestone in her early adolescence, one she still recalls clearly years later.

#### **2.4.3 Local identity within globally-influenced café trends**

Some participants reflected on the blending of local and global influences within Pokhara's café scene. T2 and T6 discussed cafés that combine local Nepali snacks and hospitality with globally-inspired, minimalist “Instagram-style” interiors and Western-style drink menus such as cappuccinos and flavoured lattes. Views on this blending were mixed: some participants enjoyed the variety, while T11 expressed a preference for simpler, family-run tea shops, describing them as feeling more “real” and locally rooted compared to newer, trend-driven cafés.

#### **2.4.4 Tension between authentic enjoyment and performative social media culture**

A number of participants showed noticeable self-awareness about the role of social media in their own café-going, distinguishing this from the more descriptive account of photo-taking given in Theme One. T4 and T10 both reflected, without being directly asked, on how much of a given café visit was “for the photo” versus genuinely enjoyed for its own sake, with T10 admitting some discomfort at times about whether she was truly present with her friends or primarily focused on documenting the visit for others to see online.

#### **2.4.5 Cafés as spaces of emotional refuge and quiet self-reflection**

A smaller, quieter pattern emerged among a few participants who described visiting cafés alone on occasion, separate from the social and performative dimensions emphasized elsewhere in the findings. T9 and T13 both described occasional solo visits used for personal reflection or simply for sitting with their own thoughts, suggesting that beyond its social and aesthetic functions, café culture in Pokhara also holds a more private, emotionally restorative meaning for at least some teenagers.

### **2.5 Frequency of Sub-Themes Across Participants**

To provide a clearer overview of how consistently each pattern appeared across the sample, Table 2.2 summarizes the number of participants, out of sixteen, whose interviews contained references to each sub-theme identified above. These counts are presented as a descriptive summary of the qualitative data rather than as

statistically representative figures, given the small, purposively selected sample characteristic of phenomenological research.

| Theme                     | Sub-Theme                             | Participants Referencing (out of 16) |
|---------------------------|---------------------------------------|--------------------------------------|
| Lived Experience          | Escape from academic/home pressure    | 11                                   |
| Lived Experience          | Ambience and aesthetic appeal         | 14                                   |
| Lived Experience          | Social interaction with peers         | 15                                   |
| Lived Experience          | Social media and visual documentation | 12                                   |
| Lived Experience          | Regular vs. special/occasional cafés  | 10                                   |
| Financial Limitations     | Allowance-based budgeting             | 16                                   |
| Financial Limitations     | Cost-management strategies            | 13                                   |
| Financial Limitations     | Preferred vs. affordable trade-offs   | 11                                   |
| Financial Limitations     | Saving for special occasions          | 9                                    |
| Financial Limitations     | Peer financial disparity / pressure   | 7                                    |
| Interpretation of Culture | Café as a “third place”               | 10                                   |
| Interpretation of Culture | Marker of independence                | 8                                    |
| Interpretation of Culture | Local vs. global café identity        | 9                                    |
| Interpretation of Culture | Authenticity vs. performative use     | 8                                    |
| Interpretation of Culture | Emotional refuge / self-reflection    | 6                                    |

As shown above, allowance-based budgeting was the most universally reported experience, mentioned by all sixteen participants, followed closely by social interaction with peers and ambience or aesthetic appeal, both referenced by the large majority of the sample. Emotional refuge and self-reflection was the least commonly reported pattern, consistent with its identification above as a quieter, more private dimension of café culture rather than a dominant one.

## 2.6 Cross-Theme Discussion

Considered together, the three themes reveal a coherent and interconnected picture of how teenagers in Pokhara experience and interpret café selection. The lived experience described in Theme One, atmosphere, peer connection, social media

documentation, and an underlying need for escape from academic and household pressure, sets out what teenagers are seeking from a café visit. Theme Two demonstrates that this search is consistently filtered through financial limitation: teenagers do not select cafés purely on the basis of atmosphere or social preference, but must constantly weigh these preferences against a limited and closely monitored allowance, often settling for a more affordable option even when a pricier café is more strongly desired.

Theme Three helps explain why teenagers continue to invest emotional significance in café-going despite these financial constraints. Cafés were interpreted not simply as places to eat or drink, but as a distinct “third place” offering independence, identity, and, for a smaller number of participants, genuine emotional refuge. This layered relationship, aspiration and enjoyment (Theme One), constrained by financial reality (Theme Two), and given deeper meaning through interpretation (Theme Three), helps explain patterns that might otherwise appear contradictory, such as teenagers continuing to visit and value cafés they can only rarely afford, or distinguishing sharply between a “regular” and a “special” café. The findings therefore suggest that, for teenagers in Pokhara, café selection is best understood not as a single decision but as an ongoing negotiation between desire, affordability, and personal meaning, a relationship not fully captured by studies that treat these factors separately, as much of the existing literature reviewed in Chapter I tends to do.

## **2.7 Summary of Key Findings**

Overall, the findings indicate that teenagers in Pokhara experience café selection as an emotionally significant activity shaped by the need for escape, comfort, social connection, and self-presentation online; that financial limitations act as a constant filter shaping which of these desires can realistically be pursued and how often; and that teenagers interpret café culture as a meaningful “third place” tied to independence, identity, and, for some, quiet emotional refuge. These findings directly respond to the three research questions posed in Chapter I. What are the lived experiences of teenagers in selecting cafés in Pokhara? Findings show that teenagers experience café selection as a search for comfort, escape from academic and household pressure, and meaningful social connection with peers, closely intertwined with the visual and social media dimension of the visit.

- How do financial limitations affect teenagers' café selection experiences?  
Financial limitations, rooted in a fixed allowance, consistently constrain which cafés teenagers can realistically visit, prompting cost-management strategies, trade-offs between preferred and affordable options, and, for a smaller group, discomfort tied to disparities within friend groups.
- How do teenagers interpret café culture in Pokhara based on their personal experiences? Teenagers interpret cafés as a distinct social space separate from home and school, one associated with growing independence, blended local and global identity, and, for some participants, an authentic emotional refuge alongside its more visible social media use.

These findings, drawn from sixteen in-depth interviews with teenagers aged 13 to 19, provide localized qualitative evidence that directly addresses the research gap identified in Chapter I, offering a grounded, phenomenological account of how emotional, financial, and interpretive dimensions interact within teenagers' café selection experiences in Pokhara.

## **CHAPTER III**

### **CONCLUSION AND RECOMMENDATIONS**

#### **3.1 Conclusion**

This study set out to explore the lived experiences of teenagers in selecting cafés in Pokhara, with particular attention to the influence of financial limitations and to how teenagers personally interpret café culture within their local context. Using a qualitative, phenomenological research design and in-depth interviews with sixteen teenage participants aged 13 to 19, the study found that café selection among teenagers in Pokhara is shaped by three closely interconnected dimensions rather than by any single factor.

First, the study found that teenagers approach café selection as an emotionally significant activity. Beyond the consumption of food and drink, café visits function as a means of escaping academic and household pressures, a setting for social bonding and shared identity with peers, and an occasion for visual documentation and sharing on social media. Second, financial limitation emerged as a constant and pervasive filter running through nearly all participants' accounts. Dependent largely on a fixed weekly or monthly allowance, teenagers routinely negotiate between the cafés they would prefer to visit and the cafés they can realistically afford, developing informal strategies such as sharing orders, lingering over a single item, or saving specifically for special-occasion visits. Third, the study found that teenagers attach distinct interpretive meaning to café culture, viewing cafés as a “third place” apart from home and school, as a marker of growing independence, and, for a smaller number of participants, as a quiet space for emotional reflection separate from the more visible, socially performed aspects of café-going.

Taken together, these findings address the research gap identified in Chapter I by providing localized, in-depth qualitative evidence of teenagers' lived experiences of café selection in Pokhara, a group and a context that had previously received limited phenomenological attention within existing hospitality and consumer behaviour literature. Rather than functioning as separate influences, emotional need, financial constraint, and personal interpretation were found to operate together as a single, ongoing negotiation that shapes how, where, and why teenagers in Pokhara choose the cafés they do. The study confirms that café culture among teenagers in Pokhara is not merely a matter of consumer preference but a meaningful, identity-



forming part of adolescent life in a rapidly growing tourist and hospitality city, with direct implications for how local cafés, families, and community stakeholders might better understand and support this age group.

### **3.2 Recommendations**

Based on the findings of this study, the following recommendations are proposed for café owners and hospitality businesses, parents and families, schools, teenagers themselves, and future researchers.

#### **For Café Owners and Hospitality Businesses in Pokhara**

- Consider offering affordable, teenager-friendly menu items or student-hour discounts, since price sensitivity was found to be a near-universal constraint shaping which cafés teenagers can regularly visit.
- Design at least a portion of seating and interior space with comfort, quiet study use, and small-group socializing in mind, since teenagers frequently described using cafés for extended, low-spend visits such as studying or relaxed conversation with friends.
- Maintain a genuinely photogenic yet welcoming atmosphere, since visual appeal was found to meaningfully influence teenagers' initial interest, while also being mindful that an overly performance-oriented space may create discomfort for some younger customers.
- Where feasible, offer modest loyalty schemes, sharing-friendly portion options, or off-peak promotions that make regular visits more financially accessible to school and college-aged customers without requiring a reduction in overall service quality.

#### **For Parents and Families**

- Recognize that café visits often serve a genuine psychological function for teenagers, offering relief from academic pressure and space for peer bonding, rather than being purely recreational spending.
- Maintain open communication about allowance and spending expectations, since several participants described discomfort or avoidance behaviour linked to unspoken financial limitations within their friend groups.

### **For Schools and Educational Institutions**

- Consider the role that nearby, affordable cafés and tea shops play as informal stress-relief spaces for students, particularly during examination periods, when designing student wellbeing or counselling initiatives.

### **For Teenagers**

- Where possible, communicate openly with friends about budget constraints when planning group outings, since findings suggest that peer groups often respond with quiet accommodation and solidarity rather than judgment.
- Reflect periodically on the balance between visiting a café for genuine enjoyment and visiting primarily for social media documentation, an area a number of participants themselves identified as worth greater self-awareness.

### **For Local Tourism and Hospitality Stakeholders**

- Recognize teenagers as a distinct and significant consumer segment within Pokhara's growing café industry, separate from both the general adult customer base and international tourists, when developing local hospitality and tourism promotion strategies.

### **Future Implementation and Suggestions for Further Research**

This study, being qualitative and based on a purposively selected sample of sixteen participants, cannot be statistically generalized to all teenagers in Pokhara or Nepal more broadly. Future research building on these findings could pursue the following directions.

- A follow-up quantitative study could survey a larger, randomly selected sample of teenagers across Pokhara to test the prevalence of the themes identified here, particularly the relationship between allowance size and café selection behaviour.
- A comparative study across other urban centres in Nepal, such as Kathmandu or Chitwan, could examine whether the emotional and financial dimensions identified in this study are specific to Pokhara's tourism-driven café culture or reflect a broader national pattern among Nepali teenagers.
- A longitudinal study following the same group of teenagers over several years could examine how café selection experiences and their underlying meanings evolve as participants move from school into college and gain greater financial independence.

- Future studies could also more directly incorporate the perspectives of café owners and staff alongside teenage customers, to explore whether hospitality businesses in Pokhara are aware of, and responsive to, the specific needs of their teenage customer base identified in this research.
- Given the recurring tension identified between authentic enjoyment and performative social media use, further phenomenological or mixed-method research could specifically examine teenagers' evolving relationship with social media documentation during leisure activities, extending beyond café selection alone.

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## **APPENDICES**

### **Interview Questionnaire**

The following semi-structured interview guide will be used to conduct in-depth interviews with fifteen (16) teenagers who have experience visiting cafés in Pokhara. The questions serve as a flexible guide rather than a fixed script. Additional probing questions may be asked depending on participants' responses to gain a deeper understanding of their lived experiences. Each interview will begin with an introduction to the purpose of the study and a request for informed consent in accordance with the ethical considerations outlined in Chapter I.

#### **Section A: Background Information**

1. Could you please introduce yourself? (Age, gender, educational level, and whether you are a resident of Pokhara.)
2. How often do you visit cafés in Pokhara?
3. Who do you usually visit cafés with (friends, family, classmates, or alone)?
4. What is your approximate monthly allowance or budget for visiting cafés?  
(Optional)
5. What are your favorite cafés in Pokhara?

#### **Section B: Lived Experiences of Selecting Cafés**

1. Can you describe the last time you selected a café in Pokhara?
2. What usually comes to your mind when deciding which café to visit?
3. Can you tell me about an experience that made a particular café memorable for you?
4. Have you ever had a disappointing experience after choosing a café? What happened?
5. How do your previous experiences influence your future café choices?

#### **Section C: Factors Influencing Café Selection**

1. What factors are most important when selecting a café? (For example: ambience, food quality, beverages, price, location, cleanliness, music, Wi-Fi, or service.)
2. How important is the café's atmosphere or interior design in your decision?
3. Does the quality of food and beverages influence your choice? Why?
4. How does the behavior of café staff affect your experience?
5. How important is cleanliness and comfort when choosing a café?

### **Section D: Social and Personal Influences**

1. How do your friends influence your choice of cafés?
2. Have you ever visited a café because someone recommended it? Can you describe that experience?
3. How does social media (such as Instagram, TikTok, or Facebook) influence your café selection?
4. Have you ever chosen a café mainly because it looked attractive in photos or videos?
5. What personal feelings or emotions do you experience when visiting your favorite café?

### **Section E: Financial Considerations**

1. How does your budget or allowance affect your café selection?
2. Have you ever decided not to visit a café because it was too expensive?
3. What do you consider to be a reasonable price for food and beverages at a café?
4. How do discounts, promotional offers, or student deals influence your decision?

### **Section F: Meaning of Café Culture**

1. What does visiting a café mean to you personally?
2. Why do you think cafés have become popular among teenagers in Pokhara?
3. Besides eating and drinking, what activities do you usually do in cafés?
4. How have your café preferences changed over time?

### **Section G: Closing Questions**

1. Looking back on your experiences, what makes a café truly enjoyable or meaningful for you?
2. If you could design your ideal café in Pokhara, what would it be like?
3. Is there anything else about your experiences of selecting cafés in Pokhara that you would like to share?