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A MULTI-METHOD EXPLORATION on COFFEE SHOP ATMOSPHERICS

WHY ATMOSPHERICS?

WHY COFFEE SHOPS?

COFFEE IS THE MOST POPULAR BEVERAGE IN THE WORLD.
COFFEE SHOPS ARE POPULAR BUSINESSES.

WHEN...

- THE NUMBER OF OUTLETS INCREASE (COMPETITION)
- THE PRODUCT AND PRICE DIFFERENCES ARE SMALL (4\$ FOR A CUP OF COFFEE)
- THE PRODUCT ENTRIES ARE AIMED AT SPECIFIC SOCIAL CLASSES (BUSINESS MANAGERS, STUDENTS)

MANAGERS **GAIN A COMPETITIVE EDGE** BY COMBINING THEIR PRODUCT WITH RETAIL ATMOSPHERICS (KOTLER, 1974). BECAUSE ATMOSPHERICS - ENVIRONMENT OF A COFFEE SHOP INFLUENCE CONSUMER RESPONSES.

SCOPE & OBJECTIVE

THIS PROJECT EXAMINES THE SIMULTANEOUS USE OF DIFFERENT ATMOSPHERIC ELEMENTS SUCH AS COLOR, MUSIC, LAYOUT, LIGHTING, SCENT IN THE CONTEXT OF COFFEE SHOPS.

CAN WE ANSWER...

- ARE COFFEE SHOP MANAGERS AWARE THAT ATMOSPHERIC DESIGN IS A POWERFUL MARKETING TOOL?
- HOW DO THEY USE ATMOSPHERIC ELEMENTS TO GAIN A COMPETITIVE EDGE?
- WHAT ASPECTS OF COFFEE SHOP ATMOSPHERICS DO CUSTOMERS VALUE AND RESPOND TO MORE?

"IF IT WEREN'T FOR THE ATMOSPHERE, I COULDN'T DO NEARLY THE BUSINESS I DO." - OWNER OF PIER FOUR

"I DON'T GO IF I DON'T LIKE THE ATMOSPHERE, I LIKE COMFORTABLE COUCHES." - COFFEE DRINKER.

1 INTERVIEWS

Let's **EXPLORE** with the **EXPERTS**.

AN EXPLORATORY STUDY OF 45 MINUTES INTERVIEWS ARE CONDUCTED WITH MANAGERS FROM BOTH INDEPENDENT AND CHAIN COFFEE SHOPS IN MONTREAL.

QUESTIONS INCLUDE:

- WHAT KIND OF EXPERIENCE DO YOU WISH CUSTOMERS TO HAVE?
- WHAT IS THE PERSONALITY OF YOUR COFFEE SHOP?
- HOW DO YOU USE COLORS, LIGHTING, MUSIC, AND SCENT?

2 LABORATORY EXPERIMENT

Let's **ASK** the **USERS**.

BASED ON WHAT MANAGERS SAY, A VIRTUAL ENVIRONMENT CREATED WITH AN INTERIOR DESIGN PROGRAM WILL BE PRESENTED TO COFFEE SHOP USERS. THE QUESTIONS ASKED WILL MEASURE THE ATTITUDE AND EMOTIONS OF CUSTOMERS TOWARDS DIFFERENT ATMOSPHERIC CUES IN A COFFEE SHOP.

"HOW DO YOU LIKE RED VERSUS YELLOW COUCHES?"

3 FIELD EXPERIMENT

Let's **ASK** the **CUSTOMERS**.

THIS STUDY WILL CONFIRM THE RESULTS FROM STEP 2 BY EXAMINING CONSUMER BEHAVIORS (MONEY SPENT, NUMBER OF VISITS) IN INDEPENDENT AND CHAIN COFFEE SHOPS WHILE TAKING INTO ACCOUNT THE EMOTIONS AND ATTITUDES OF CUSTOMERS TO THE ATMOSPHERIC DESIGN OF THE COFFEE SHOPS.

"HOW OFTEN DO YOU GO TO A COFFEE SHOP?"

INTERESTING FACTS!

1. COFFEE IS THE 2ND MOST TRADED COMMODITY IN THE WORLD; 1ST BEING OIL.

2. 91% OF COFFEE CONSUMED IS TAKEN AT BREAKFAST. AND SOMETIMES IS BREAKFAST.

3. "COFFEE-DAY" IS ACTUALLY CELEBRATED AS A HOLIDAY IN COSTA RICA ON SEPTEMBER 12TH, IN IRELAND ON SEPTEMBER 19TH, AND IN JAPAN ON OCTOBER 1ST.

4. IN JAPAN, THE JAPANESE BATHE IN FERMENTED PINEAPPLE PULP MIXED WITH COFFEE GROUNDS FOR A BEAUTY TREATMENT THAT REDUCES WRINKLES AND TONES THE SKIN.

5. THE POPULAR CAPPUCINO COFFEE DRINK IS NAMED AFTER THE CAPUCHIN MONKS DUE TO THE SIMILARITY IN COLOR OF THE COFFEE DRINK TO MONKS ROBES.

6. BOTH THE AMERICAN REVOLUTION AND THE FRENCH REVOLUTION WERE BORN IN COFFEE HOUSES.

7. THE FIRST COFFEE IN EUROPE WAS SOLD BY CHEMISTS OR PHARMACISTS IN 1615 WHERE IT WAS KNOWN AS ARABIAN WINE.

REFERENCES

- KOTLER, PHILIP. (1974). ATMOSPHERICS AS A MARKETING TOOL. JOURNAL OF RETAILING, 49(4), 49.
- "TRIVIA AND FUN FACTS ABOUT COFFEE." EZINE ARTICLES. ACCESSED OCTOBER 31, 2010, [HTTP://EZINEARTICLES.COM/?TRIVIA-AND-FUN-FACTS-ABOUT-COFFEE&id=4009830](http://ezinearticles.com/?Trivia-And-Fun-Facts-About-Coffee&id=4009830)