

BOOKS AND CAFFEINE: EXPLORING COLLEGE STUDENTS' PERCEPTION OF LIBRARY CAFÉ

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KeyWords

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ABSTRACT

This qualitative research aimed to explore the perceptions and opinions of college students at UM Peñaplata College regarding library cafés and their potential influence on students' views about libraries. The goal was to develop a comprehensive understanding of the students' perspective on library cafés and their role in promoting reading habits and engagement with books. Using a qualitative approach, the study employed a combination of an Interview Guide Questionnaire (IGQ), in-depth interviews of participants. Thematic analysis is used for data analysis to capture the salient themes of the responses of participants. Results revealed that college students perceive library cafés as conducive environments for concentration, productivity, and studying, while also providing a pleasant atmosphere. Students expressed a strong desire for a library café in Samal City, as it offers a unique combination of intellectual engagement, social interaction, and food options. The availability of food enhances the overall studying experience and fosters a sense of community among students. It was also revealed that there are several challenges associated with establishing a library café in Samal City, including logistics, cost management, sustainability, and effective marketing. However, locating the café near the beach in Samal District would be considered as a favorable option, as it would attract both residents and tourists, thereby positively impacting the city's economy and culture. This study provides implication for future research to explore similar businesses, such as library cafés, to support literacy and knowledge.

INTRODUCTION

Library Café has become increasingly popular in recent years, as it provides a comfortable and inviting space for individuals to study, work, and socialize (Deng, et.al., 2017). Research on library cafés has primarily focused on the impact of these spaces on library use, user satisfaction, and community engagement. Library café that serves as a space for meetings, learning, and creativity has the capacity to establish a platform that enables students to establish stronger connections with both their school and their community (Matsuda, 2016).

Libraries play an important role as a reliable and beneficial information provider in the students' academic success and performance. However, academic libraries were struggling to stay relevant and engaging to their users, particularly younger generations they see libraries as intimidating and unapproachable for they were more used to digital platforms. According to Gayton (2008), "The apparent death of academic libraries, as measured by declining circulation of print materials, reduced use of reference services, and falling gate counts, has led to calls for a more "social" approach to academic libraries: installing cafés, expanding group study spaces, and developing information commons". Hence, the concept of library café was to provide a comfortable and conducive environment for students, researchers, and other library users to study and work while enjoying refreshments. A café in a library can provide an informal, relaxed setting where students can socialize and collaborate with their peers, which can contribute to increased social learning in the library (Deng et.al., 2017). The study of Matsuda (2016) also states that, library café in school strengthens various factors such as social skills, academic success, mental health awareness and increase information literacy education.

While there was existing competition between internet cafés and library cafés, the focus of this study was to highlight the advantages of library cafés over internet cafés, particularly for students. Specifically, the study aims to demonstrate the positive impacts of library cafés and identify the negative effects of internet cafés on student performance and well-being. Library cafés can provide several benefits to students, including access to resources, convenience, collaborative learning, improved academic performance and it reduces stress. However, there were several potential negative effects of internet cafés for students, including: distraction, reduced academic performance, social isolation, health problems, and security risks (Yesil, 2003).

Urban planners use the concept of the "third place" to refer to locations where individuals can spend their leisure time and take a break from the demands of their homes and workplaces. The third place serves as a space for relaxation and social interaction, providing a break from the routine of daily life. In an ideal community, the presence of third places allows individuals to find respite and connection outside of their home and work environments (Cayetano, 2022).

Library cafés can be analyzed through the theoretical lens of "third place" theory, which suggests that individuals have three main places in their lives- home, work/school, and a "third place" where they can socialize and relax outside of these two primary locations. The concept of the "third place" was introduced by sociologist Ray Oldenburg, who argued that these informal gathering places were essential for building social connections and a sense of community. (Nguyen, Han, Sahito, & Lam, 2018). Third places serve as neutral grounds where people can come together to socialize, relax, and engage in informal conversations and activities, and can include coffee shops, parks, libraries, and other public spaces. The concept was important for promoting social support, mental health, and civic engagement. The COVID-19 pandemic has further emphasized the value of third places and the need for social connection and community resilience. Urban planners play an important role in creating and promoting third places to ensure that communities are vibrant and healthy (Hanselman, 2007). Finally, this study potentially targeted the United Nations Sustainable Development Goal 12, Responsible Consumption and Production where sustainable consumption of customers and production of business patterns can sustain the livelihoods of current and future generations (Martin, n.d.).

Considering the theoretical foundations, this study concentrated on the views and opinions of college students about having a library café in the Island Garden City Samal, Davao del Norte, Philippines. Despite existing research on how to open ideal library cafés, this study seeks to gather opinions and perceptions from college students in UM Peñaplata College to determine whether these spaces meet their expectations in terms of service quality and user satisfaction. Moreover, the presence of a café within a library can create a more welcoming atmosphere for library users and foster community connections. Therefore, investigating the perceptions of college students towards library cafés and their impact on individuals, this study can also serve as a guide for potential business owners who wish to open library cafés. By highlighting the potential benefits of creating welcoming and inclusive spaces within libraries, while considering practical considerations of operating a café within a library setting, the findings of this study can assist entrepreneurs in creating successful library café businesses.

The sole purpose of this study was to gather the views and perceptions of college students at UM Peñaplata College about library cafés. The study will focus on answering the following questions:

1. What are the views of college students in UM Peñaplata College about library cafés?
2. With a fondness for coffee and books, what are the opinions of college students in UM Peñaplata college about having a library café in Samal City?

METHOD

In this chapter the researchers present the research design, the role of the researchers, participants, research locale, instruments, data gathering procedure, data analysis, trustworthiness, and ethical considerations.

Research Design. In this research study, the research questions were addressed using qualitative approach. Qualitative research is a method of inquiry used in social sciences and other fields that focuses on understanding and interpreting human behavior, and meaning making through the collection and analysis of non-numerical data (Mohajan, 2018). As defined by Creswell (2014), a professional researcher and leading authority in qualitative research, it is a "means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem." Qualitative research is an interesting approach to studying people and people's understanding, beliefs, and interpretations of the world. It has been used to study people, ethics, law, aesthetics, and architecture among other subjects (Moran, 2000). While there is a diversity of philosophical understanding influencing the various approaches to a qualitative study, what they all have in common is: 'The study of structures of consciousness as experienced from the first-person point of view' (Smith & Osborn, 2004). Furthermore, the use of qualitative research methods in this study allowed for a deep understanding of the research questions and provided valuable insights into the perceptions of college students regarding library cafés.

Research Participants. The participants were purposefully chosen for this study. The following selection criteria were observed by the researchers with the recommendations of the research adviser and the nature of the study. To explore college students' perceptions of a library café, we recruit participants who meet the following criteria: (1) must be a bona fide college student who were cur-

rently enrolled at UM Peñaplata College; (2) bibliophiles, college students who love to read books; (3) the participants must have been into a café and drinks coffee. (4) participants should be willing to participate in a qualitative study, which may involve being interviewed individually; (5) informed consent, participants should be fully informed about the purpose and procedures of the study and give their informed consent to participate. The researchers show six participants that will fit in the criteria stated above because according to (Ellis, 2016) different textbooks suggest different sized samples for phenomenological research, but a sample of between 6 and 20 individuals is sufficient.

Research Instrument. In this study, the researchers used in-depth interview as the main method for data collection (Legard, et.al., 2003). The researchers further used an interview guide questionnaire with probing questions to gather specific answers to be analyzed thoroughly. An interview using such guide questionnaire can be successful to invite reciprocity between the interviewer and participant (Galleta, 2012) and the interviewer can improvise follow up questions based on the responses of the participants (Har-don, et.al., 2004).

Data Gathering Procedure. The following undertakings were followed to faithfully follow the procedure in the conduct of this research such as asking permission to conduct the study, crafting the research instrument, and scheduling and conducting in-depth interviews. First, the researchers asked permission from the research teacher, dean of college and SHS Principal of UM Peñaplata College to conduct this study. Next, the researchers crafted the research instrument to uncover rich and nuanced data, contributing to a deeper understanding of the phenomenon under study. Afterward, the researchers sent a message to the participants and the researchers sent them an informed consent, then signed the forms. The researcher then signed the informed consent. After signing the informed consent, the researchers scheduled the interview, in-depth interview, and distribution of open-ended questions following the actual conduct of the interview. The researchers enabled the gathering of extensive data regarding the conduct, mindset, and perception of the participants.

Data Analysis. To explore the perception of the participants about library cafes, this research employed thematic analysis. This is a method for identifying, analyzing, and interpreting patterns of meaning within a qualitative data. (Clarke & Braun, 2017). These categories were organized to the summarized data (Columbia Public Health, 2019).

Ethical Considerations. Before the data collection, this study addressed ethical considerations. Voluntary participation, privacy and confidentiality, recruitment, risks, benefits, safety, plagiarism, fabrication, falsification, conflict of interest, deceit, permission, and authorship were considered by the researchers. The participation of UM Peñaplata College students was voluntary and no identifying information was collected. The researchers also follow the Data Privacy Act 2012 or The Republic Act No. 10173 to keep everyone's information in accordance with any personal information that the researchers have gather during the study will stay private and confidential to protect the respondents. In the recruitment, the researchers managed any potential discomforts including awkwardness, self-consciousness, and the comfortability in the environment of the participants to ensure that their answers during the interview sessions were unhindered by these discomforts. Furthermore, this study had no high-risk situations, including socioeconomic, psychological, or physical health issues that participants may encounter. Moreover, the researchers were able to provide the respondents with generalizable knowledge about the potential benefits of opening library cafes in the island. Future researchers and businesses may potentially use this study as it provided new knowledge in this field. In order to provide safety for the participants, their names were coded throughout the research to hide their identity, to ensure the security, and also the researchers will keep the information apart from the survey private. To avoid plagiarism, the researchers utilized Turnitin software to ensure the originality of the study. In terms of fabrication, the researchers obtained facts and information and wrote them in the most precise manner possible. Similarly, considering falsification when there is no indication that someone has purposefully misrepresented the work. In the conflict of interest, the researchers explicitly eliminated the COI by refraining from surveying their peers. A professional judgment on a core interest, such as the respondents' welfare or the reliability of the study, is not generally likely to be impacted by a secondary interest, such as monetary or academic advantages or recognitions. In terms of deceit, no dishonesty of any kind will be used in the writings of this study to undermine the respondents' well-being. Penultimately, the researchers conducted the survey with the full consent and agreement of the participants. Finally, in conducting the study, the researchers considered authorship qualifications. The researchers contributed to the idea and design, data gathering, and data interpretation with the support and direction of the research teacher.

RESULTS

This section outlines the views of college students of UM Peñaplata College about library café as well as the opinions of the students about having a library café in Samal. In response to the college students' view about library café, these opinions were categorized into: (1) finding peace of mind at the library café, (2) uninterrupted study sessions, (3) embracing diverse learning environments, (4) location of the library, (5) uniqueness and ambience of library café. Table 1 shows the views of college students about library cafés.

Table 1: The views of college students in UM Peñaplata College about library cafés.

Themes	Core Ideas
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Finding Peace of Mind at the Library Café	• The Library Café's ambiance is carefully curated to provide a sense of serenity that can create solace in the absence of noise.
Uninterrupted Study Sessions	• The atmosphere of act as a shield against external noise, making it easier for concentration in the tasks at hand. This makes of studying outside of the home mitigate from potential disruptions, enabling them to maintain a heightened level of focus and achieve their academic goals effectively.
Embracing Diverse Learning Environments	• A library café creates an environment for focus and productivity that promotes concentration to enhance the study experience of students.
Uniqueness and Ambience of Library Café	• The library café stands out as a less crowded alternative to other popular hangout spots, becoming an ideal environment for studying. The uniqueness and ambience of the café, highlights its ability to provide a relaxing, stimulating, calm, refreshing, peaceful, aesthetically pleasing, stress-free, and serene atmosphere.
Enhanced Learning and Cognitive Stimulation	• The combination of cognitive and psychomotor activities creates engagements for an overall learning experience. This is especially true with caffeine or tea, when combined with cognitive functions since food is not allowed in libraries.
Building a Vibrant Community through Literature and Connection	• The library café can serve as a warm and inviting space where students, peers, and bibliophiles can come together to foster a sense of belonging and community. The atmosphere can be designed to encourage conversations, collaboration, and the sharing of ideas to connect, exchange perspectives, and deepen their understanding of different genres, authors, and literary themes.

Furthermore, the college students responded to the thought of having a library café in Samal. These responses were categories into: (1) the challenges in starting a library café in Samal, (2) the location where should it be located, (3) the transformative impact of a library café in Samal City, (4) enhancing the students' engagement in reading, (5) engagement for tourist. Table 2 shows the opinions of college students of UM Peñaplata College of having library café in Island Garden City of Samal.

Table 2: The opinions of college students in UM Peñaplata college about having a library café in Samal City.

THEMES	CORE VALUES
The Challenges in Starting a Library Café in Samal	• The cost of starting and maintaining a library café a significant challenge for both the business owner and customers. These may include logistics, utilities, quality and price of products and sourcing raw materials.
Library Café Locale	• A library café can be situated near the beach that offers breathtaking views of the ocean, would allow guests to unwind and find solace in the calming sounds of the waves.
The Transformative Impact of a Library Café in Samal City	• Having a library café can offer a unique experience to both locals and tourists, and can also promote a positive impact on the city's economic status, as it would draw more visitors and potentially lead to the further development of tourist-oriented establishments, enhancing the city's image, cultural offerings, and natural resources.
Enhancing the Non-Readers Engagement in Reading	• By incorporating a café within the library, it may attract even those who do not read leisurely since the combination of a cozy atmosphere, enticing food and beverages, and access to an extensive book collection can inspire individuals to engage more actively in reading and learning.
Engagement for Tourist	• The library café can capture the interest of tourists who are looking for something beyond the beach, ultimately adding a new dimension to their travel itinerary on Samal Island.

DISCUSSION

Opinion on a library café. The idea of having a library café in the island makes the college students think that it would be finding peace of mind and would also give opportunities for uninterrupted study sessions. Library cafés can be a unique avenue for diverse learning environment and enhanced learning and cognitive stimulation as well as building a vibrant community through literature and connection.

Finding peace of mind at the library café. The benefits of a library café setting can provide relaxation while also enabling learning and productivity. The ambiance of a library cafe, with its aesthetic appeal and quiet atmosphere, creates a conducive environment for achieving peace of mind. It is a peaceful environment enough to study and a person can experience relaxation and meet your expectations at a library café (Villalba, 2021). The theory of a "third place" beyond home and work or school, where people can relax, socialize, and engage in activities that foster a sense of community (Nguyen, Han, Sahito, & Lam 2018). The library cafe provides a calm and relaxing atmosphere, promoting focus and productivity. The aesthetic appeal of the environment further enhances the experience, contributing to the sense of tranquility.

Uninterrupted study sessions. The concept of uninterrupted sessions refers to creating a focused and distraction-free environment that allows individuals to engage in activities requiring concentration and productivity without interruptions. The theme of uninter-

rupted sessions connects to the "third place" theory by emphasizing the need for a dedicated environment that supports focused work and minimizes distractions. There are challenges of studying at home, where distractions like comfortable beds and other temptations can hinder productivity.

Embracing diverse learning environments Embracing diverse learning environments acknowledges that individuals have unique preferences and needs when it comes to concentration and learning. In order to cultivate a pleasant atmosphere and create an inviting ambiance, the library space was adorned with appealing artwork and equipped with highly desirable amenities such as comfortable seating and on-site café services (Sandy et al., 2014). The unique qualities of the library cafe, such as its peaceful ambiance, harmony, and tranquility contribute to a sense of peace in the mind and facilitate concentration.

Uniqueness and ambiance in a library café. The concept of uniqueness and ambiance in a library cafe revolves around creating a distinct and memorable experience for visitors. A library café stands out among other places due to its uniqueness. By combining the peaceful and focused atmosphere of a library with the comfort and refreshment of a cafe, it offers a one-of-a-kind setting that caters to individuals seeking a different kind of experience. The study by Deng, et.al., (2017) demonstrated that students prefer to study and interact with friends in places where food and water are available due to the strong connection between food and socialization. Socializing over food and drinks was a significant aspect of the college experience as it helps students build long-lasting relationships and friendships. Additionally, the library cafe can enhance social capital as it can serve as a multi-functional hub for learning and socializing purposes (Deng et al., 2017).

Enhanced learning and cognitive stimulation. Enhanced learning and cognitive stimulation suggest that combining activities like reading or studying with sensory experiences, such as sipping beverages and eating while studying can create a more immersive and stimulating learning environment. Caffeine has been shown to improve concentration and focus, and it can be a beneficial tool to increase productivity. Caffeine is a stimulant that can increase activity in your brain and nervous system (Better Health Channel, 2015). In addition, caffeine has many positive effects on the brain. It can increase alertness and well-being, help concentration, improve mood, and limit depression (Nehlig, 2016). There is a bond between coffee and books that extends beyond the sense of coziness we get when we cupped one hand over a warm mug and turn the pages (Brones, 2016).

Building a vibrant community through literature and connection. This refers to the process of creating a dynamic and thriving community by utilizing literature and fostering meaningful connections among its members. The study by Deng, et.al., (2017) demonstrated that students prefer to study and interact with friends in places where food and water are available due to the strong connection between food and socialization. Socializing over food and drinks was a significant aspect of the college experience as it helps students build long-lasting relationships and friendships. Additionally, the library cafe can enhance social capital as it can serve as a multi-functional hub for learning and socializing purposes (Deng et al., 2017). Library cafe that serves as a space for meetings, learning, and creativity has the capacity to establish a platform that enables students to establish stronger connections with both their school and their community (Matsuda, 2016).

The Opinions of College Students About Having a Library Café in Samal. The idea of having a library café in Samal Island provided a variety of answers from college students. These include the challenges in starting a library café in Samal, its transformative impact in the island, the possible enhanced engagement of students to reading, and engagement for tourists.

The challenges in starting a library café in Samal. Starting a library café presents several challenges. These may include logistics, utilities, quality and price of products and sourcing raw materials. These challenges resonate Yimamu and Nadire (2018) that raising capital, creating a business team, finding skilled employees, marketing, and customers, understanding, and dealing with competitors, and keeping up with change are a few hurdles in starting a business.

Library café locale. This idea stems from the concept of the opinions of participants for the ideal location of a library café. Somewhere in Samal District would be the best location for a library café. Additionally, it may be located near the beach, providing a relaxing environment and encouraging people to visit. Such perspective aligns with Fong et.al. (2020) that the location selected has to be an efficient location to ensure the future development of the business. Also, when choosing a location, a significant importance is attached to the business and investment environment (Jabr, 2011).

The transformative impact of a library café in Samal City. This concept is about the recognizing the potential changes that could occur if a library café were to be established in the city and the effects to the local economy and community. Changes like economic status because it attracts tourists would possibly occur in the community. Public libraries were playing an important role in economic development of the community by expanding their services and activities related to local businesses and economic activities (Soroya, et.al., 2014).

Enhancing the non-readers engagement in reading. A library café could spark initiatives where students can be particularly interested in reading. A library café will not solely focus on books but can become an attraction to captivate non-leisure readers. This can be aligned with the assertion of Deng, et.al., (2017) that a café in the library has the potential to increase social learning in the library

as it provides a comfortable place for students to meet and talk.

Engagement for Tourists. A unique and enriching experience can be an ace-factor for a library café for tourists. This goes beyond a typical tourist attraction. A sense of intrigue and excitement may spark visitors to engage with a library café. It may cater to the interests of individuals who appreciate book and reading. With this at hand, Gerding (2006) mentioned that cafés in the library not only attracted new customers but also pleased regulars.

Concluding Remarks

We have gathered insightful and valuable information regarding the perceptions of college students regarding library cafés. According to their views, library cafés are highly desirable as they provide an ideal environment for studying, relaxation, and comfort. Students find that library cafés enable them to focus and concentrate better on their work and also offer an opportunity to indulge in leisurely reading.

Additionally, the combination of libraries and cafés has altered their perspective on traditional libraries. Students expressed fascination, happiness, and excitement at the concept of a library and café merging together. They believe that the availability of food and beverages creates a perfect combination for all students and patrons. They are convinced that being able to read while enjoying a meal or drink leads to enhanced concentration, entertainment, and a more convenient reading experience. Consequently, a library café is considered an ideal setting for these activities.

Library cafés also have the potential to attract a wider range of patrons, even those who may not be specifically interested in reading. The participants we interviewed expressed their anticipation of spending extended periods of time in a library café in the future. They believe that the ambiance alone can captivate non-readers and cultivate an appreciation for literature, fostering a sense of knowledge and literacy.

Finally, this study could serve as a foundation for the business community in Samal Island, encouraging the opening of library cafés within the city. Such establishments have the potential to engage the youth, promoting literacy and contributing to the transformation of the local economy through the dissemination of knowledge found in books. This business venture could particularly benefit students in their academic pursuits. Furthermore, future entrepreneurs can utilize this study as a guide to establish library cafés that cater to everyone, providing comfort, relaxation, a sense of community, and a place where patrons, especially students, can enjoy the combination of a café and books—a third space that enhances their quality of life.

Future Direction

This section provides implication in view of the study's findings and the concluding remarks of the researchers.

Based on the results, these were the provided implication for practice of students, bibliophiles, potential business owners, forthcoming employees, future staffs, and future researchers.

Implication to students. Library cafés were ideal for students who crave a peaceful and focused environment to study and complete schoolwork. They serve as a haven for introverted students and those who prefer studying in libraries rather than at home or school for various reasons. Additionally, library cafés offer the advantage of providing access to a wide range of physical references, which was particularly beneficial for students working on thesis papers. As long as they are open, students can utilize library cafés daily to enhance their productivity and utilize valuable offline resources.

Implication to bibliophiles. Library cafés provide book lovers with unlimited access to reading materials, allowing them to indulge in their hobby while also serving as a social and relaxing space. These cafés can become a personal haven, offering a comfort zone for individuals to socialize and unwind. Moreover, library cafés have the potential to foster a community of fellow book enthusiasts and ignite a literary movement, particularly in the Island Garden City of Samal, aimed at reigniting a love for literature among the younger generation.

Implication to future business owners. This study serves as a fundamental and influential resource for business owners, enabling them to establish a reputation of dependability and desirability among students and patrons seeking a third place for their library café experience, where they can socialize, study, and unwind. By implementing the findings and recommendations from this study, business owners can create an environment that caters to the needs and preferences of their target audience, thus enhancing their standing and appeal as an establishment.

Implication to forthcoming employees. The ethical implications for prospective employees arising from the profession's focus on stability and happiness were considered. Librarians, baristas, and managers can gather valuable insights by examining interviewees' perspectives, challenges, opinions, and preferences regarding the library café as a space for relaxation, studying, and reading.

Implication to future staffs. It is important for prospective staff members to be knowledgeable of literature in order to create a sense of belonging and comfort for patrons of the library café. They should be able to help individuals seeking information and recommendations on specific literary works they wish to read. Additionally, future staff members can gain insights into our study to be more ethical and reliable for students and patrons that were coming into the library café.

Implication future researchers. This study serves as a foundation for researching business ideas that combine literature and caffeine to foster a sense of community among students and patrons. By drawing upon various studies that explore the concept of a third place for book lovers, students, and patrons, businesses can become more effective and appealing to a broader audience}

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