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 increases (competition)
- The product and price differences are small (US $ 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?

"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.

**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 in breakfast.
3. "Coffee Day" is actually celebrated as a holiday in Costa Rica on September 14th, in Ireland on September 19th, and in Japan on October 3rd.
4. In Japan, the abundance of the fermented pine needles makes coffee taste like a beauty treatment that reduces wrinkles and tightens the skin.
5. The population of baboons love coffee drinks, because the coffee beans they eat in the capuchin monkey bell is an affinity in coffee due to coffee drink forming robes.
6. Both the American Revolution and the French Revolution were born in coffee houses.
7. The first coffee in Europe was served by chemists and pharmacists in 1615 where it was known as Arabian wine.

**REFERENCES**

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