

**IMPACT OF CAFE ATMOSPHERE ON URBAN YOUTH OF
POKHARA**

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*A project work report submitted to Pokhara University in a partial
fulfilment for the degree of*

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March, 2026

DECLARATION

I hereby declare that the project work report entitled “**IMPACT OF CAFE ATMOSPHERE ON URBAN YOUTH OF POKHARA**” submitted in partial fulfilment for the degree of Bachelor of Business Administration in Banking and Insurance (BBA-BI) is my original work and the project work has not formed the basis for the ward of any degree, diploma, fellowship or similar titles.

.....

Anusha Gurung

March, 2026

BONAFIDE CERTIFICATE

Certified that this project

**“IMPACT OF CAFE ATMOSPHERE ON URBAN YOUTH OF
POKHARA”**

is the bonafide work of

Anusha Gurung

who carried out the summer project work under my supervision. The report is
forwarded for examination.

.....

Mr. Prakash Regmi

Internal Supervisor

.....

External Examiner

CERTIFICATION OF APPROVAL

This is to certify that the Project Work titled “**IMPACT OF CAFE ATMOSPHERE ON URBAN YOUTH OF POKHARA**” submitted by (Anusha Gurung) (Roll No.: 23450179) for the partial fulfilment of the requirement of BBA-BI embodies the bonafide work done by him/her under my supervision.

.....

Signature of Supervisor

Name: Prakash Regmi

March, 2026

.....

Name and Signature

External

March, 2026

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Thanking You,

Anusha Gurung

EXECUTIVE SUMMARY

This study investigates the impact of cafe atmosphere on visit frequency among urban youth in Pokhara, Nepal. With the rapid growth of cafe culture in Pokhara over the past decade, understanding how atmospheric elements influence youth patronage has become crucial for café owners, urban planners, and academics. The research employs a descriptive survey design, collecting data from 100 urban youth aged 18-30 through an online structured questionnaire distributed via social media platforms.

The study is grounded in Bitner's Servicescape Model (1992) and Oldenburg's Third Place Theory (1989), which provide frameworks for understanding how physical environments influence customer behaviour and how cafes function as important social spaces. The research examines three categories of atmospheric factors: ambient conditions (lighting, colour, music, noise), spatial layout and functionality (seating comfort, arrangement, Wi-Fi, charging ports), and decor elements (interior design, theme, aesthetics).

Key findings reveal that 73% of youth confirm that atmosphere influences their visit frequency. Background music emerged as the most critical factor (87% agreement), followed closely by visual aesthetics (86% across multiple measures), spacious layouts (86%), and comfortable seating (85%). Notably, 86% of youth share photos of well-decorated cafes on social media, creating a powerful marketing opportunity for cafe owners.

Demographic analysis shows that students constitute 61% of cafe visitors, though employed and self-employed youth visit more frequently due to budget considerations. Qualitative analysis revealed

that youth specifically request cushioned seating (not hard chairs), affordable pricing with student discounts, better food quality, faster service, unique themes (not homogeneous designs), reliable Wi-Fi, separate smoking zones, and local elements like Nepali coffee beans and local art.

The study concludes that cafe atmosphere significantly influences youth visitation patterns, with music and visual aesthetics being top priorities. Based on findings, recommendations include prioritizing music selection, investing in distinctive visual themes, ensuring cushioned seating, optimizing lighting, managing noise levels, providing reliable Wi-Fi, and incorporating local elements.

TABLE OF CONTENTS

DECLARATION	ii
BONAFIDE CERTIFICATE	iii
CERTIFICATION OF APPROVAL	iv
ACKNOWLEDGEMENT	v
EXECUTIVE SUMMARY	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER I	1
INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the Problem	4
1.3. Objective of the Study	5
1.4. Research Questions	5
1.5. Significance of the Study	6
1.6. Limitation of the Study	6
1.7. Organisation of the Study	7
CHAPTER II	8
LITERATURE REVIEW	8
2.1. Introduction: The Evolution of Social Spaces and the Rise of Cafe Culture	8
2.2. Theoretical Framework	8
2.2.1. The Servicescape Model	8
2.2.2. Third Place Theory	9

2.2.3. Environment Psychology Concept	9
2.3. Review of Empirical Studies	10
2.3.1. Global Studies on Cafe Atmosphere	10
2.3.2. Studies in the Nepalese Context	12
2.4. Identified Research Gap	12
2.5. Conceptual Framework	13
 CHAPTER III	 16
 RESEARCH METHODOLOGY	 16
3.1. Research Design	16
3.2. Nature and Sources of Data	16
3.3. Population and Sample	16
3.4. Data Collection Tools and Techniques	17
3.5. Data Collection Procedure	17
3.6. Variables of the Study	17
3.7. Data Processing and Analysis Techniques	17
3.8. Ethical Considerations	17
 CHAPTER IV	 19
 DATA ANALYSIS, PRESENTATION, AND INTEGRATION	 19
4.1. Demographic Profile of Respondents	19
4.2. Overall Impact of Atmosphere on Visit Frequency	23
4.3. Analysis of Ambient Conditions	25
4.3.1. Lighting and Colour	25
4.3.2. Music and Noise Level	27
4.4. Analysis of Spatial Layout and Functionality	30
4.4.1. Seating Comfort and Arrangement	30
4.4.2. Amenities (Wi-Fi and Charging Ports)	33
4.5. Analysis of Decor Elements	35
4.6. Summary of Key Findings by Importance Ranking	39
4.7. Qualitative Analysis: Open-Ended Responses	41
4.7.1. Seating Comfort: The Primacy of Physical Ergonomics	41
4.7.2. Affordable Pricing: The Economic Reality of Youth Customer	42

4.7.3. Food Quality and Variety: Beyond Atmosphere	42
4.7.4. Service Speed: Operational Efficiency Matters	43
4.7.5. Unique Themes and Aesthetic Differentiation	43
4.7.6. Wi-Fi and Technological Amenities	44
4.7.7. Smoking Zones: Managing Competing Preferences	44
4.7.8. Local Elements: Authenticity and Place Identity	45
4.7.9. Cleanliness, Privacy, and Lighting	45
CHAPTER V	46
SUMMARY, CONCLUSION AND RECOMMENDATIONS	46
5.1. Summary of the Study	46
5.2. Conclusion	46
5.2.1. Overall Atmosphere Impact	46
5.2.2. Ambient Conditions	47
5.2.3. Spatial Layout and Functionality	47
5.2.4. Décor Elements	47
5.2.5. Demographic Patterns	48
5.2.6. Youth Priorities	48
5.2.7. Improvement Themes	48
5.3. Recommendations	49
5.3.1. Recommendations for Cafe Owners and Managers	49
5.3.2. Recommendations for Future Researchers	52
5.4. Contribution to Knowledge	52
5.4.1. Theoretical Contributions	52
5.4.2. Methodological Contributions	53
5.4.3. Practical Contributions	53
5.4.4. Contextual Contributions	54
REFERENCES	55
APPENDICES	57

LIST OF TABLES

Table 1 Age Distribution of Respondents	19
Table 2 Gender Distribution	20
Table 3 Occupation of Respondents	21
Table 4 Cafe Visit Frequency	22
Table 5 The Atmosphere of a Cafe Influences How Often I Visit it	23
Table 6 Pleasant Lighting Encourages Me to Stay Longer	25
Table 7 Attractive Colour Combination Improves my Experience	26
Table 8 Background Music Enhances my Enjoyment	27
Table 9 Too Much Noise Discourages Frequent Visits	29
Table 10 Comfortable Seating Influences Revisit Decisions	30
Table 11 Spacious Layout makes Cafes Attractive for Gatherings	31
Table 12 Wi-Fi Availability Encourages more Frequent Visits	33
Table 13 Charging Ports are Important when Choosing a Café	34
Table 14 Unique Interior Design makes Cafes more Appealing	35
Table 15 Theme/Aesthetic Influences Cafe Choice	37
Table 16 Well-Decorated Cafes Encourage Social Media Sharing	38
Table 17 Ranking of Atmospheric Factors by Agreement Level	39

LIST OF FIGURES

Figure 1 Conceptual Framework of the Study	13
Figure 2 Age Distribution of Respondents	19
Figure 3 Gender Distribution	20
Figure 4 Occupation of Respondents	21
Figure 5 Cafe Visit Frequency	22
Figure 6 The Atmosphere of a Cafe Influences How Often I Visit it	24
Figure 7 Pleasant Lighting Encourages Me to Stay Longer	25
Figure 8 Attractive Colour Combination Improves my Experience	26
Figure 9 Background Music Enhances my Enjoyment	28
Figure 10 Too Much Noise Discourages Frequent Visits	29
Figure 11 Comfortable Seating Influences Revisit Decisions	30
Figure 12 Spacious Layout makes Cafes Attractive for Gatherings	32
Figure 13 Wi-Fi Availability Encourages more Frequent Visits	33
Figure 14 Charging Ports are Important when Choosing a Café	34
Figure 15 Unique Interior Design makes Cafes more Appealing	36
Figure 16 Theme/Aesthetic Influences Cafe Choice	37
Figure 17 Well-Decorated Cafes Encourage Social Media Sharing	38
Figure 18 Ranking of Atmospheric Factors by Agreement Level	40

LIST OF ABBREVIATIONS

BBA-BI : Bachelor of Business Administration in Banking and Insurance

NTHMC : Nepal Tourism and Hotel Management College

Wi-Fi : Wireless Fidelity

et al. : et alia (and others)

% : Percentage

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The social landscape of urban Nepal has undergone remarkable transformation over the past two decades, with cafe culture emerging as one of the most visible symbols of changing youth lifestyles and urban development. In Pokhara, a city renowned for its natural beauty and tourist appeal, this transformation has been particularly evident. From traditional tea stalls and neighbourhood chautaris where elders gathered to discuss community matters, Pokhara has evolved into a city where modern cafes serve as primary social hubs for urban youth. This shift represents more than just changes in beverage preferences; it reflects fundamental transformations in how young people socialize, work, and construct their identities in modern urban spaces.

Historically, social gathering places in Pokhara were largely informal and community-oriented. The chautari, a traditional resting place typically featuring a stone platform under a pipal or banyan tree, served as the classic Nepali "third place" where people would gather for conversation, rest, and community interaction. These spaces were democratic in nature, accessible to all community members regardless of social status, and served crucial functions in information sharing, dispute resolution, and social bonding. Similarly, local tea shops (commonly called "bhattis") provided basic refreshments and served as informal meeting points, though they typically catered to older male populations and maintained fairly plain atmospheres.

The rise of modern cafe culture in Pokhara represents a significant paradigm shift that parallels global trends while maintaining distinct local characteristics. This transition began gradually in the 1990s, intensified in the 2000s, and has reached maturation in the current decade. Several interrelated factors have driven this transformation. Increasing exposure to global media and travel experiences introduced Pokhara's youth to cafe cultures in cities like Bangkok, Singapore, and Western capitals. The growth of educational institutions in Pokhara created grouped populations of students seeking spaces for both study and socialization. The tourism industry's expansion created demand for establishments catering to international visitors while also exposing locals to different hospitality concepts. Perhaps

most significantly, changing economic conditions and the rise of considerable middle class created disposable income that young people could spend on leisure activities beyond basic necessities.

In Pokhara's context, the evolution of cafe culture has followed a unique path that merges global influences with local realities. Early modern cafes in the 1990s were often simple establishments that primarily served the tourist market in Lakeside, offering basic Western-style coffee and snacks alongside traditional Nepali options. These spaces were functional rather than atmospheric, focusing on meeting basic needs rather than creating distinctive experiences. However, as competition increased and customer expectations evolved, cafe owners began recognizing the importance of atmosphere as a competitive differentiator.

The past decade has witnessed a rapid growth of cafe diversity in Pokhara. Today, the city offers an impressive range of establishments catering to different categories and purposes. Scenic cafes with panoramic lake and mountain views capitalize on Pokhara's natural assets. Study cafes with reliable Wi-Fi and ample power outlets serve the student population. Thematic cafes centred on books, art, or specific cultural concepts create niche experiences. Premium cafes offer sophisticated atmospheres for business meetings and special occasions. Health-focused cafes cater to wellness-conscious youth. This diversification reflects both market division and the growing sophistication of Pokhara's cafe consumers, particularly urban youth who have become discerning judges of atmospheric quality.

Globally, cafe culture has deep historical roots with significant variations across regions. European coffeehouses of the 17th and 18th centuries, particularly in cities like London, Paris, and Vienna, served as crucial spaces for intellectual exchange, political discussion, and artistic innovation. These establishments were famously called "penny universities" in England because for the price of a cup of coffee, one could engage in stimulating conversation and access newspapers and journals. In more recent history, American coffee chains like Starbucks revolutionized cafe culture by creating standardized "third places" that offered consistency and familiarity across locations worldwide. Meanwhile, countries like Japan and South Korea developed distinctive cafe cultures that blend traditional aesthetics with modern functionality, often creating highly specialized spaces like manga cafes, study cafes, and themed establishments.

For urban youth in Pokhara, aged approximately 18-30 years, cafes have assumed multiple important functions. They serve as alternative workspaces for students and freelancers who may lack suitable study or work environments at home. They function as social laboratories where young people experiment with identity presentation, relationship building, and community formation. They provide neutral ground for diverse interactions that might be constrained in more formal or traditional settings. They offer break from crowded living conditions common in urban Nepal. Perhaps most importantly, they represent spaces of freedom where youth can exercise choice and control in ways that may be limited in other aspects of their lives.

The atmosphere of these cafes, comprising the totality of physical and sensory elements that constitute the environment, plays a crucial role in determining which establishments the youth choose to frequent and how they behave within them. Lighting quality affects mood and perceived safety. Colour schemes influence emotional responses and brand perception. Music and noise levels shape social dynamics and conversation patterns. Seating arrangements facilitate or inhibit different group formations. Technological amenities like Wi-Fi and charging ports enable specific activities. Decor and theming create narrative experiences that distinguish one cafe from another. Collectively, these atmospheric elements create what marketing scholar Mary Jo Bitner (1992) termed the "servicescape" the physical environment where service delivery occurs and where profound impacts on both customers and employees can be observed.

Understanding the impact of cafe atmosphere on urban youth in Pokhara is significant for multiple stakeholders. For cafe owners and managers, it provides evidence-based guidance for design decisions and operational strategies. For urban planners and community developers, it offers insights into how commercial spaces contribute to social infrastructure and youth wellbeing. For academic researchers, it contributes to knowledge about consumer behaviour in non-Western contexts and the adaptation of global trends to local conditions. For youth themselves, it articulates how environmental factors influence their daily lives and social experiences.

This study emerges at a critical phase in Pokhara's development. As the city continues to grow and modernize, balancing tourism development with local community needs, understanding the evolving relationship between youth and commercial spaces becomes increasingly important. The research addresses a noticeable gap in localized, empirical

studies on this topic while applying a survey research approach that captures youth perceptions and self-reported behaviours. By examining how specific atmospheric elements impact visit frequency among urban youth, the study provides practical insights for business improvement while contributing to broader understanding of modern urban youth culture in secondary Nepali cities.

The transformation from traditional chautaris to modern cafes represents more than architectural change; it signifies evolving social structures, changing communication patterns, and new forms of community building. This research seeks to examine one aspect of this complex transformation by investigating how the physical environments of Pokhara's cafes influence the behaviour of the city's youth, who represent both the present liveliness and future direction of urban social life in this growing Himalayan city.

1.2 Statement of the Problem

Cafe owners in Pokhara frequently invest considerable resources in creating appealing atmospheres through interior design, furniture selection, lighting systems, music selection, and thematic elements. However, these investments are often based on personal intuition, imitation of successful competitors, or generic design trends rather than systematic understanding of what specifically appeals to Pokhara's urban youth demographic. This approach leads to several problems.

First, there is a risk of misallocating resources by investing in atmospheric elements that may not significantly influence youth customer decisions. For instance, a cafe might invest heavily in expensive artwork or unique architectural features while neglecting more fundamental factors like seating comfort or Wi-Fi reliability that actually determine whether youth become regular customers.

Second, the lack of localized research means that cafe designs may inappropriately copy international trends without adapting to local cultural preferences and practical realities. What works in Kathmandu or international cities may not resonate with Pokhara's specific youth culture, which combines traditional values with global influences in unique ways.

Third, from an academic perspective, there is limited empirical research examining how cafe atmospheres influence youth behaviour in secondary Nepali cities like Pokhara. Most existing studies focus on tourist satisfaction or general consumer behaviour rather than

specifically investigating the youth demographic and their relationship with cafe environments.

Therefore, this research addresses the core problem: What specific elements of cafe atmosphere most significantly influence the visit frequency of urban youth in Pokhara, and how can this understanding inform better business decisions and space design?

1.3 Objectives of the Study

The general objective of this study is to analyse the impact of cafe atmospheric elements on the visit frequency of urban youth in Pokhara using a survey research approach.

Specific Objectives:

1. To identify and categorise the key atmospheric factors (ambient, decor, layout) that urban youth consider important in cafe selection.
2. To assess the perception and importance attached to these atmospheric factors by urban youth aged 18-30 through a structured online survey.
3. To measure the perceived impact of these factors on the frequency of visit as reported by youth.
4. To provide evidence-based recommendations to cafe owners for optimizing their space to foster visit frequency.

1.4 Research Questions

1. What are the predominant atmospheric characteristics that urban youth in Pokhara consider when selecting cafes?
2. Which atmospheric factors are perceived as most and least important by youth for facilitating frequent visit?
3. How do factors like ambient conditions, spatial layout, and interior decor specifically affect youth visit patterns as reported by youth themselves?
4. How can cafe managers strategically design atmospheric variables to increase youth visit frequency based on youth preferences?

1.5 Significance of the Study

This research holds significance for multiple stakeholders in Pokhara's hospitality industry and urban community. For cafe owners and managers, the study provides practical insights based on empirical data rather than informal evidence. By identifying which atmospheric elements most strongly influence youth customer decisions, owners can make more informed investments in their physical spaces. This is particularly valuable in Pokhara's competitive cafe market, where differentiation through atmosphere represents a key strategic opportunity.

For students and faculty in hospitality management programs, this research contributes to the growing body of knowledge about consumer behaviour in Nepali hospitality settings. It provides a case study of how global concepts like servicescape design apply in local contexts, offering learning material for future hospitality professionals.

For urban planners and community developers, the study explains how commercial spaces function as social infrastructure for youth. Understanding how café atmospheres influence youth behaviour can inform broader decisions about public space design, zoning regulations, and community development projects that support youth wellbeing.

For the academic community, this research addresses a noticeable gap in localized studies of youth consumer behaviour in Nepal's hospitality sector. It demonstrates the application of descriptive research methods in a Nepali context, providing methodological insights for future studies.

For Pokhara's urban youth themselves, the study gives voice to their preferences and experiences, potentially leading to cafe environments that better meet their needs and support their social and academic lives.

1.6 Limitation of the Study

This study acknowledges several limitations that should be considered when interpreting its findings. The research is based on self-reported survey data, which may be subject to response biases such as social desirability bias or recall inaccuracy. Participants may overstate or understate their actual behaviours or preferences.

The study is limited by its cross-sectional design, capturing data during a specific period in early-2026. This approach does not track seasonal variations in cafe customers or

longitudinal changes in youth preferences. Additionally, the research focuses on a sample of 100 respondents, which may not fully represent the diversity of Pokhara's urban youth population.

Geographically, the study is confined to Pokhara Metropolitan City, specifically targeting youth who are active on social media platforms where the survey was distributed.

Findings may not be directly applicable to youth in other Nepali cities with different cultural and economic contexts, or to those with limited digital access.

Thematically, the investigation centres on how atmospheric elements influence visit frequency, excluding other potential impacts such as spending patterns, food and beverage preferences, or broader social outcomes. The study also focuses on perceived importance rather than measuring actual behavioural outcomes through experimental or longitudinal methods.

Methodologically, the research uses convenience and snowball sampling, which may introduce selection bias toward more connected or socially active youth. Those not active on social media or within the distribution networks may be underrepresented.

Despite these limitations, the research provides valuable insights through its focused examination of atmospheric influences on youth behaviour in Pokhara's specific context. The survey approach allows for systematic collection of youth perceptions and preferences, offering practical guidance for café owners while contributing to academic understanding of youth-café relationships in urban Nepal.

1.7 Organisation of the Study

This report is organized into five chapters. Chapter I has introduced the research background, problem statement, objectives, and limitations. Chapter II will review relevant literature and theoretical frameworks related to café atmospheres and youth behaviour. Chapter III will detail the survey research methodology used in this study. Chapter IV will present data analysis and findings from the survey responses using tables and diagrams. Chapter V will provide summary, conclusions, and practical recommendations. References and appendices follow the main body of the report.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction: The Evolution of Social Spaces and the Rise of Cafe Culture

Cafes, also known as coffee houses, are small eating and drinking establishments that historically focused primarily on coffee service (Britannica, 2021). However, modern cafes serve multiple purposes beyond mere beverage consumption. They function as venues for business meetings, social gatherings, study sessions, and various other functions that extend far beyond their original culinary purpose. Understanding customer preferences and creating ideal business atmospheres has become crucial for cafe entrepreneurs seeking long-term sustainability in competitive markets (Suawa, 2018).

The strategic creation of cafe atmosphere involves the intentional use of visual communication, lighting, colour, music, and other sensory elements to bring out perceptual and emotional reactions from customers, thereby influencing their purchasing behaviour and visit frequency (Santi & Radyan, 2021). A pleasant and distinctive cafe atmosphere not only encourages initial visits but also promotes return visits and positive word-of-mouth recommendations. In today's digital age, unique cafe concepts and aesthetically pleasing environments often attract customers who share their experiences on social media platforms like Instagram, Facebook, or TikTok, creating subtle but effective advertising (Jupowicz-Ginalska & Paták, 2018).

This literature review examines existing research on cafe atmospheres with particular attention to elements relevant to youth preferences and visit frequency. The review establishes the theoretical foundation for understanding how atmospheric elements influence youth behaviour and identifies gaps in current research that this study aims to address.

2.2 Theoretical Framework

2.2.1 The Servicescape Model

Mary Jo Bitner's Servicescape Model (1992) provides the foundational framework for analysing cafe atmosphere in this study. Bitner conceptualized the service environment as an active participant in service encounters rather than merely a passive container. She

identified three key dimensions of servicescape that collectively influence customer and employee behaviours. These dimensions include: ambient conditions (background characteristics like lighting and music), spatial layout and functionality (arrangement of equipment and furnishings), and signs, symbols and artifacts (design elements that communicate meaning).

Bitner proposed that these physical dimensions trigger internal cognitive, emotional, and physiological responses in customers, which in turn drive approach or avoidance behaviours. For this study, the Servicescape Model provides a structured framework for understanding how specific atmospheric elements might influence youth visit frequency in Pokhara's specific context.

2.2.2 Third Place Theory

Ray Oldenburg's Third Place Theory (1989) offers important sociological context for understanding why cafes matter to urban youth. Oldenburg argued that healthy individual and vibrant communities require accessible, inclusive gathering places distinct from home (first place) and work (second place). These "third places" serve crucial functions in community building, democratic discussion, social levelling and individual wellbeing.

Oldenburg identified eight defining characteristics of ideal third places that include neutral ground where individuals come and go without obligation, social levelling where status distinctions are minimised, conversation as main activity, accessibility and accommodation, presence of regulars, low profile and unpretentiousness, playful mood, and home-away-from-home feeling. Modern cafes often strive to embody these characteristics, making Third Place Theory highly relevant for understanding cafe customers among youth seeking community and connection outside institutional settings.

2.2.3 Environmental Psychology Concept

Several environmental psychology concepts provide explanations for how specific atmospheric elements might influence youth behaviour in cafes. Stimulus Load Theory suggests that environments with ideal stimulation levels are most conducive to positive responses, while under-stimulating or over-stimulating environments may induce boredom or stress respectively (Mehrabian & Russell, 1974). This concept helps explain why cafe atmospheres must balance sensory elements carefully.

Affective Appraisal models propose that people make rapid, subconscious emotional evaluations of environments along two primary dimensions: pleasure (pleasant-unpleasant) and arousal (arousing-sleepy) (Russell & Pratt, 1980). Cafe atmospheres aiming to facilitate regular visitation would ideally aim for high pleasure and moderate arousal levels.

2.3 Review of Empirical Studies

2.3.1 Global Studies on Cafe Atmosphere

International research on cafe atmospheres has consistently demonstrated the significant influence of environmental design on consumer behaviour across diverse cultural contexts. The seminal work of Bitner (1992) established that physical surroundings in service environments, what she termed "servicescapes," actively shape customer experiences through three key dimensions: ambient conditions, spatial layout and functionality, and signs, symbols and artifacts. This foundational framework has been extensively applied to cafe settings, revealing how specific atmospheric elements collectively influence customer decisions, satisfaction levels, and behavioural intentions.

Research across various geographical contexts has shown that ambient conditions, particularly lighting and acoustics, play a crucial role in shaping cafe experiences. Wakefield and Blodgett's (1996) study on leisure service environments found that pleasing physical surroundings significantly increased customers' desire to stay and engage in positive behaviours. Their research demonstrated that ambient factors operate not in isolation but through interactive effects that shape overall environmental perception. More specifically, lighting characteristics including brightness, colour temperature, and natural versus artificial sources have been shown to affect mood, perceived comfort, and duration of stay in hospitality settings (Detroja, 2019).

The auditory environment comprising background music and ambient noise levels has similarly received large research attention. Studies have documented that music selection, volume, and appropriateness influence perceived wait times, emotional states, and social behaviours in commercial spaces (North et al., 2003). According to Ryu and Jang (2008), properly curated background music can enhance the overall dining experience, while inappropriate or excessively loud music can reduce from customer satisfaction.

Spatial layout and functionality represent another critical dimension of cafe atmosphere that has been extensively examined in global research. Baker et al. (2002) demonstrated

that multiple environmental cues including furniture arrangement, spatial layout, and equipment placement collectively influence perceived value and customer intentions in retail settings. Their findings emphasized that atmospheric elements operate through cumulative effects rather than individual impacts. In cafe contexts specifically, seating comfort and arrangement have been identified as key determinants of customer satisfaction and revisit intentions. Research by Han and Ryu (2009) found that comfortable seating and adequate personal space significantly contribute to positive customer experiences in restaurant environments, while cramped or uncomfortable arrangements can lead to negative evaluations and reduced likelihood of return visits.

The availability and quality of technological amenities have emerged as increasingly important factors in contemporary cafe research. Sharma's (2012) study documented how wireless internet access has transformed cafes into hybrid spaces where online and offline activities coexist, particularly attracting younger demographics who frequently use these establishments for both work and social purposes. O'Keeffe (2018) further noted that reliable Wi-Fi and accessible power outlets not only extend customer stays but also increase overall spending, creating economic benefits for café businesses.

Decor elements and thematic coherence constitute the third major dimension of cafe atmosphere that has received significant research attention. Studies have shown that interior design, colour schemes, artwork, and overall thematic consistency contribute to brand differentiation and emotional engagement (Ryu & Jang, 2007). Themed establishments in particular have been found to attract specific consumer groups and facilitate distinctive social experiences (Kozinets et al., 2002). Research indicates that cohesive interior design not only creates aesthetic appeal but also communicates brand identity and values, influencing customer perceptions and loyalty behaviours (Nghah et al., 2022).

Research on youth-specific responses to cafe atmospheres has identified several distinctive patterns. Younger consumers often demonstrate greater sensitivity to technological amenities, social media compatibility of spaces, and contemporary design aesthetics (Hampton & Gupta, 2008). Studies have also noted that youth populations frequently use cafes as important social spaces, making atmospheric qualities particularly significant for this demographic.

2.3.2 Studies in the Nepalese Context

Research within Nepal's hospitality sector remains limited but growing, with several studies providing valuable insights into cafe culture and youth behaviour in urban Nepali contexts. Gurung's (2018) research on changing urban youth culture in Kathmandu documented the increasing significance of cafes and similar establishments as social spaces for young people, particularly those from middle-class backgrounds with spendable income for leisure activities. His study noted a clear generational shift from traditional community spaces to commercial establishments as primary venues for youth socialization.

Adhikari and Banskota's (2021) study of cafe culture and youth socialization in urban Nepal specifically examined atmospheric factors in venue selection among Kathmandu youth. Their research found that environmental considerations consistently emerged as important criteria in cafe choices, with respondents frequently mentioning factors like lighting quality, music selection, seating comfort, and interior design when explaining their preferences. However, their study focused primarily on Kathmandu, leaving unanswered questions about youth preferences in other Nepali cities like Pokhara.

Pradhan's (2020) historical analysis of coffee culture development in Nepal traced the transition from traditional tea consumption to modern café culture, noting the strong symbolic associations between Western-style cafe aesthetics and urban youth identity. His research highlighted how cafe environments serve as markers of modernity and global connection for Nepali youth, with atmospheric qualities often communicating cultural positioning and ambitious identities.

2.4 Identified Research Gap

This literature review identifies several significant gaps in current research that this study aims to address. First and most fundamentally, there is a noticeable lack of empirical studies examining cafe atmospheres in Pokhara's specific context. While some research exists on cafe culture in Kathmandu and tourist experiences in Pokhara, no identified studies specifically investigate how atmospheric elements influence youth behaviour in Pokhara's cafe scene. This geographical gap is significant given Pokhara's distinct characteristics as a secondary city with strong tourism orientation and growing youth population.

Second, while numerous studies have examined general satisfaction with cafe atmospheres, fewer have specifically investigated visit frequency as a distinct outcome variable. This focus is particularly relevant for cafe businesses seeking to build regular customer bases and understand drivers of repeat customers.

Third, there is limited understanding of how specific atmospheric elements are perceived and valued by youth in Pokhara’s context. While research has established that atmosphere matters generally, less is known about which specific elements are most influential for youth populations in Pokhara, how these elements are ranked in importance, and how their perceived importance relates to actual visit frequency.

This study aims to address these gaps by using a survey approach to examine how perceived importance of cafe atmospheric elements relates to self-reported visit frequency among youth in Pokhara. By focusing specifically on Pokhara's context and using visit frequency as the primary outcome variable, the research contributes both to academic understanding of atmosphere-behaviour relationships in non-Western contexts and to practical knowledge for cafe businesses operating in Pokhara's competitive market.

2.5 Conceptual Framework

Based on the literature review, the following conceptual framework guides this study:

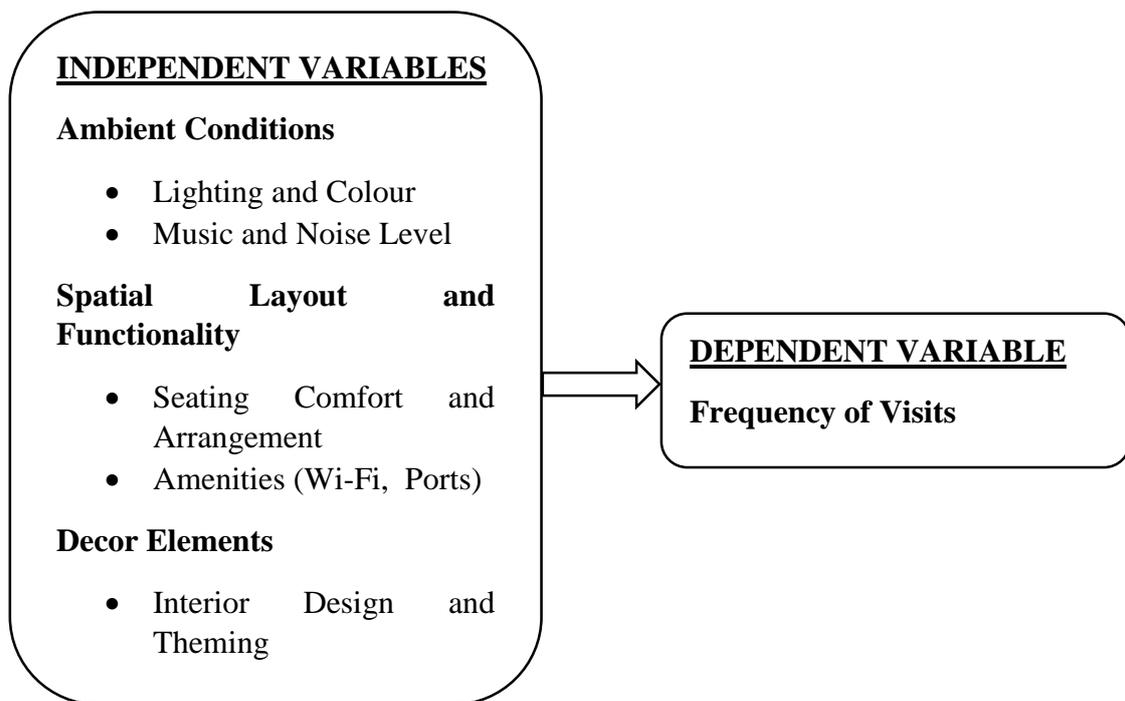


Figure 1: Conceptual Framework of the Study

OPERATIONAL DEFINITIONS OF VARIABLES

Independent Variables

1) Ambient Conditions

The background sensory environment of the cafe that respondents notice and form opinions about when they visit. In this study, ambient conditions refer specifically to what urban youth in Pokhara pay attention to regarding the overall feel of the space.

- **Lighting Colour**

In this project, this means whether respondents feel the cafe is "bright enough," "dim and cozy," or has "nice colour schemes on the walls." It captures how youth describe the visual mood of the cafe, including whether they find it warm, inviting, modern, or dull. It does not measure technical specifications like lumens or colour wavelengths, but rather the perceived pleasantness and appropriateness of lighting and colour as reported by survey respondents.

- **Music and Noise Level**

In this project, this refers to whether respondents find the cafe "too loud," "has good background music," or is "quiet enough to study or talk with friends." It captures youth opinions about the type of music played (Nepali, Western, instrumental, pop) and the overall sound level of the space. It does not measure decibels but rather whether the auditory environment is perceived as comfortable, distracting, or suitable for their intended activities.

2) Spatial Layout and Functionality

The physical arrangement and practical features of the cafe that affect whether youth can sit comfortably and do what they came to do. This study examines these elements as reported by respondents themselves.

- **Seating Comfort and Arrangement**

In this project, this means whether respondents feel the chairs and sofas are "comfortable to sit for long hours," whether there are "enough tables for groups," and whether seating options suit different purposes (solo study, group hangouts, window watching). It captures youth perceptions of physical ease during their stay and whether the seating setup allows them to interact, work, or relax the way they

prefer. It is measured through Likert scale ratings on statements like "The seats are comfortable" and "The seating arrangement suits my needs."

- **Amenities (Wi-Fi, Ports)**

In this project, this refers to whether respondents perceive the Wi-Fi as "fast and reliable," whether there are "enough power outlets near seats," and whether these amenities work properly when needed. It captures the practical value youth place on being able to use their laptops and phones without worrying about battery or internet connection. This is particularly important for students and freelancers in Pokhara who use cafes as study or workspaces. It is measured through importance ratings and agreement statements about technological facilities.

3) **Decor Elements**

The visual style, theme, and decorative features that give each cafe its unique character and personality. In this study, decor is understood through the eyes of Pokhara's urban youth and what they find visually appealing or memorable.

- **Interior Design and Theming**

In this project, this means whether respondents find the cafe "beautifully decorated," "has a unique theme," "looks good in photos," or feels "different from other cafes." It captures youth perceptions of the overall aesthetic, such as whether the space feels modern, rustic, artsy, nature-inspired, or Instagram-worthy. It includes opinions about wall art, furniture style, decorative objects, and the overall "vibe" created by the interior. This variable reflects how decor influences cafe choice, particularly among youth who value distinctive atmospheres and share cafe photos on social media.

DEPENDENT VARIABLE

1) **Frequency of Visits**

The behavioural outcome this study seeks to understand is how often urban youth in Pokhara actually go to cafes, and how they themselves connect this to atmospheric factors.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study uses a descriptive survey research design to investigate the relationship between perceived importance of cafe atmospheric elements and self-reported visit frequency among urban youth in Pokhara.

3.2 Nature and Sources of Data

Primary data for this study was collected through an online structured questionnaire distributed to urban youth in Pokhara. The questionnaire was designed to gather information on demographic characteristics, cafe visiting habits, importance ratings of atmospheric factors, and self-reported visit frequency.

Secondary data was gathered from academic literature, industry reports, and previous studies relevant to cafe culture, environmental psychology, and youth behaviour. This information provided theoretical context and helped identify appropriate questionnaire items and analysis frameworks.

3.3 Population and Sample

The target population for this study comprises urban youth aged 18-30 who visit modern cafes in Pokhara Metropolitan City. This demographic represents a crucial segment of cafe customers due to their frequency of visitation, influence on cafe culture trends, and importance as both current and future customers.

For this study, a sample of 100 respondents was determined. The sampling technique used was convenience sampling combined with snowball sampling. The online questionnaire was distributed through social media platforms (Facebook groups, WhatsApp groups of educational institutions), and personal networks of students and young professionals in Pokhara. Snowball sampling was encouraged by including a request for respondents to share the survey link with their friends who fit the eligibility criteria.

3.4 Data Collection Tools and Techniques

The primary data collection tool was a structured online questionnaire created using Google Forms with sections on demographics, cafe visiting habits, importance ratings of atmospheric factors using 5-point Likert scales, and open-ended questions.

The questionnaire was designed to be completed in 10-15 minutes and was pre-tested with 15 individuals to ensure clarity, relevance, and reliability. Based on pre-test feedback, minor adjustments were made to wording and question order to improve comprehensive and flow.

3.5 Data Collection Procedure

Data collection occurred in early-2026. The survey was distributed through digital platforms. Participation was voluntary, and respondents were assured of anonymity and confidentiality. No identifying information was collected, and IP addresses were not recorded to protect respondent privacy.

3.6 Variables of the Study

Independent variables comprised three categories of atmospheric factors: ambient conditions (lighting, colour, music, noise), spatial layout and functionality (seating comfort, arrangement, amenities), and signs, symbols and artifacts (interior décor, theming). The dependent variable was visit frequency, measured through self-reported visit frequency.

3.7 Data Processing and Analysis Techniques

Data was exported to Microsoft Excel for analysis using descriptive statistics (frequencies, percentages), tabular analysis, ranking analysis, and thematic analysis for open-ended responses.

3.8 Ethical Considerations

Ethical guidelines were strictly followed throughout the research process. The online questionnaire included an introductory statement that explained:

- The research purpose as academic study of cafe atmospheres in Pokhara.
- The voluntary nature of participation.

- The anonymity and confidentiality of responses.
- The approximate time required for completion

Participant privacy was protected by:

- Not collecting any personally identifiable information.
- Storing data securely with password protection.
- Planning for appropriate data disposal after project completion.

The research adhered to principles of respect for persons, beneficence, and justice. Participants were not exposed to any risks beyond those encountered in normal daily life, and the research aimed to contribute to knowledge that could benefit Pokhara's hospitality industry and youth community.

CHAPTER IV

DATA ANALYSIS, PRESENTATION, AND INTEGRATION

4.1 Demographic Profile of Respondents

Based on the survey data collected from 100 respondents in Pokhara, the demographic characteristics are as follows:

Table 1: Age Distribution of Respondents

Age Group	Frequency	Percentage
18-21 years	47	47%
22-25 years	35	35%
26-30 years	18	18%
Total	100	100%

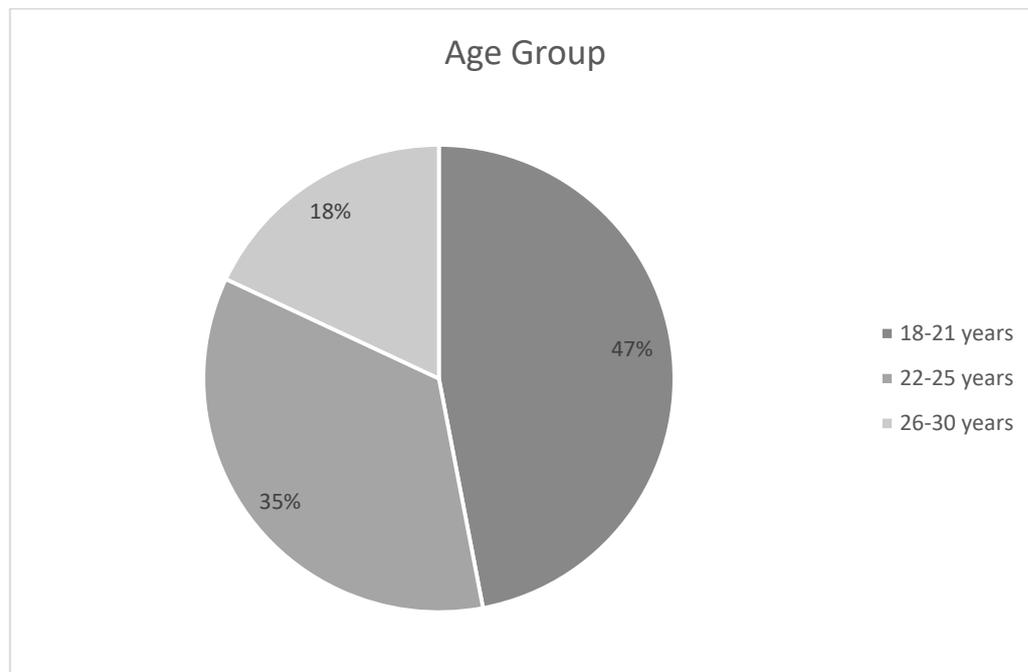


Figure 2 Age Distribution of Respondents

The age distribution reveals that nearly half of the respondents (47%) belong to the 18-21 age group, which typically represents college-going students and early-stage young adults. This is followed by 35% in the 22-25 age bracket, representing recent graduates and early-career professionals. The smallest segment (18%) comprises those aged 26-30, who are

likely established in their careers or pursuing advanced studies. This distribution is particularly appropriate for studying urban youth cafe culture as it captures the perspectives of younger youth who are most actively engaged in social spaces, while still including older youth who may have different visitation patterns and preferences. The concentration in the 18-21 age group also suggests that cafes in Pokhara are particularly popular among college students, which aligns with the presence of multiple educational institutions in the city and the need for social and study spaces outside of campus and home environments.

Table 2: Gender Distribution

Gender	Frequency	Percentage
Female	61	61%
Male	39	39%
Other	0	0%
Total	100	100%

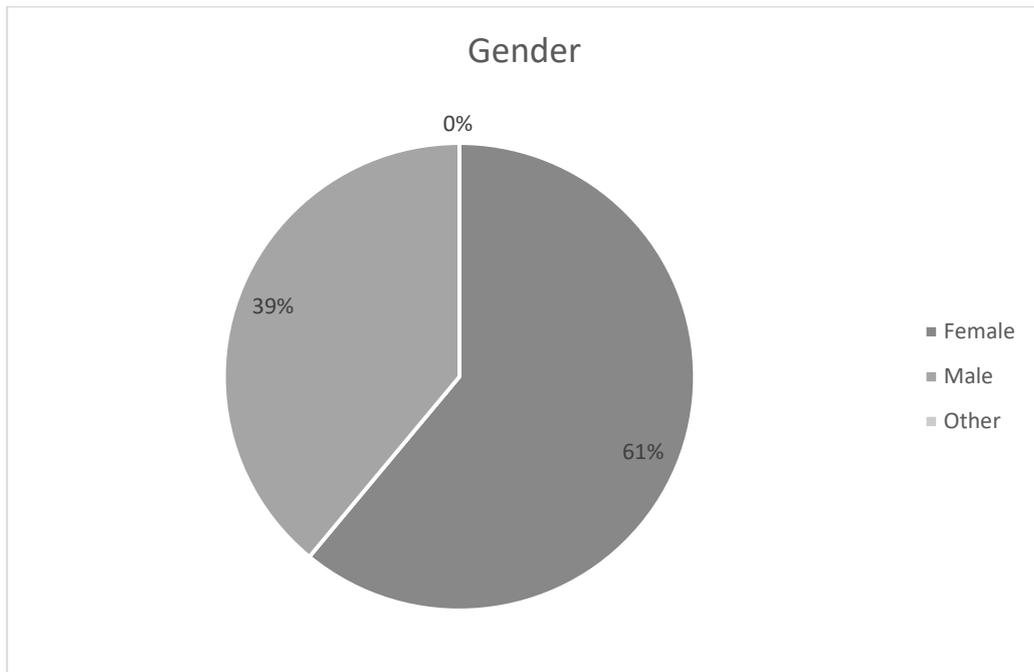


Figure 3 Gender Distribution

The gender distribution shows a notable predominance of female respondents at 61%, compared to 39% male respondents. This gender skew could be interpreted in several ways. First, it may indicate that young women in Pokhara are more frequent cafe visitors or place greater importance on cafe atmosphere as a factor in their social lives. Second, it could

reflect that female youth are more willing to participate in surveys about lifestyle and consumer preferences. Third, this finding might suggest that cafes in Pokhara are perceived as safe and welcoming spaces for women, which is an important consideration for cafe owners and urban planners. The significant female representation in the sample provides valuable insights into what atmospheric elements appeal to young women, who appear to be an important customer segment. However, cafe owners should not neglect male preferences, and future research might aim for more balanced gender representation.

Table 3: Occupation of Respondents

Occupation	Frequency	Percentage
Student	61	61%
Employed	25	25%
Self-Employed	14	14%
Other	0	0%
Total	100	100%

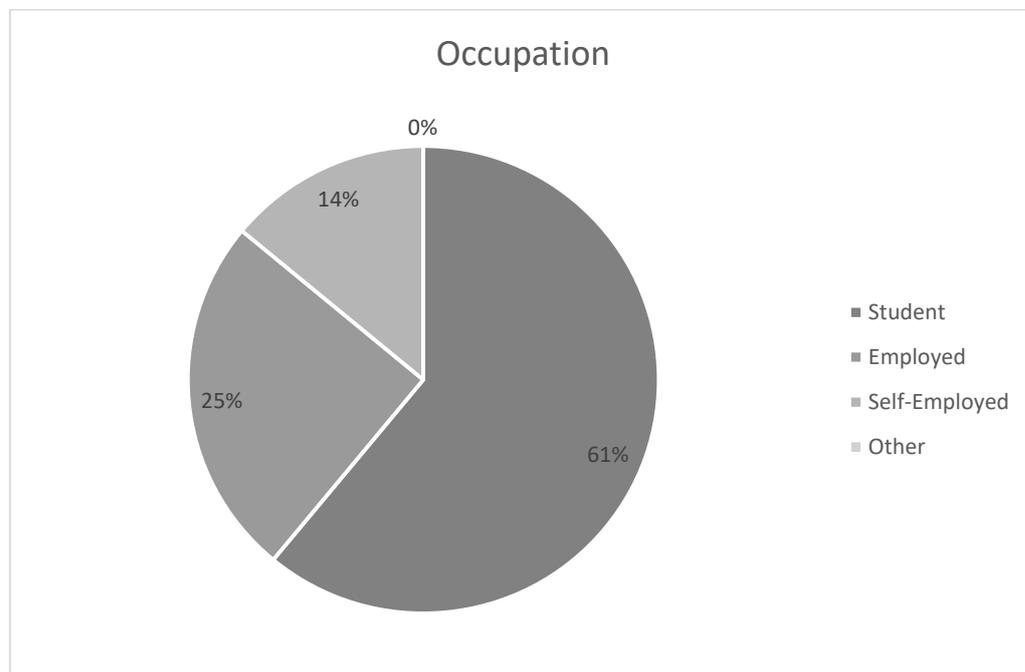


Figure 4 Occupation of Respondents

Students form the overwhelming majority of respondents at 61%, which is consistent with Pokhara's identity as an educational hub with numerous colleges and universities. This finding confirms that cafes serve as important "third places" for the student community,

functioning as spaces for studying, socializing, and relaxing between classes or after academic commitments. The employed segment at 25% represents young professionals who likely use cafes for work meetings, freelance activities, or post-work relaxation. The self-employed group at 14% includes entrepreneurs, freelancers, and small business owners who may use cafes as alternative workspaces. The dominance of students has important implications for cafe owners, as this demographic typically has limited disposable income but high frequency potential, suggesting that affordability strategies (student discounts, budget menu options) could be effective. Additionally, students' need for study-friendly environments (good lighting, Wi-Fi, quiet zones) should be prioritized.

Table 4: Cafe Visit Frequency

Visit Frequency	Frequency	Percentage
Daily	22	22%
Several times a week	24	24%
Once a week	20	20%
Once a month	34	34%
Total	100	100%

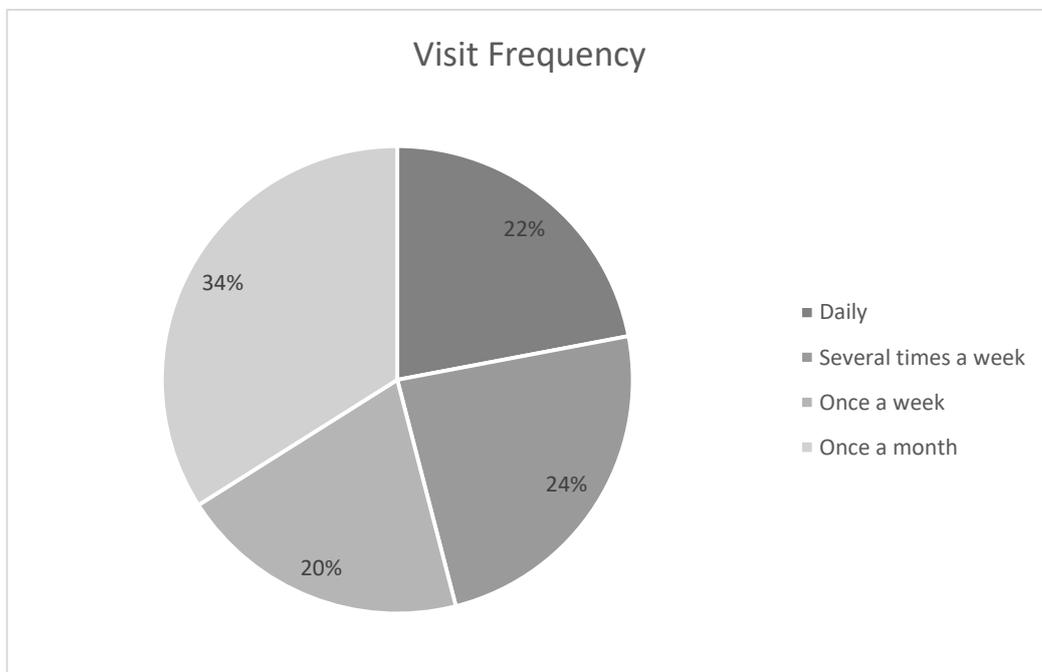


Figure 5 Cafe Visit Frequency

The visit frequency distribution reveals interesting patterns in youth cafe consumption behaviour. The largest group (34%) visits cafes monthly, suggesting that for many youth, cafe visits are occasional treats rather than daily habits, possibly due to budget constraints or time limitations. However, when combined, a substantial 66% of respondents visit cafes at least weekly (22% daily, 24% several times weekly, and 20% weekly). This high weekly engagement rate (two-thirds of youth) demonstrates that cafes have become deeply integrated into the weekly routines of Pokhara's urban youth. The 22% daily visitors represent the most loyal customer segment consisting of students who use cafes as study spaces, freelancers who work from cafes, or individuals who prefer cafes for regular social interaction. The monthly visitors (34%) represent an opportunity for cafe owners to convert occasional visitors into more frequent customers through loyalty programs, special events, or improved atmospheres that encourage repeat visits. This distribution confirms that cafes are not merely occasional destinations but regular features of urban youth lifestyle in Pokhara.

4.2 Overall Impact of Atmosphere on Visit Frequency

Table 5: The atmosphere of a cafe influences how often I visit it

Response	Frequency	Percentage
Strongly Agree	27	27%
Agree	46	46%
Neutral	24	24%
Disagree	3	3%
Strongly Disagree	0	0%
Total	100	100%

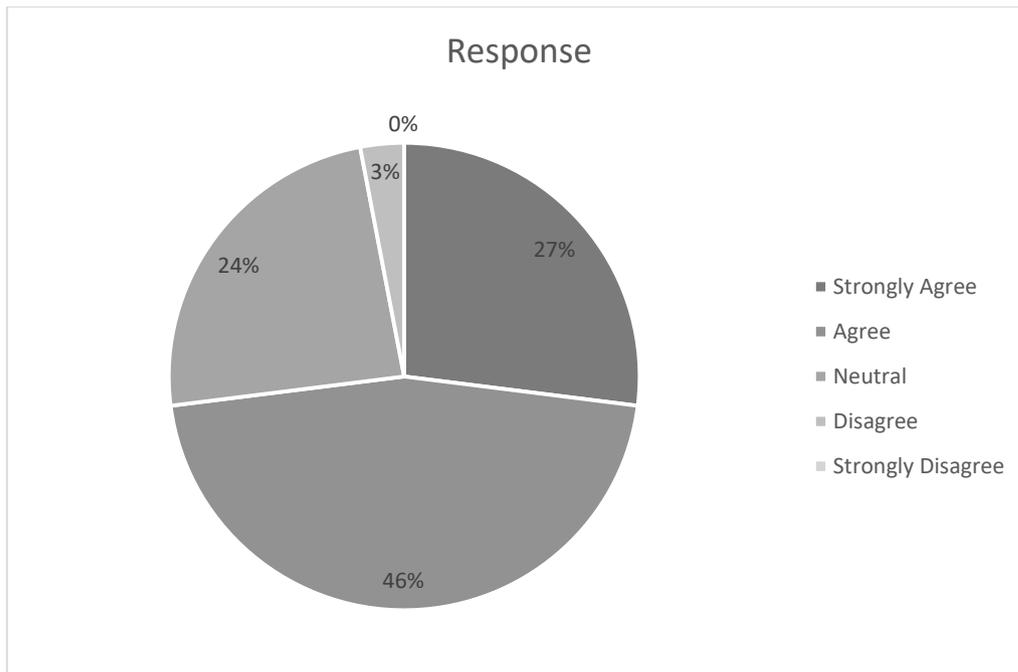


Figure 6 The atmosphere of a cafe influences how often I visit it

This finding is foundational to the entire study, as a combined 73% of respondents either agree or strongly agree that atmosphere influences their visit frequency. Only 3% disagree, with none strongly disagreeing. This overwhelming consensus validates the core premise of the research and confirms that investment in atmospheric elements is not merely aesthetic indulgence but strategic business necessity for cafes targeting youth customers in Pokhara. The 27% who strongly agree represent youth for whom atmosphere is a decisive factor, and these customers are likely to be highly selective and may travel further or pay more for cafes with superior atmospheres. The 46% who agree indicate that atmosphere matters significantly but may be weighed alongside other factors like price, location, or food quality. The 24% neutral respondents suggest that while atmosphere contributes to their experience, it may not be their primary consideration. This distribution provides cafe owners with clear evidence that atmosphere deserves serious attention and investment, as nearly three-quarters of youth customers explicitly state that it affects how often they visit.

4.3 Analysis of Ambient Conditions

4.3.1 Lighting and Colour

Table 6: Pleasant lighting encourages me to stay longer

Response	Frequency	Percentage
Strongly Agree	18	18%
Agree	64	64%
Neutral	15	15%
Disagree	3	3%
Strongly Disagree	0	0%
Total	100	100%

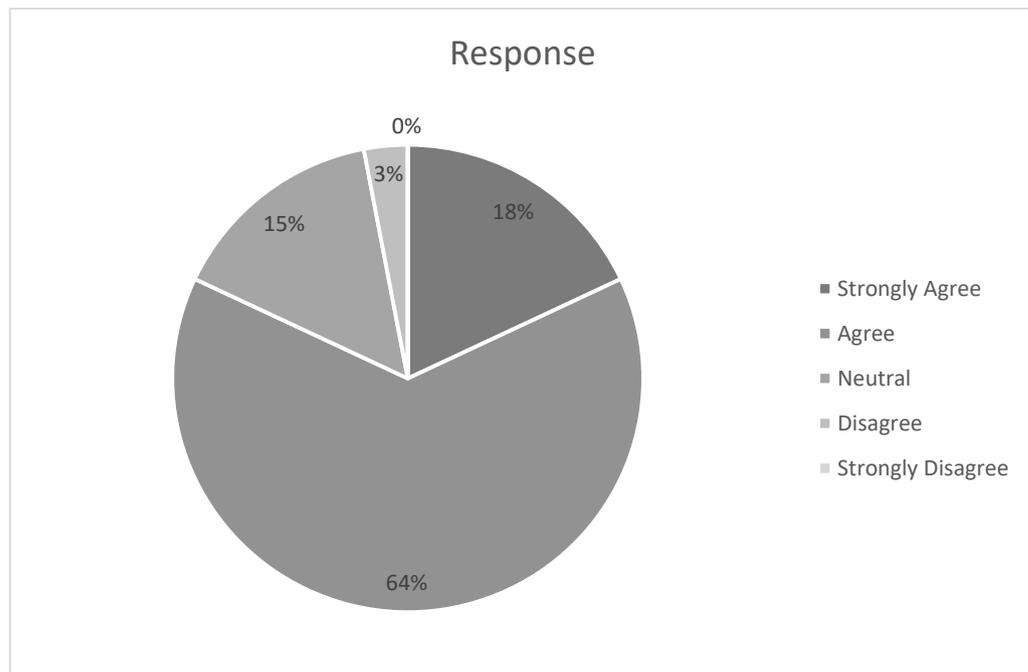


Figure 7 Pleasant lighting encourages me to stay longer

With 82% agreement (combining agree and strongly agree), pleasant lighting emerges as a critically important atmospheric element. The fact that 64% simply "agree" while 18% "strongly agree" suggests that lighting is widely recognized as important, though perhaps not always at the forefront of conscious decision-making. The 15% neutral response indicates that some youth may not actively notice lighting unless it is particularly poor or exceptional. The mere 3% disagreement confirms that poor lighting can actively detract from the cafe experience. This finding has several practical implications. First, cafes should

invest in layered lighting designs that combine ambient lighting (overall illumination), task lighting (for reading/studying), and accent lighting (to highlight decor). Second, dimmer switches or adjustable lighting can accommodate different times of day and customer preferences. Third, natural light should be maximized where possible, as it creates welcoming atmospheres and reduces energy costs. Fourth, harsh fluorescent lighting should be avoided as it can create uncomfortable, institutional feelings. The high agreement rate suggests that youth are sensitive to lighting quality and will extend their stays, and possibly increase spending, in well-lit environments.

Table 7: Attractive colour combinations improve my experience

Response	Frequency	Percentage
Strongly Agree	15	15%
Agree	71	71%
Neutral	11	11%
Disagree	3	3%
Strongly Disagree	0	0%
Total	100	100%

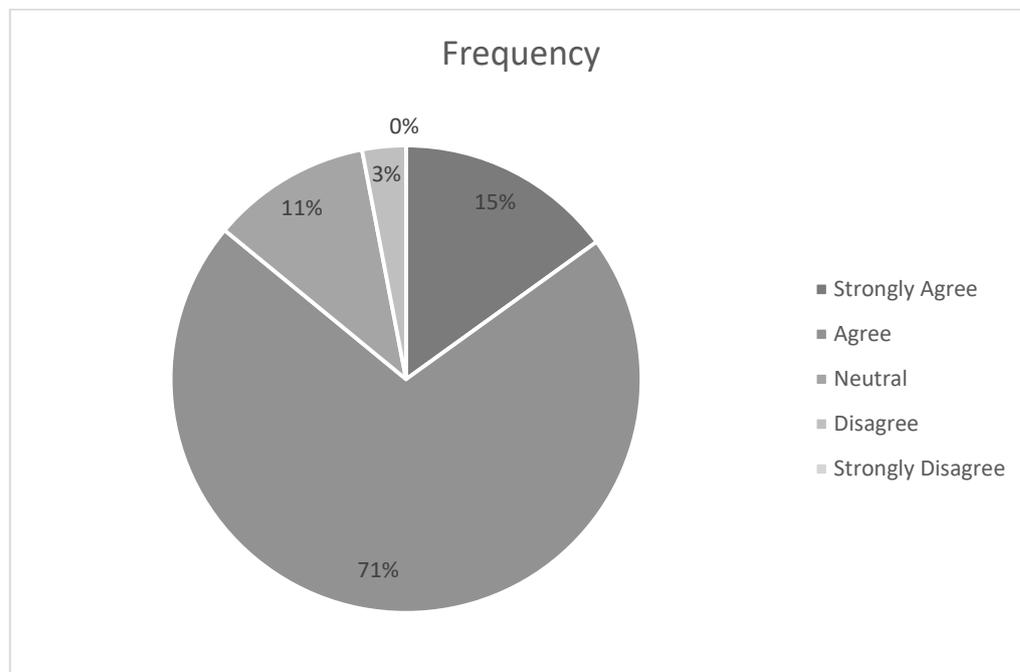


Figure 8 Attractive colour combinations improve my experience

An impressive 86% agreement rate demonstrates that colour psychology plays a significant role in youth cafe experiences. The high "agree" response (71%) suggests that while colour may not be the most passionately felt element (only 15% strongly agree), it is consistently appreciated when done well. This finding aligns with environmental psychology research, which shows that colours evoke specific emotional responses. Warm tones such as reds, oranges, and yellows can stimulate appetite and conversation, whereas cool tones like blues and greens promote relaxation and concentration. For cafe owners, this means that thoughtful colour schemes should be integral to design planning rather than afterthoughts. Cohesive colour palettes that reflect the cafe's brand identity and intended atmosphere are likely to enhance customer satisfaction. The 11% neutral and 3% disagree responses indicate that a minority of youth are either less attentive to colour or have different aesthetic preferences, suggesting that while colour matters broadly, there is room for diverse design approaches.

4.3.2 Music and Noise Level

Table 8: Background music enhances my enjoyment

Response	Frequency	Percentage
Strongly Agree	25	25%
Agree	62	62%
Neutral	9	9%
Disagree	3	3%
Strongly Disagree	1	1%
Total	100	100%

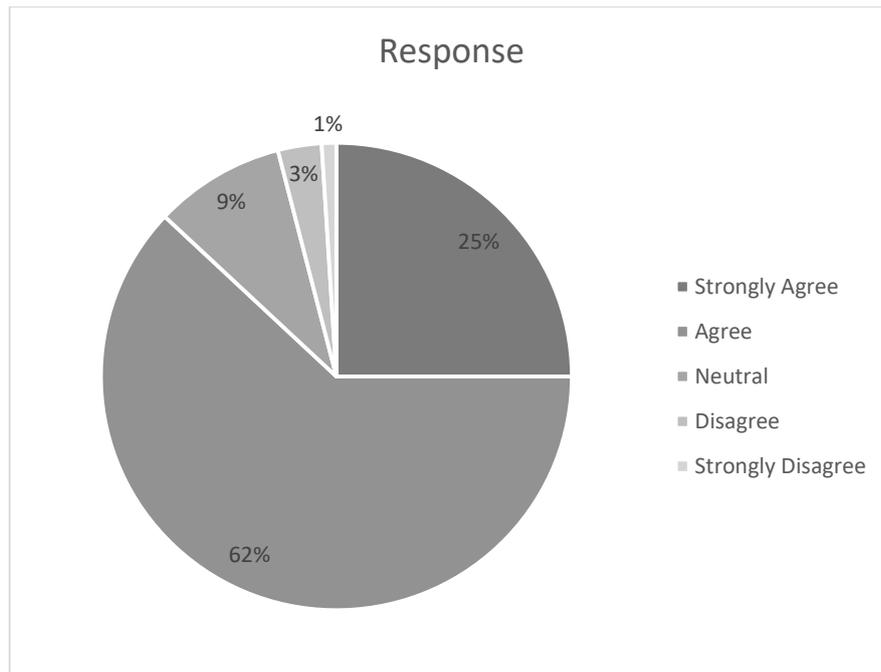


Figure 9 Background music enhances my enjoyment

At 87% agreement, background music ranks as the single most valued atmospheric element in this study. Notably, the "strongly agree" response (25%) is substantially higher than for lighting (18%) or colour (15%), indicating that music evokes stronger positive feelings among youth. This finding reflects the deep integration of music into young people's daily lives, as it accompanies them constantly through headphones, streaming services, and social media. When cafes provide carefully curated music that aligns with youth tastes, it creates emotional resonance and enhances the overall experience. The 9% neutral and 4% disagree responses suggest that a small minority may prefer silence or bring their own headphones, but for the vast majority, music is an essential part of cafe atmosphere. For cafe owners, this finding suggests that investing in quality sound systems and thoughtful playlist selection should be a top priority. Music selection should consider the cafe's theme, time of day (upbeat during busy periods, mellow during study hours), and target demographic. Live music events, as suggested in open-ended responses, could further differentiate cafes and attract youth customers seeking unique experiences.

Table 9: Too much noise discourages frequent visits

Response	Frequency	Percentage
Strongly Agree	32	32%
Agree	42	42%
Neutral	13	13%
Disagree	9	9%
Strongly Disagree	4	4%
Total	100	100%

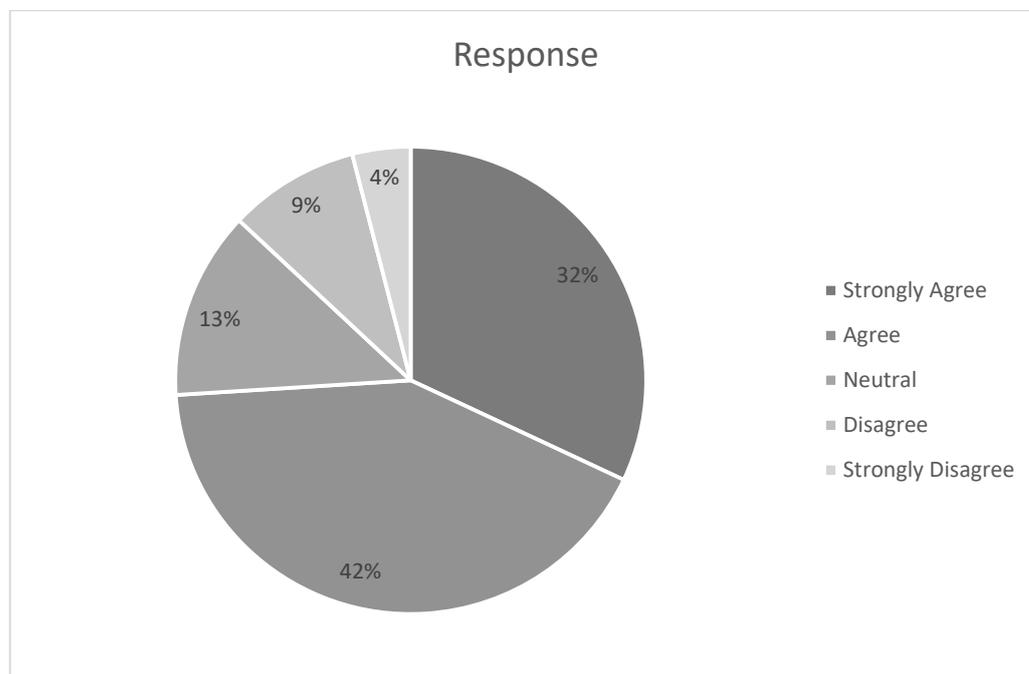


Figure 10 Too much noise discourages frequent visits

With 74% agreement, this finding reveals a critical tension in cafe atmosphere design, as youth desire music (87% agreement) but are also highly sensitive to excessive noise. The 32% "strongly agree" response is particularly noteworthy, indicating that for nearly one-third of youth, noise levels can be a deal-breaker that actively prevents return visits. This suggests that cafes must strike a delicate balance: enough music to create atmosphere and energy, but not so loud that conversation becomes difficult or concentration impossible. The 13% disagree/strongly disagree combined (13%) indicates that some youth are either less noise-sensitive or prefer livelier environments, which may reflect different purposes for visiting (social gatherings vs. study sessions). This variation in noise preferences

suggests that successful cafes might consider zoning, creating quiet areas for studying or conversation and livelier areas for socializing. Acoustic treatments (rugs, curtains, acoustic panels) can help manage sound levels and prevent noise from becoming overwhelming. The high sensitivity to noise also has implications for café layout, as kitchen noise should be buffered from seating areas, and groups should be seated away from individuals seeking quiet.

4.4 Analysis of Spatial Layout and Functionality

4.4.1 Seating Comfort and Arrangement

Table 10: Comfortable seating influences revisit decisions

Response	Frequency	Percentage
Strongly Agree	24	24%
Agree	61	61%
Neutral	11	11%
Disagree	4	4%
Strongly Disagree	0	0%
Total	100	100%

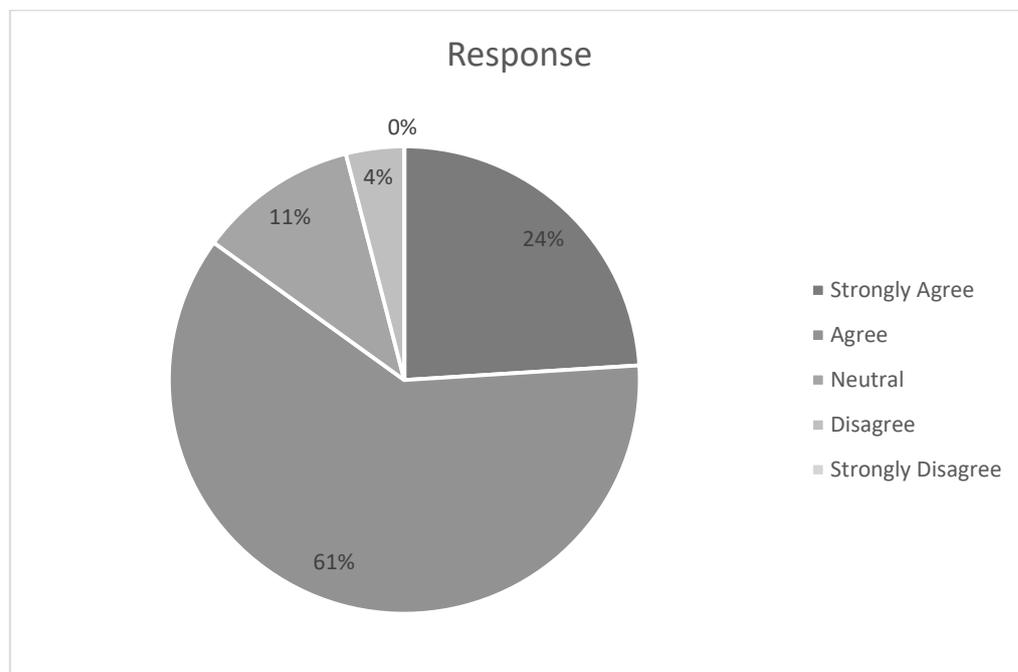


Figure 11 Comfortable seating influences revisit decisions

With 85% agreement, comfortable seating emerges as a fundamental requirement rather than a luxury. The 24% "strongly agree" response indicates that for nearly a quarter of youth, uncomfortable seating would actively deter them from returning, regardless of other atmospheric qualities. This finding makes intuitive sense, as youth often spend extended periods in cafes (studying, socializing, working), and physical discomfort becomes increasingly noticeable over time. The 61% "agree" response suggests that most youth expect reasonable comfort as baseline, while the 11% neutral may prioritize other factors more highly. The qualitative data reinforces this finding, with multiple respondent specifically mentioning "cushioned seats," "comfortable seating," and "wooden/metal chairs feel hard." This suggests that many Pokhara cafes may currently prioritize aesthetic furniture over ergonomic comfort. For cafe owners, this finding implies that seating investments should balance visual appeal with practical comfort. Offering a variety of seating options, such as sofas for lounging, supportive chairs for studying, communal tables for groups, can accommodate different needs and durations of stay. Testing seating personally for extended periods before purchasing would help owners avoid uncomfortable furniture that drives away repeat customers.

Table 11: Spacious layout makes cafes attractive for gatherings

Response	Frequency	Percentage
Strongly Agree	29	29%
Agree	57	57%
Neutral	10	10%
Disagree	4	4%
Strongly Disagree	0	0%
Total	100	100%

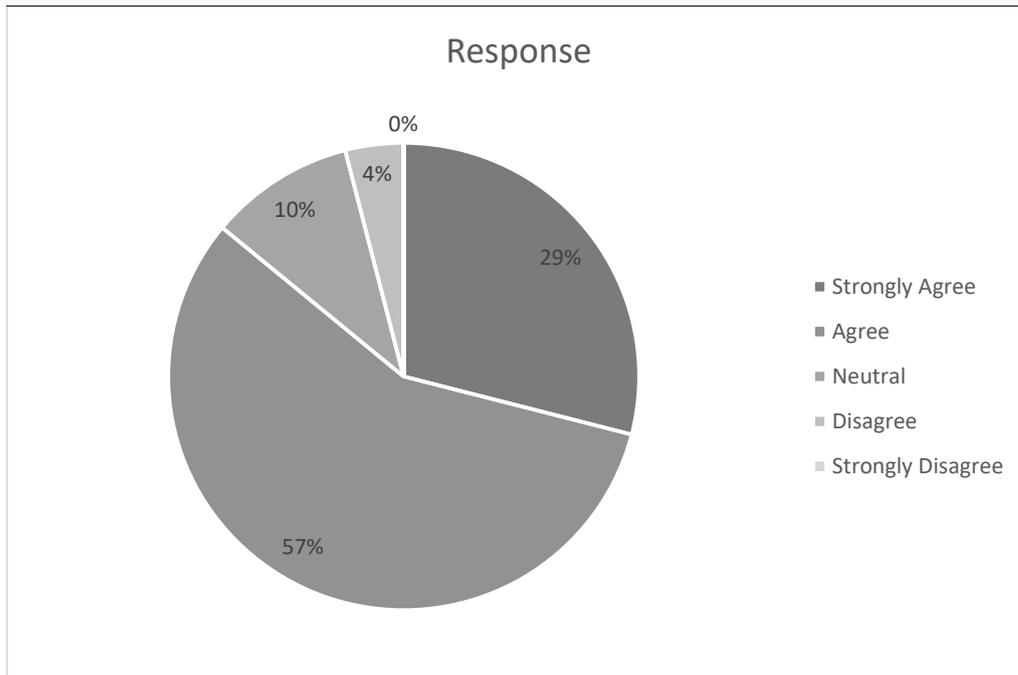


Figure 12 Spacious layout makes cafes attractive for gatherings

At 86% agreement, spacious layout ranks among the most important atmospheric factors, tied with colour and decor elements. The 29% "strongly agree" response is the second-highest strong agreement rate after noise sensitivity, indicating that space is passionately valued by many youth. This finding reflects the social nature of cafe visits, as youth often come in groups, and cramped, crowded spaces inhibit conversation, comfort, and the sense of being welcome to linger. The qualitative data supports this, with mentions of "not congested feeling," "private spaces," and "different seating arrangements for groups and individuals." The 10% neutral and 4% disagree responses may represent solo visitors who prioritize different qualities or are less sensitive to crowding. For cafe owners, this finding suggests that maximizing seating capacity should not come at the expense of personal space. Layouts should allow easy movement between tables, provide adequate distance between groups for conversation privacy, and offer a mix of table sizes for different group configurations. The popularity of outdoor seating in Pokhara (mentioned in qualitative responses) may reflect both the appeal of views and the desire for spacious, open environments.

4.4.2 Amenities (Wi-Fi and Charging Ports)

Table 12: Wi-Fi availability encourages more frequent visits

Response	Frequency	Percentage
Strongly Agree	25	25%
Agree	46	46%
Neutral	16	16%
Disagree	9	9%
Strongly Disagree	4	4%
Total	100	100%

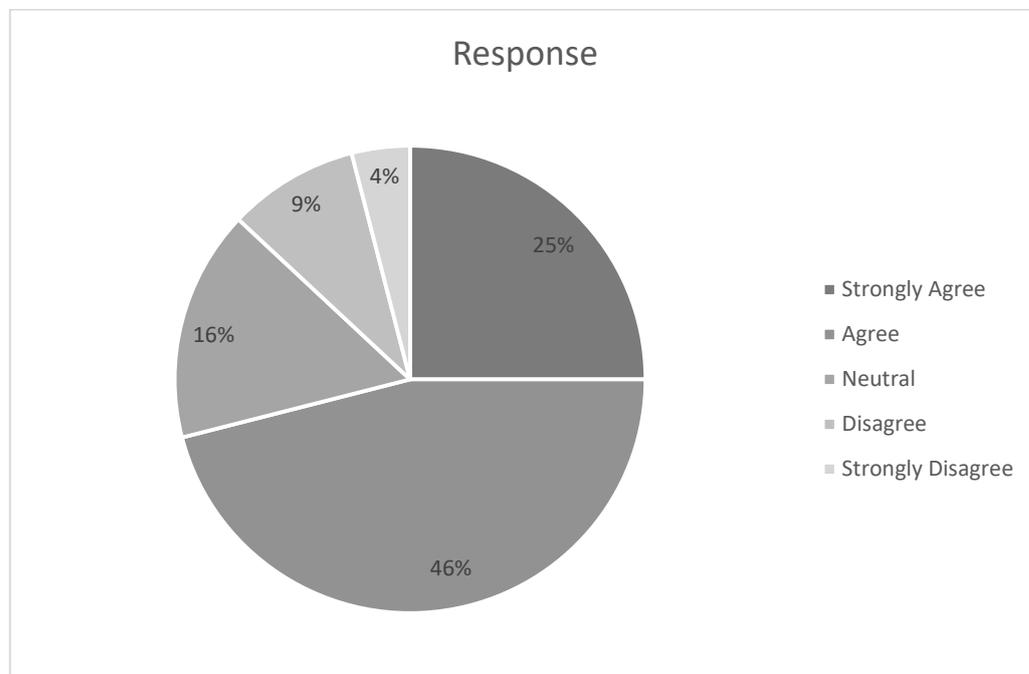


Figure 13 Wi-Fi availability encourages more frequent visits

With 71% agreement, Wi-Fi is clearly important but ranks lower than physical comfort and sensory elements. This finding suggests that while digital connectivity matters to most youth, it is not the primary driver of cafe choice for the majority. The 25% "strongly agree" response likely represents students and freelancers who use cafes as workspaces, for whom reliable Wi-Fi is essential, and poor connectivity would drive them away. The 16% neutral and 13% disagree/strongly disagree responses indicate that a substantial minority (29%) do not prioritize Wi-Fi, possibly because they visit cafes primarily for socializing or relaxation rather than work. This diversity suggests that cafes should carefully consider their target positioning. Those aiming to attract students and workers need to invest in robust,

commercial-grade Wi-Fi, whereas cafes focusing on social gatherings may prioritise other atmospheric elements. The qualitative data includes specific requests for "faster Wi-Fi" and "stronger wifi connection," indicating that current offerings in some Pokhara cafes may be inadequate. For cafe owners, this finding implies that Wi-Fi should be reliable and fast, clearly communicated (password displayed), and regularly tested, but may not require the same investment priority as music, seating, or decor.

Table 13: Charging ports are important when choosing a cafe

Response	Frequency	Percentage
Strongly Agree	13	12%
Agree	39	39%
Neutral	22	22%
Disagree	18	18%
Strongly Disagree	8	8%
Total	100	100%

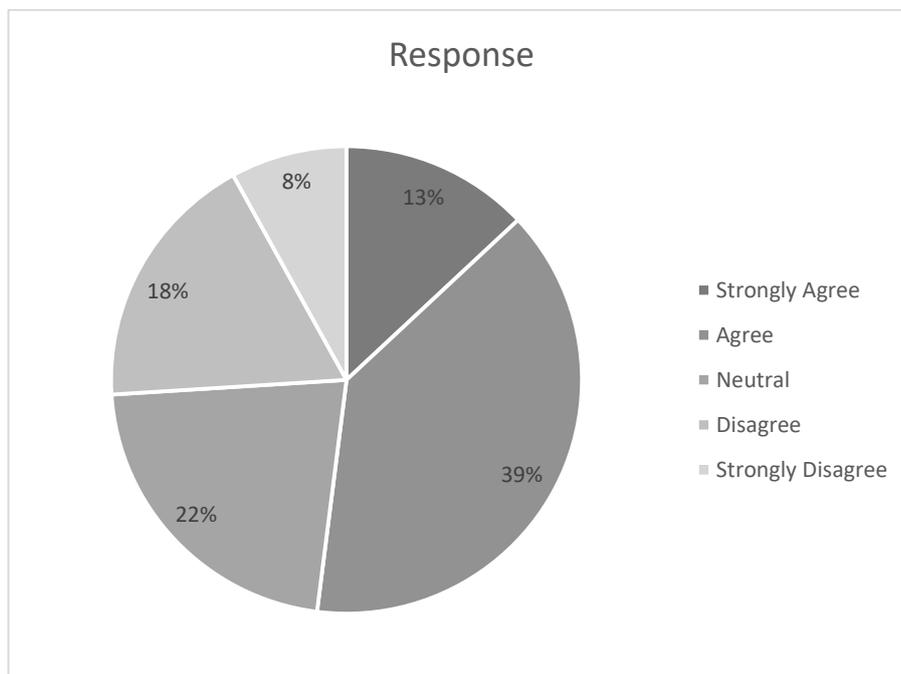


Figure 14 Charging ports are important when choosing a cafe

At 52% agreement, charging ports receive the lowest importance rating among all atmospheric factors studied. This finding reveals the most divided opinion in the entire survey, with nearly half of youth (48%) either neutral (22%) or disagree (26%) that charging ports influence their choice of cafe. This polarization likely reflects different

usage patterns. Students, freelancers, and heavy device users (the 52% who agree) may spend hours in cafes and need to charge laptops and phones. In contrast, social visitors or those on shorter visits may not require charging access. The 22% neutral suggests that while ports are appreciated when available, they are not actively sought. The 26% disagreement indicates that many youth either come with charged devices, visit for shorter periods, or prioritize other factors. Despite this lower ranking, qualitative responses specifically mention "charging port," "charging cables in each table," and "adding charging ports for phones and laptops," indicating that for some youth, this amenity is highly valued. For cafe owners, this finding suggests that while charging ports need not be the top investment priority, providing accessible outlets near tables frequented by longer-stay customers (window seats, corner tables) can differentiate the cafe for device-dependent users without alienating others.

4.5 Analysis of Decor Elements

Table 14: Unique interior design makes cafes more appealing

Response	Frequency	Percentage
Strongly Agree	30	30%
Agree	56	56%
Neutral	10	10%
Disagree	4	4%
Strongly Agree	0	0%
Total	100	100%

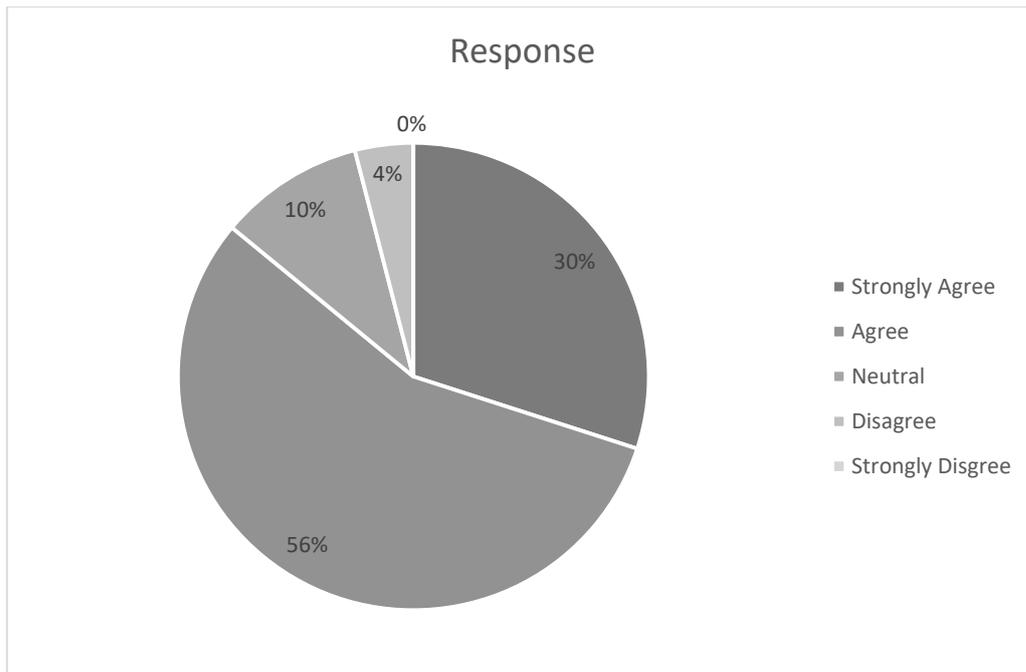


Figure 15 Unique interior design makes cafes more appealing

With 86% agreement and 30% "strongly agree" (the highest strong agreement rate of any factor except noise), unique interior design clearly matters deeply to Pokhara's youth. This finding reflects a desire for distinctive experiences and visual stimulation, as youth seek cafes that feel special and memorable rather than generic or cookie-cutter. The 30% strong agreement suggests that for nearly one-third of youth, unique design is a decisive factor that can justify traveling further or paying premium prices. The qualitative data reinforces this, with multiple requests for "different themes," "unique themed cafes," and criticism that "every cafes have same themes." This indicates saturation of generic "modern cafe" designs in Pokhara and an opportunity for differentiation. For cafe owners, this finding suggests that investing in distinctive, thoughtfully designed interiors is not mere decoration but strategic positioning. Themes could draw on Pokhara's natural assets (mountain/lake motifs), local culture (traditional Nepali elements with modern twists), or niche concepts (book cafes, art cafes, cat cafes). Regular refreshment of decor elements can maintain novelty and encourage repeat visits.

Table 15: Theme/aesthetic influences cafe choice

Response	Frequency	Percentage
Strongly Agree	26	26%
Agree	60	60%
Neutral	11	11%
Disagree	3	3%
Strongly Disagree	0	0%
Total	100	100%

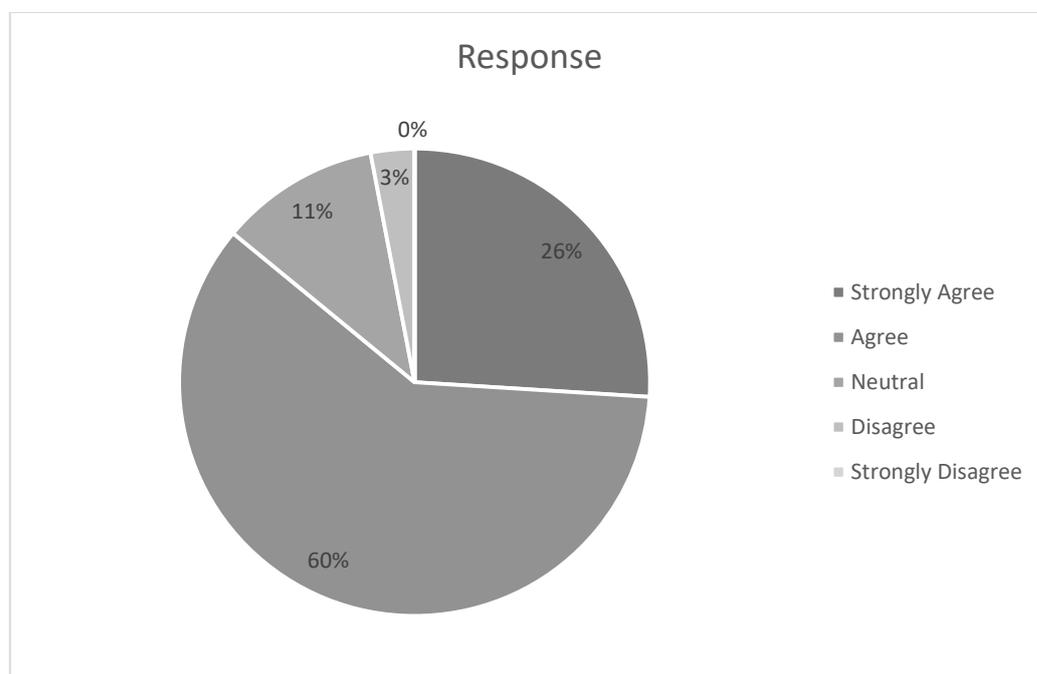


Figure 16 Theme/aesthetic influences cafe choice

At 86% agreement, this finding confirms that theme and aesthetic coherence are consistently important across youth demographics. The 26% "strongly agree" response indicates that more than a quarter of youth actively seek cafes with specific aesthetic qualities, such as minimalist, rustic, industrial, bohemian, or nature-inspired design. The high agreement rate suggests that theme is not just about visual appeal but about creating a complete, immersive experience that resonates with youth identity and preferences. The 11% neutral may be less aesthetically sensitive or prioritize other factors, while the minimal disagreement (3%) confirms that poor aesthetics can actively detract from cafe appeal. For cafe owners, this finding implies that theme should be considered holistically, encompassing furniture and wall treatments to menu design, staff uniforms, and even food

presentation. Inconsistent themes (modern furniture with traditional decor that clashes) may create dissonance rather than appeal. Successful cafes in Pokhara will likely be those that commit to a clear, coherent aesthetic vision and execute it consistently throughout the customer experience.

Table 16: Well-decorated cafes encourage social media sharing

Response	Frequency	Percentage
Strongly Agree	39	39%
Agree	47	47%
Neutral	9	9%
Disagree	4	4%
Strongly Disagree	1	1%
Total	100	100%

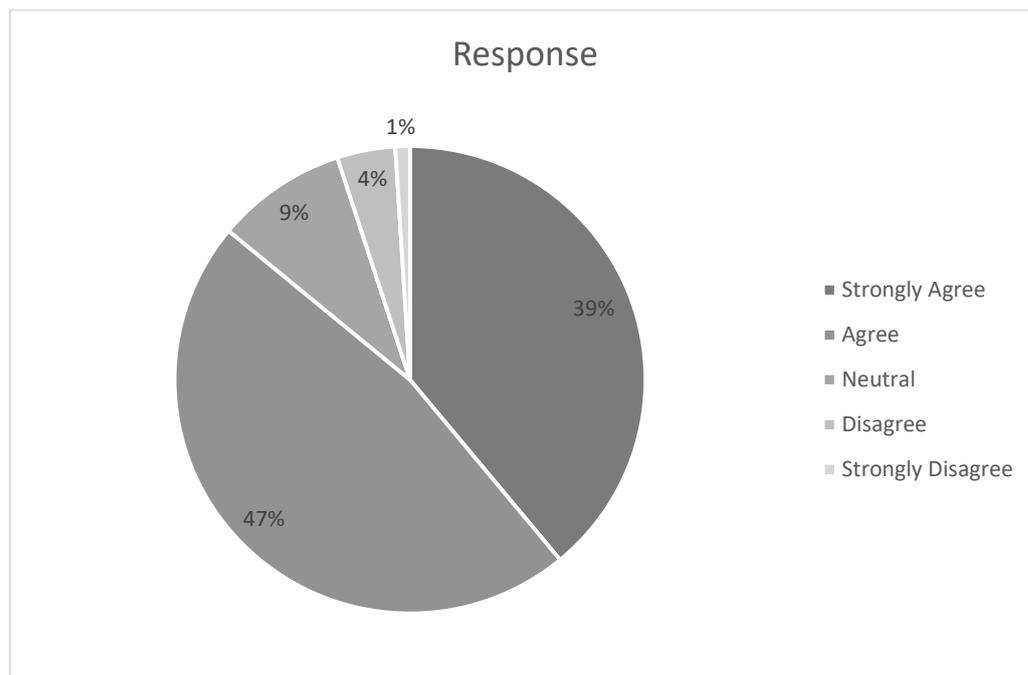


Figure 17 Well-Decorated Cafes Encourages Social Media Sharing

At 86% agreement, and with the highest "strongly agree" rate of the entire study at 39%, this finding has profound implications for cafe marketing and business strategy. The 39% who strongly agree represent youth who actively seek Instagram-worthy moments and share their cafe experiences as part of their social media presence. Combined with the 47% who agree, an overwhelming majority of youth (86%) acknowledge that well-decorated cafes prompt social media sharing. This creates a powerful marketing multiplier, as every

attractive cafe interior becomes free advertising when youth post photos on Instagram, Facebook, or TikTok, potentially reaching hundreds or thousands of their followers. The 9% neutral and 5% disagree/strongly disagree represent youth who either do not use social media for sharing or are less motivated by aesthetics, but they are a small minority. For cafe owners, this finding suggests that designing "Instagrammable" moments such as feature walls, unique lighting installations, artistic details, and beautiful plating is not frivolous but a legitimate marketing investment. Cafes that are photogenic benefit from word-of-mouth marketing that extends far beyond their immediate location. However, this should be balanced with authentic design that serves all customers, not just those seeking photo opportunities.

4.6 Summary of Key Findings by Importance Ranking

Table 17: Ranking of Atmospheric Factors by Agreement Level

Rank	Atmospheric Factor	% Agree/Strongly Agree
1	Background music enhances enjoyment	87%
2	Attractive colour combinations	86%
2	Unique interior design	86%
2	Theme/aesthetic influences choice	86%
2	Well-decorated encourages social media	86%
2	Spacious layout for gatherings	86%
3	Comfortable seating	85%
4	Pleasant lighting	82%
5	Noise control (excess noise discourages)	74%
6	Atmosphere influences visit frequency	73%
7	Wi-Fi availability	71%
8	Charging ports importance	52%

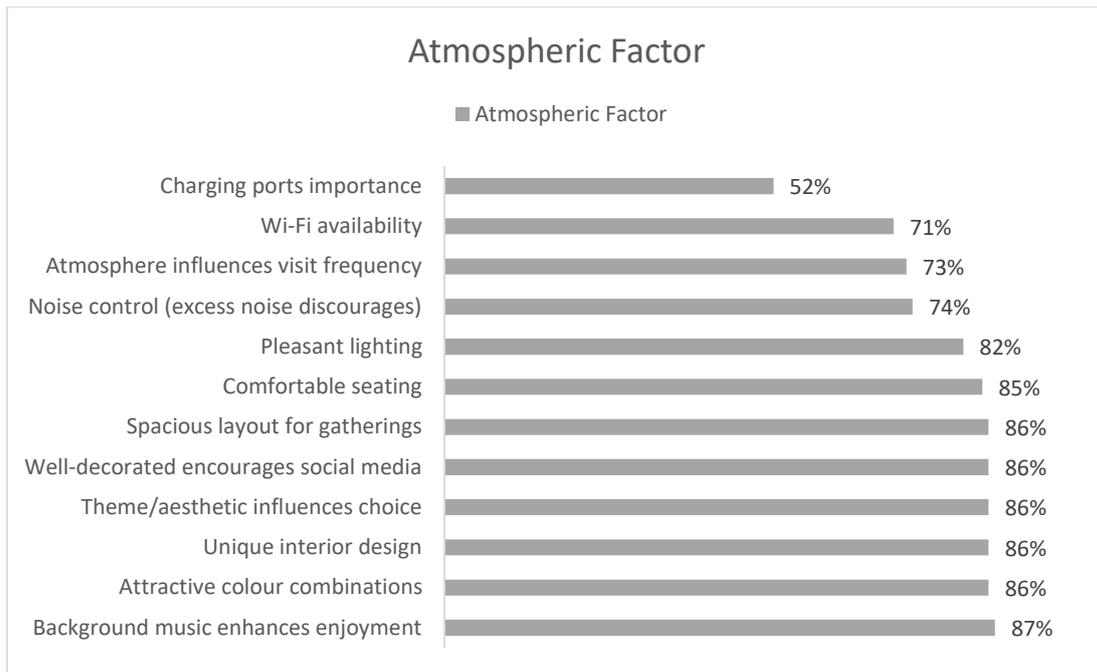


Figure 18 Ranking of Atmospheric Factors by Agreement Level

This ranking table provides a clear hierarchy of atmospheric importance for cafe owners to use in resource allocation decisions. Music emerges as the undisputed top priority at 87%, suggesting that audio environment should receive primary attention. The cluster of visual and spatial elements at 86% (colour, design, theme, social media appeal, and spaciousness) indicates that youth seek holistic aesthetic experiences, with all factors being equally important and requiring integrated consideration in design planning. Comfortable seating at 85% reinforces that physical comfort is non-negotiable for extended stays. Pleasant lighting at 82% remains highly important but slightly less critical than other sensory elements. The drop to 74% for noise control is interesting. While still important, it ranks below positive atmospheric elements, suggesting youth are more motivated by attractive features than by avoiding negative ones. The foundational finding that 73% agree atmosphere influences visit frequency validates the entire study. Wi-Fi at 71% confirms digital connectivity matters but is secondary to physical atmosphere. Charging ports at 52% are clearly a niche requirement, important to about half of youth but not a universal priority.

4.7 Qualitative Analysis: Open-Ended Responses

The qualitative component of this study, derived from responses to "What improvements would you like to see in cafes in Pokhara?" provides rich contextual data that complements and deepens the quantitative findings. Through thematic analysis of 100 respondents' comments, several distinct themes emerged that illuminate the specific expectations of urban youth regarding café atmospheres.

4.7.1 Seating Comfort: The Primacy of Physical Ergonomics

The most frequently mentioned improvement area, raised by approximately one in seven respondents, was seating comfort. This finding strongly supports the quantitative data showing 85% agreement that comfortable seating influences revisit decisions. However, the qualitative responses provide crucial specificity about what "comfortable seating" means to Pokhara's youth.

Respondents consistently criticized hard surfaces, with comments such as "Wooden/metal chairs feel hard, soft cushion seating would make the experience more relaxing" and "I hope they have cushioned seat for more comfort." This clearly indicates that youth are specifically requesting padded, cushioned seating rather than hard wooden or metal chairs. The repeated mention of "cushion" suggests that many Pokhara cafes currently use hard-surfaced furniture that becomes uncomfortable during extended visits.

This finding makes practical sense because youth often spend long hours in cafes studying, socializing, or working, and hard surfaces become increasingly uncomfortable over time. Cushioned seating allows them to stay longer without physical discomfort, directly contributing to their overall enjoyment and willingness to return.

From a theoretical perspective, this finding connects to Bitner's Servicescape Model (1992), specifically the "spatial layout and functionality" dimension. The functionality of furnishings directly influences customer comfort and, consequently, their duration of stay and likelihood of return. It also relates to Oldenburg's Third Place Theory (1989), which emphasizes that successful third places must be physically comfortable enough to encourage lingering, a "home-away-from-home" feeling that hard, uncomfortable chairs cannot provide.

4.7.2 Affordable Pricing: The Economic Reality of Youth Customer

The second most frequent theme, mentioned by roughly one in eight respondents, was affordability. Comments ranged from general statements like "affordable drinks" and "the prices are too pricey" to more specific requests such as "student discounts" and "combo offers." One respondent explicitly noted "the prices are too pricey to afford except few of them," suggesting that current café pricing in Pokhara may exclude many potential youth customers.

This theme is particularly significant when considered alongside the demographic finding that students constitute 61% of respondents but only 8.2% visit daily. The qualitative data provides the explanation for this discrepancy, indicating students want to visit cafes more frequently but are constrained by limited disposable income. This creates a tension between the desire for atmospheric experiences and economic reality.

From a theoretical perspective, this finding relates to the concept of "perceived value" in consumer behaviour literature. Baker et al. (2002) demonstrated that environmental cues influence not only satisfaction but also perceived value, as customers evaluate whether the experience justifies the cost. When youth describe prices as "too pricey," they are essentially indicating a perceived value gap; the atmospheric experience, while appreciated, may not warrant the expense for frequent visits.

4.7.3 Food Quality and Variety: Beyond Atmosphere

Approximately one in eight respondents mentioned food quality and variety, with comments including "More focus on food rather than aesthetics," "Food quality," and "Variety of food." One respondent specifically requested "theme based food," suggesting interest in culinary offerings that align with cafe concepts.

This finding is theoretically important because it reveals that youth do not evaluate cafes on atmosphere alone but the core product must also meet expectations. The comment "More focus on food rather than aesthetics" is particularly revealing, suggesting that some youth perceive Pokhara cafes as prioritizing visual appeal over culinary quality.

From a servicescape perspective, Bitner (1992) noted that while physical environment influences customer responses, it operates in conjunction with core service quality. An attractive atmosphere cannot compensate for poor food quality over repeated visits, as

novelty may attract initial visits, but sustained patronage requires satisfaction with the core product.

4.7.4 Service Speed: Operational Efficiency Matters

Roughly one in nine respondents mentions service speed, with comments ranging from "Fast service/serving" to more specific observations like "Service speed could be improved during peak hours." One respondent even suggested technological solutions: "use of AI and hardware with software that support the interaction between the customer and the server can be implemented for better productivity which also eliminates the awkwardness for introvert customers."

This theme introduces the dimension of service delivery process into the atmospheric discussion. While the servicescape model focuses primarily on physical environment, service quality literature emphasizes that responsiveness and efficiency are critical determinants of customer satisfaction. The qualitative data suggests that even the most beautifully designed cafe can disappoint if operational processes create delays.

The specific mention of "peak hours" indicates that youth notice and are affected by the discrepancy between off-peak and peak service levels. This suggests that cafés need staffing and process strategies specifically designed for busy periods.

4.7.5 Unique Themes and Aesthetic Differentiation

Nearly one in ten respondents explicitly requested more unique and varied cafe themes, with comments including "different themes i.e. cat cafes" and a pointed criticism: "They should try different themes every cafes have same themes." Another respondent noted "Too minimalist, add more decor," suggesting that the current minimalist aesthetic may be perceived as lacking visual interest.

This theme powerfully reinforces the quantitative finding that 86% of youth value unique interior design. However, the qualitative data adds critical context by revealing that youth perceive current offerings as homogeneous. The comment "every cafes have same themes" suggests market saturation of similar aesthetic approaches, creating an opportunity for differentiation through genuinely distinctive concepts.

From a theoretical perspective, this finding connects to the concept of "experience economy" (Pine & Gilmore, 1998), which argues that consumers increasingly seek

memorable experiences rather than mere services. Themed cafes that offer distinctive, immersive experiences create greater perceived value and generate word-of-mouth marketing.

4.7.6 Wi-Fi and Technological Amenities

Approximately one in twelve respondents mentioned technology-related improvements, with comments focusing on both connectivity ("faster Wi-Fi") and hardware ("charging port," "Adding charging ports for phones and laptops at each table"). This aligns with the quantitative finding that 71% of youth value Wi-Fi, while also clarifying what "good Wi-Fi" entails, namely that it must be fast enough to support productive work.

The specificity of "at each table" for charging ports is significant. It suggests that current charging access may be limited to specific locations, forcing customers to compete for outlet-adjacent seats. For device-dependent users (students, freelancers), this can be a significant frustration.

4.7.7 Smoking Zones: Managing Competing Preferences

A small but vocal group, approximately one in fourteen respondents, mentioned smoking-related concerns, revealing a clear division in youth preferences. Some requested designated smoking areas: "Cafe should have smoking zones," while others demanded smoke-free environments: "no smoking zones," "too much smoking and vapes." One respondent specifically noted that "free smoking area worsens the experience of other visitor's."

This finding represents a conflict between different user groups within the same demographic. Unlike other atmospheric elements where agreement is possible, smoking preferences are inherently divisive. From a servicescape perspective, this relates to the "ambient conditions" dimension where air quality is a fundamental atmospheric element that affects all customers simultaneously.

The qualitative data suggests that Pokhara youth are not demanding a complete smoking ban, but rather clear separation between smoking and non-smoking areas. This approach allows both groups to be accommodated without one group's preferences degrading the other's experience.

4.7.8 Local Elements: Authenticity and Place Identity

A notable minority, approximately one in twenty respondents, explicitly requested more local elements, with comments such as "locally roasted Nepali beans," "Display more local arts and decors," and "Add more local food." This theme reveals a desire for authentic, place-based experiences that connect to Pokhara's identity rather than generic international café formats.

This finding relates to concepts of authenticity and cultural identity in consumer behaviour. While globalization has exposed Nepali youth to international café culture, the qualitative data suggests a simultaneous desire for localized experiences that feel rooted in Nepali culture. The specific mention of "locally roasted Nepali beans" indicates awareness of and pride in local coffee production.

From a differentiation strategy perspective, incorporating local elements offers cafés a way to distinguish themselves from competitors that simply copy international templates. A café that features local art and serves locally-roasted coffee creates a unique value proposition.

4.7.9 Cleanliness, Privacy, and Lighting

Additional themes emerged with fewer mentions but still offer valuable insights. Parking was highlighted by several respondents with comments such as "parking space" and "Should focus on parking place," emphasizing that accessibility influences the customer experience. Regardless of how attractive the interior may be, inconvenient access can diminish overall satisfaction.

Cleanliness operates as a hygiene factor while its presence may not create positive satisfaction, but its absence creates strong dissatisfaction. The request for private spaces connects to environmental psychology concepts of personal space and territoriality. The preference for "soft and warm" lighting aligns with research showing that warm colour temperatures create feelings of relaxation.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Study

This study investigated the impact of cafe atmosphere on urban youth in Pokhara, with the specific objective of understanding how atmospheric elements influence visit frequency among youth aged 18-30. The research employed a descriptive survey design, collecting data from 100 respondents through an online structured questionnaire distributed via social media platforms.

The study was guided by Bitner's Servicescape Model (1992) and Oldenburg's Third Place Theory (1989), which provided theoretical frameworks for understanding how physical environments influence customer behaviour and how cafes function as important social spaces beyond home and work.

Key demographic findings showed that the sample comprised 47% youth aged 18-21, 35% aged 22-25, and 18% aged 26-30. Females represented 61% of respondents, and students constituted 61% of the sample. Visit frequency patterns revealed that 66% of youth visit cafés at least weekly, with 22% visiting daily.

The analysis examined three categories of atmospheric factors: ambient conditions (lighting, colour, music, noise), spatial layout and functionality (seating comfort, arrangement, Wi-Fi, charging ports), and decor elements (interior design, theme, aesthetics). Each factor was measured through Likert-scale questions, and open-ended responses provided qualitative insights into youth preferences and improvement suggestions.

5.2 Conclusion

Based on the analysis of survey data from 100 urban youth in Pokhara, the following conclusions can be drawn:

5.2.1 Overall Atmosphere Impact

The study conclusively establishes that café atmosphere significantly influences youth visit frequency, with 73% of respondents confirming that atmosphere affects how often they

visit cafes. This validates the core premise of the research and confirms that investment in atmospheric elements is strategically important for cafe businesses targeting youth customers in Pokhara.

5.2.2 Ambient Conditions

Among ambient factors, background music emerged as the most critical element, with 87% of youth reporting that music enhances their enjoyment. This finding suggests that music selection should be a priority for cafe owners. Lighting and colour also demonstrated strong influence, with over 80% agreement on their importance. However, noise control presents a delicate balance as music is desired but 74% of youth are discouraged by excessive noise, indicating that volume management is essential.

5.2.3 Spatial Layout and Functionality

Seating comfort (85%) and spacious layouts (86%) emerged as fundamental requirements for youth customers. The high agreement levels indicate that physical comfort is non-negotiable for attracting repeat visits. Qualitative data specifies that youth want cushioned seating rather than hard wooden or metal chairs that become uncomfortable during extended stays. This connects directly to Bitner's functionality dimension as furnishings must facilitate comfort for prolonged occupation.

Wi-Fi availability, while important to 71% of youth, shows somewhat lower priority than physical comfort factors. Notably, charging ports revealed the most divided opinion, with only 52% considering them important, suggesting that while some youth (particularly students and freelancers) rely on device charging, others prioritize different aspects.

5.2.4 Decor Elements

All décor-related factors achieved 86% agreement, demonstrating that visual aesthetics are consistently important to Pokhara's urban youth. Particularly significant is the finding that 86% of youth share photos of well-decorated cafes on social media, with 39% strongly agreeing. This creates a powerful marketing multiplier as attractive cafe interiors generate free advertising through youth Instagram, Facebook, and TikTok posts, potentially attracting new customers.

Qualitative data reveals that youth perceive current cafe offerings as lacking diversity, with criticism that "every cafes have same themes." This indicates market saturation of similar

aesthetic approaches and creates opportunity for differentiation through distinctive concepts.

5.2.5 Demographic Patterns

The analysis reveals that employed and self-employed youth are more frequent cafe visitors (daily rates of 44% and 42.9%) compared to students (8.2% daily). This suggests that while students form the largest customer base, their visit frequency is constrained by budget considerations. This finding aligns with qualitative responses frequently mentioning affordability concerns and requesting student discounts.

5.2.6 Youth Priorities

When all factors are ranked, background music (87%) emerges as the top priority, followed closely by visual aesthetics and spacious layouts (86%), and comfortable seating (85%). This hierarchy suggests that youth seek multisensory experiences combining auditory pleasure, visual appeal, and physical comfort.

5.2.7 Improvement Themes

Qualitative analysis revealed that beyond atmospheric factors, youth desire improvements in:

- Cushioned seating (not hard chairs) for extended comfort
- Affordable pricing with student discounts and combo offers
- Food quality and variety, as atmosphere alone cannot compensate for poor food
- Service speed, especially during peak hours
- Unique themes to differentiate from repetitive current offerings
- Reliable Wi-Fi and accessible charging ports
- Separate smoking zones to accommodate both smokers and non-smokers
- Local elements like Nepali coffee beans and local art for authenticity
- Cleanliness, particularly washrooms
- Private spaces for focused work or private conversations
- Warm, soft lighting rather than harsh fluorescent

5.3 Recommendations

5.3.1 Recommendations for Cafe Owners and Managers

Based on the findings, the following actionable recommendations are proposed:

1. Prioritize Music Selection (Top Priority - 87%)

- Invest in quality sound systems
- Create customised playlists matching cafe theme and time of day
- Consider quieter instrumental music during study hours, livelier options during evening social hours
- Ensure volume levels allow conversation without shouting
- Train staff to monitor and adjust volume based on customer density

2. Invest in Visual Aesthetics (High Priority - 86.0%)

- Develop distinctive themes that differentiate from competitors as respondents criticize "every cafes have same themes"
- Use attractive, cohesive colour schemes throughout the space
- Incorporate Instagram-worthy photo spots (39% strongly agree they share photos)
- Regularly refresh décor to maintain novelty
- Display local art for authenticity and community connection

3. Install Cushioned Seating (High Priority - 85% + one in seven mentions)

- Replace hard wooden/metal chairs with cushioned seating
- Youth explicitly request "soft cushion seating" for extended stays
- Offer variety: sofas for lounging, cushioned chairs for studying, booth seating for groups
- Test seating personally before purchasing
- Remember: hard surfaces actively discourage return visits

4. Ensure Spacious Layouts (86%)

- Avoid overcrowding by allowing adequate personal space between tables
- Create different zones: quiet areas for studying, social zones for groups
- Ensure easy movement between tables
- Consider outdoor seating where space allows (requested in qualitative data)

5. Optimize Lighting Design (82% + 3 qualitative mentions)

- Use soft, warm light rather than harsh fluorescent lighting
- Incorporate natural light where possible
- Provide adequate brightness for reading/studying while maintaining cozy atmosphere
- Ensure no areas are "too dim" as noted by respondents

6. Manage Noise Levels Strategically (74%)

- Balance background music with conversation-friendly volumes
- Use acoustic treatments (rugs, curtains, ceiling panels) to absorb excess noise
- Consider "quiet hours" for students/workers
- Train staff to monitor and manage noise levels proactively

7. Address Affordability for Students (one in eight mentions)

- Offer student discounts during off-peak hours
- Create combo offers and budget menu options
- Consider loyalty programs for regular customers
- Recognize that students are the largest but most price-sensitive segment
- Monthly visitors (34%) represent conversion opportunity through pricing strategies

8. Improve Food Quality and Variety (one in eight mentions)

- Do not prioritise aesthetics over food quality, as youth are highly attentive to this issue
- Offer variety, including rotating specials
- Consider "theme based food" aligned with cafe concept
- Ensure quality matches atmospheric expectations

9. Ensure Reliable, Fast Wi-Fi (71% + one in twelve mentions)

- Invest in commercial-grade internet suitable for multiple users
- Display Wi-Fi password prominently
- Test connection speed regularly
- Essential for student and freelancer customers who use cafes as workspaces

10. Install Accessible Charging Ports (52% but important for device users)

- Place outlets near tables where longer-stay customers sit
- Consider "charging ports at each table" as requested
- Communicate outlet availability to customers
- While not universally important, loyal customers value this amenity

11. Create Clear Smoking Policies (one in fourteen mentions)

- Designate separate smoking zones away from main seating
- Ensure smoke doesn't drift into non-smoking areas
- Consider ventilation systems for smoking areas
- Address divided preferences through physical separation
- Respond to requests for both smoking zones and smoke-free environments

12. Incorporate Local Elements (one in twenty mentions)

- Feature locally roasted Nepali coffee beans
- Display local artwork (consider art-for-sale partnerships)
- Offer some local food options alongside international items
- Create authentic Pokhara identity rather than generic copies
- Youth seek connection to place and local culture

13. Improve Service Speed (one in nine mentions)

- Staff appropriately during peak hours
- Consider digital ordering options (apps, QR codes)
- Train staff for efficiency without sacrificing friendliness
- Clean tables promptly after customers leave
- Address "introvert customers" through technology options

14. Maintain Cleanliness (mentioned by several respondents)

- Pay special attention to washroom hygiene
- Ensure tables are cleared and cleaned promptly
- Regular cleaning schedules throughout operating hours

15. Consider Private Spaces (requested by several respondents)

- Offer booth seating with higher backs for privacy
- Consider small semi-enclosed spaces or "cabins"

- Accommodate customers seeking focused work or private conversations

5.3.2 Recommendations for Future Researchers

1. Expand Sample Size and Diversity

- Include larger sample for more robust statistical analysis
- Ensure balanced gender representation
- Include youth not active on social media

2. Employ Mixed Methods:

- Combine surveys with in-depth interviews
- Conduct observational studies in cafés
- Use focus groups to explore preferences deeply

2. Investigate Additional Variables

- Examine relationship between atmosphere and spending patterns
- Study atmosphere's impact on length of stay
- Investigate seasonal variations

3. Conduct Comparative Studies

- Compare Pokhara with Kathmandu and other Nepali cities
- Compare local youth versus tourist youth preferences

4. Longitudinal Research

- Track changing preferences over time
- Study how café atmosphere preferences evolve with age

5. Experimental Designs

- Manipulate specific atmospheric elements to measure causal effects on behaviour

5.4 Contribution to Knowledge

This study makes several important contributions to academic knowledge and practical understanding:

5.4.1 Theoretical Contributions

- Contextual Application: The study successfully applies Bitner's Servicescape Model (1992) and Oldenburg's Third Place Theory (1989) to a non-Western, secondary city context in Nepal, demonstrating the frameworks' cross-cultural relevance while revealing context-specific variations.

- **Hierarchy of Atmospheric Factors:** The research establishes a clear hierarchy of atmospheric importance specific to Nepali youth, with music emerging as the most critical factor—a finding that differs from some Western studies where lighting or seating often top priorities.
- **Social Media Amplification:** The study quantifies the relationship between café aesthetics and social media behaviour (86% share photos with 39% strongly agree), contributing to emerging literature on the intersection of physical spaces and digital behaviour.
- **Student-Earner Differences:** The research reveals significant behavioural differences between student and employed youth, contributing to understanding of how economic factors moderate atmosphere-behaviour relationships.

5.4.2 Methodological Contributions

- **Survey Instrument Development:** The questionnaire developed for this study provides a validated tool for future research on cafe atmospheres in Nepali contexts.
- **Mixed Methods Integration:** The combination of quantitative Likert-scale data with qualitative open-ended responses demonstrates an effective approach for capturing both measurable patterns and rich contextual insights.
- **Thematic Analysis Framework:** The detailed qualitative analysis provides a model for analysing open-ended responses in hospitality research.

5.4.3 Practical Contributions

- **Evidence-Based Guidance:** Cafe owners now have empirical data to guide investment decisions rather than relying on intuition or imitation.
- **Priority Framework:** The ranking of atmospheric factors provides clear direction for resource allocation, indicating music and visual aesthetics should receive priority investment.
- **Specific Actionable Insights:** Qualitative data provides specific guidance: youth want cushioned seating (not hard chairs), student discounts, faster service, unique themes, and local elements.
- **Marketing Insight:** Understanding that 86% of youth share cafe photos on social media reveals that investing in photogenic spaces generates free advertising.
- **Segmentation Understanding:** The finding that students (61%) are price-sensitive while employed youth (44% daily) are high-frequency enables targeted strategies.

5.4.4 Contextual Contributions

- **Pokhara-Specific Knowledge:** This study fills a significant gap by providing the first empirical investigation of cafe atmosphere specifically focused on Pokhara's urban youth.
- **Nepali Youth Culture Documentation:** The research contributes to documenting contemporary Nepali youth culture and their relationship with urban commercial spaces.
- **Secondary City Perspective:** By focusing on Pokhara rather than Kathmandu, the study provides insights into how cafe culture manifests in Nepal's secondary cities, which may differ from the capital.
- **Local Elements Emphasis:** The finding that youth request local elements (Nepali coffee beans, local art) reveals the importance of authenticity and place identity in an increasingly globalized cafe culture.

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APPENDICES

SECTION A: DEMOGRAPHIC INFORMATION

1. Age Group:
 - 18-21 years
 - 22-25 years
 - 26-30 years
2. Gender:
 - Female
 - Male
 - Other
3. Occupation:
 - Student
 - Employed
 - Self-employed
 - Other: _____
4. How often do you visit cafes in Pokhara?
 - Several times a week
 - Once a week
 - 2 – 3 times per month
 - Rarely

SECTION B: CAFÉ VISIT FREQUENCY (DEPENDENT VARIABLES)

5. The atmosphere of a café influences how often I visit it.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

SECTION C: AMBIENT CONDITIONS (LIGHTENING AND COLOUR) + MUSIC AND NOISE LEVEL

Please indicate your level of agreement.

6. Pleasant lighting in a café encourages me to stay longer.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
7. Attractive colour combinations inside the café improve my overall experience.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
8. Background music enhances my enjoyment while visiting a café.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
9. Too much noise in a café discourages me from visiting frequently.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

SECTION D: SPATIAL LAYOUT AND FUNCTIONALITY

(Seating comfort, arrangement, amenities)

10. Comfortable seating arrangements influence my decision to revisit a cafe.
- Strongly Agree
 - Agree
 - Neutral

- Disagree
 Strongly Disagree
11. Spacious seating layout makes a café more attractive for social gatherings.
- Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree
12. Availability of Wi-Fi encourages me to visit cafés more frequently.
- Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree
13. Charging ports or power outlets are important for me while choosing a café.
- Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree

SECTION E: DÉCOR ELEMENTS (INTERIOR DESIGN AND THEME)

14. Unique interior design makes a café more appealing to visit.
- Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree
15. The theme or aesthetic of a café influences my choice of café.
- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

16. A well-decorated café encourages me to take photos and share on social media.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Agree

Section F: Open-Ended Questions (Qualitative Part)

17. What improvements would you like to see in cafés in Pokhara?