

BRANDING OF TURKISH COFFEE HOUSE EXPERIENCE IN EUROPE



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Executive Summary

Aim of this research is to create a brand model and to design brand experience for Turkish coffee houses in Europe. The research will be made at the field of brand strategies, brand experience, experience design, Turkish and European coffee house culture to answer the key question *“How can a brand experience and brand strategy be designed for Turkish coffee house brand in the European Market?”*

At this research it is demonstrated that Turkish coffee house experience have the qualification to fill the gap of European coffee house market and to satisfy the needs of European customers. In order to demonstrate it qualitative and quantitative research methods are use.

At the end of the research Turkish coffee houses identities which will solve the problem of European coffee house consumers are clarified. According to those findings brand model will be created and Brand experience will be designed. Brand strategy and brand experience framework will benefit to coffee house companies and coffee house consumer.

Abstract

The Aim of this research is to create a successful brand strategy for Turkish coffee house brand and create a design framework of brand experience design based on the brand model. In order to achieve this aim it is necessary to have profound understanding of European coffee house market, features of Turkish coffee house culture and related brand and design theories from literature reviews at the beginning of the project. Structure of the research is explained below:

Aim:

To create successful branding strategy for Turkish coffee house in order to make difference in the market.

Objectives:

- To investigate European consumers needs preferences, desires and motivations.
- To identify design based problems of European Coffee houses.
- To investigate consuming behaviours of European coffee house consumers.
- To identify design facts which attract European coffee consumers' attentions?
- To create design led branding strategy for Turkish coffee and Turkish coffee shop experience.

Key Research Question

How a brand experience and brand strategy will be designed for Turkish coffee house brand in the European Market?

Methodology

In order to create a successful brand strategy and brand experience, several qualitative and quantitative research tools are used. Secondary research tools which investigated the problem of the European coffee house market, coffee house consumers and design gaps were consulted. In addition, related brand and experience methods were investigated. For the secondary research, literature review and case study methods are used. Interview, observation and customer journey method was used for the primary research.

Results and Findings of Research Methods

In this section, primary and secondary research tools outcomes are evaluated. By means of literature review, research design and branding key elements are obtained. Case study method gave information about Western and European coffee house market and peoples consuming habits.

A primary tool in form of an interview was used. This assisted the researcher in categorizing the data collected into three parts namely professionals 1 (franchised company which is selling coffee), Professionals 2 (coffee house company), European consumers. By using these methods, Turkish coffee culture's potential value and design elements to make difference at the European market and European consumer's wishes were obtained.

Another form of data collection was employed by the researcher and this was done in four different capital of Europe (London, Prague, Bratislava, and Wien) and Turkey (Istanbul). This assisted the researcher in gaining information about the design elements.

Comparative customer journey which is done in Café Costa (London) and Kahve Dunyasi (Istanbul) helped in obtaining information about the current coffee house experience differences between two cultures.

Discussion and Recommendation

This section focuses on the discussion and evaluation of primary and secondary research methods in order to create a successful brand and experience design for a Turkish coffee house brand. Stages of brand strategy and relation of brand models are explained in details. Design of experience is clarified with clear visuals. According to the brand model which is built for Turkish coffee house brand, recommendations were given to create better brand experience for customers.

Conclusion

The conclusion section demonstrates the summary of the project. Brand model, outcomes and design framework brand experience were summarised.

CHAPTER 1: INTRODUCTION

1.1.-Coffee Industry

Coffee is the second largest commodity export after oil and it supplies job opportunity for more than 25 million people on more than 5m farms. About 5 million cups of coffee is served each day over the world and approximately 400 billion cups are filled a year. Coffee is grown in 70 countries, supply job for 25 million on coffee industry, 3.5 tons of coffee is produced each year on the world and more than 20.000 books are written about coffee. Coffee is consumed by over 40 percent of world population every period of day. It is possible to see at the Appendix 1 daily coffee consumption by time of day and at the appendix 2 2008 statistics of European countries coffee consumption rates (Fitter, Kaplinsky-2001, Taştan 2009, Heise 2001).

What makes the coffee economy so astonishing is its recognition by any culture, religion and society. This black drink is not against any politic idea, ideology and belief. It provides no boundary to a society that will prevent its development (Heise 2001). For instance, Prophet Muhammad advised Muslims to drink coffee because alcoholic drinks are prohibited for Muslims (Ralph S. Hattox 1998).

Ralph S. Hattox (1985) mentions that uncertain authorship which argues that:

If you draw the analogy between coffee and intoxicants you are drawing a false one, since it has been made clear to you how it is quite the opposite in nature and effect. One drinks coffee with the name of the lord on his lips, and stays awake, while the person who seeks wanton delight in Intoxicants disregard the Lord, and gets drunk.

In sixteenth century, coffee-houses provided a sociable meeting-place for Middle Eastern Muslims that did not conflict with the Holy Law of the Koran.

Pope VIII. Clemente (1592-1605) prohibited coffee in advance. He claimed that coffee is an Islamic drink and it is against Christianity to drink it. However after he tastes the coffee he falls in love with it and lift the ban. (Zaimeche 2003)

Coffees social acceptance and health benefits encouraged the coffee trade. As Heise (2001) says by merchants coffee is increased in Arabistan and by the effects of the merchants it

discovered the entire world. Travel book of Celebi (2007) and Suraiya (1995) give familiar information about coffee trade in Arabic countries.

1.2-Problem of European Coffee and Coffee House Market

In such a great and global market which has an astonishing economical value all coffee companies are trying to boost their shares. To increase their shares at the coffee market while they are innovating existing techniques, they are also looking for new techniques and projects (Dinham, Hines-1982)

Competition was always the problem of coffee companies. Competition between companies is bearing different problems. They always want to ensure that customers buy their product rather than a similar one which is sold by rival brand. (Dinham, Hines-1982)

Globalisation which is especially escalating the competition in coffee market which has astonishing economical value is bearing problems in the market. American coffee shops which are almost monopoly in the global market and selling the American coffee and coffee shop experience are causing problems by socio-cultural globalisation. The Roman Catholic theologian Robert Schreiter says that globalization is,

“the increasingly interconnected character of the political, economic and social life of the peoples on this planet.”

Source: Walters 2005, *the magazine of the Council for World Mission*

Manuel Castells says is supporting Schreiter. He claims that the modern globalized world has the nature of a network society. A network links the financial centres of London, New York, Frankfurt and Singapore. Worldwide network of the centres of knowledge is formed by Commercial research centres and Universities. Walter says;

‘Liberal thinker’s assumption is that a network society is by nature horizontal – that means non-hierarchical, open, with equal opportunities for everybody.

They believe, therefore, that globalization is better than the traditional societies that are by nature hierarchically controlled by the political, economic, social and religious elites.’

Source: Walters 2005, *the magazine of the Council for World Mission*

However they are right with some opportunities such as easy access to information, new technology, information networks and new economic opportunities what globalisation brought with. On the other hand what Walters (2005) says is socio-cultural globalization supports the economic position of multinational corporations on the world market. For instance, worldwide fashion is to wear jeans and to drink your coffee from Starbucks.

American coffee shop experiences the global market which is established on that networking mentality which is connecting units of global world. Those units are technology, information networks and economy. Easy access to information and fast networking opportunity between units make the individuals life easier. This system which is created by Americans is the result of American busy life style. What about the networking and communication between individuals? Globalisation is giving great networking opportunity between units to people! But while giving that opportunity it is destroying the communication and networking between individuals. American coffee shop culture which is giving service trough networking of units is not matching with the European coffee shop culture which is based on people's conversation and networking. This difference is creating problems for European coffee shop experience while all Europe is under the effect on American coffee shop experience (Aktan, Sen, 1999).

American coffee shop culture is much different than European coffee shop culture. Busy life style of Americans does not allow coffee consumer to consume their coffee at the coffee shops. Consumers' lack of time obligates the faster service design. Due to that reason with the paper cups 'take away' service is created which does not give any opportunity to customer to sit in and have conversation.

A research which Yongkang Quanhao industry made about coffee explains how American life style is affecting coffee shop experience with those words;

'Generally, American live a busy life, they are not like the people in Europe or Middle East who can enjoy life in easy way. They usually just have one bottle of Drip coffee from morning till night.'

1.3-European Coffee House Consumers Problem

European coffee shop culture is created by the needs of European coffee consumer. Communication, conversation, networking and breakfast needs of European consumers are responded in coffee shops.

When European and American coffee shop culture is compared it is figured out that conversation, social networking and communication which are the fundamentals of European coffee culture come into conflict with American coffee shop culture which is based on their busy life style.

Markman Ellis (2004) identifies that the Starbucks coffee experience as culture which based on consumption, not conversation while differentiating traditional European coffee house experience from American. McCarthy (2009) research was about the Starbucks culture supports the observation of Ellis. McCarthy agrees that certain aspects of the Starbucks are not palatable to Europeans, such as ‘take-away’ coffee. So the Starbucks which is marketing American coffee shop has experience in Europe bases his strategy on product and services offering accordingly.

It is known that European coffee companies convert their coffee shop experience to American in order to deal with global player Starbucks. The question is; Even if the European coffee shop companies are marketing the American coffee shop experience which is offering product and service, where people can have coffee who wants to have their coffee with traditional experiences? Are the coffee shops in Europe providing the facilities which are meeting with the needs of European customers? Are Europeans satisfied with their coffee shops?

Interviews are giving the same results which are supporting this finding. The question ‘In what kind of coffee place would you like to drink coffee?’ is asked to European coffee consumers in order to figure out their preference. % 67 of European coffee consumers preferred to have traditional coffee shop experience. When the reason of traditional coffee house preference is asked all of middle aged consumer said “*Because I want to sit, relax and have company while I am drinking my coffee!*” Discussion evolved on to coffee culture and figured out there is group of people who are against the American coffee shop culture due to

reason of take away culture. Majority of interviewee complained about missing coffee shops where they can have conversation and networking. They add that Due to the reason they prefer traditional coffee shops.

This conflict between two coffee cultures is creating the problem and gap of European coffee market. By means of globalisation coffee shops which are marketing the American coffee culture break into the European market. European coffee shops have converted their coffee culture to American coffee culture in order to deal with that strong American coffee shop company. As a result lots of Coffee Shop Company is establishing in European market which are not responding the needs of European coffee shop customers(Initial 2007). Problem of European market is American coffee shop culture which is incongruent with European coffee shop culture. Gap of European market is coffee shops which is serving traditional experiences and responding the needs of European customers.

1.4-Turkish Coffee and Turkish Coffee House Experience

To figure out those problems in European coffee market researcher found that Turkish coffee and Turkish coffee shop experience have a vital importance due to their own cultural, historical and economical background. Coffee culture and coffee house culture came to Europe from Ottoman Empire territory which is a Turkish Empire. It is known that first coffee shop was opened in Istanbul in 1554 which has enormous importance for all society. It is known that merchants have a fatal effect on coffees spread in Europe. In 1600 from North Africa to South India coffee was drunk everywhere by everybody. For Christian Europe this black drink was the symbol of East (Heise 2001, Tastan 2009).

Coffee and coffee shops which got into Turkish tradition on the 16th century provided gorgeous knowledge, information and opportunity for the Turkish people. Since then it is not possible to find another fact which influenced Turkish people life as place and beverage that much. Even though coffee is not produced in Ottoman territories, different way of cooking, serving and drinking coffee which has profoundly effects of Turkish customs and tradition made the coffee known as Turkish Coffee all over the world (Demirtas 2008). Look at the appendix 6 to see the identity of Turkish coffee and coffee house culture.

1.5-Importance of Design

According to Cooper R. and Press M. (2005), creative design can increase profit of company because design is approaching the satisfaction of customers. Aim of the design is solving problems creatively. In addition design is a process which links creativity and innovation to develop ideas and provide attractive and desirable proposal to consumers and uses (HM Treasury 2005).

According to those definitions, it can be mean that design is a bridge which connects product, consumers and companies and solves problems. Design helps to innovate or create strong brands which will return to companies as profit. Design can built fulfil relation between product or service which will satisfy the needs and expectation of customers. As a result of the findings, satisfied and emotionally relax customer is a happy customer who will show loyalty to the brand.

Design is a method which can create difference for Turkish coffee house brand at the market by responding the needs of European customers. By means of design Turkish coffee house brand can differentiate itself from other competitors of the market and achieve success.

1.6-Beneficairies

According to the results of two qualitative and three quantitative researches method a brand model will be created for Turkish coffee house brand and brand experience will be designed for European coffee house costumers. Those strategies and designs will be focus on the problem which are trying to solve the problem of European coffee house market and consumers.

CHAPTER 2: AIM, OBJECTIVES AND KEY RESEARCH QUESTIONS

- **Aim;**

To create successful branding strategy for Turkish coffee house in order to make difference in the market.

Objectives

- To investigate European consumers needs preferences, desires and motivations.
- To identify design based problems of European Coffee houses.
- To investigate consuming behaviours of European coffee house consumers.
- To identify design Facts which attract European coffee consumers' attentions?
- To create design led branding strategy for Turkish coffee and Turkish coffee shop experience.

2.3 Key Research Question

How a brand model can be built and a brand experience will be designed in order to have success for Turkish coffee house brand at European Market?

SUB RESEARCH QUESTIONS

- What is Turkish coffee and Turkish coffee house culture? Why it is different than other coffee house experiences?
- What is the social structure of European society and what is the place of coffee houses in that society?
- What are the needs of European coffee house costumers?
- Which design factors of Turkish coffee houses make the coffee houses attractive for European consumers?
- How a brand model and brand experience can be created for European coffee house consumer?

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Justification of Research Methods and Methodology

To have profoundly understanding coffee environment in order to understand development of coffee and the coffee shop experience it was required to do secondary research which is necessary to use the qualitative research methods, Literature review and case studies. By means of literature review information about coffee industry history, economical development of coffee houses, design factors which affect preference of European customers are obtained. Case study which is done between West and East Europe supplied the information about European customers consuming habits. Case study methods is done between Turkish, American and European coffee house culture to have the profound understanding of problem and European consumers needs. To this end, a series of quantitative research studies were carried out. Semi-structured interview were done with 30 coffee consumers who are living in the UK to investigate their coffee and coffee shop experience and their consuming habits. Questions were investigating their Turkish coffee knowledge, if they are confusing if with any other coffee culture, their coffee and shop consuming habits, what kind of place do they want to consume coffee? Observation method is done at coffee houses of West Europe (UK, London), East Europe (Bratislava, Wien and Prague) and Turkey (Istanbul). Comparative Customer journey method is done in Costa Café (London) and in Kahve Dunyasi (Istanbul). According to analysis of research methods discussion is done for Turkish coffee House brand. You can see the full structure of methodology at Figure-1

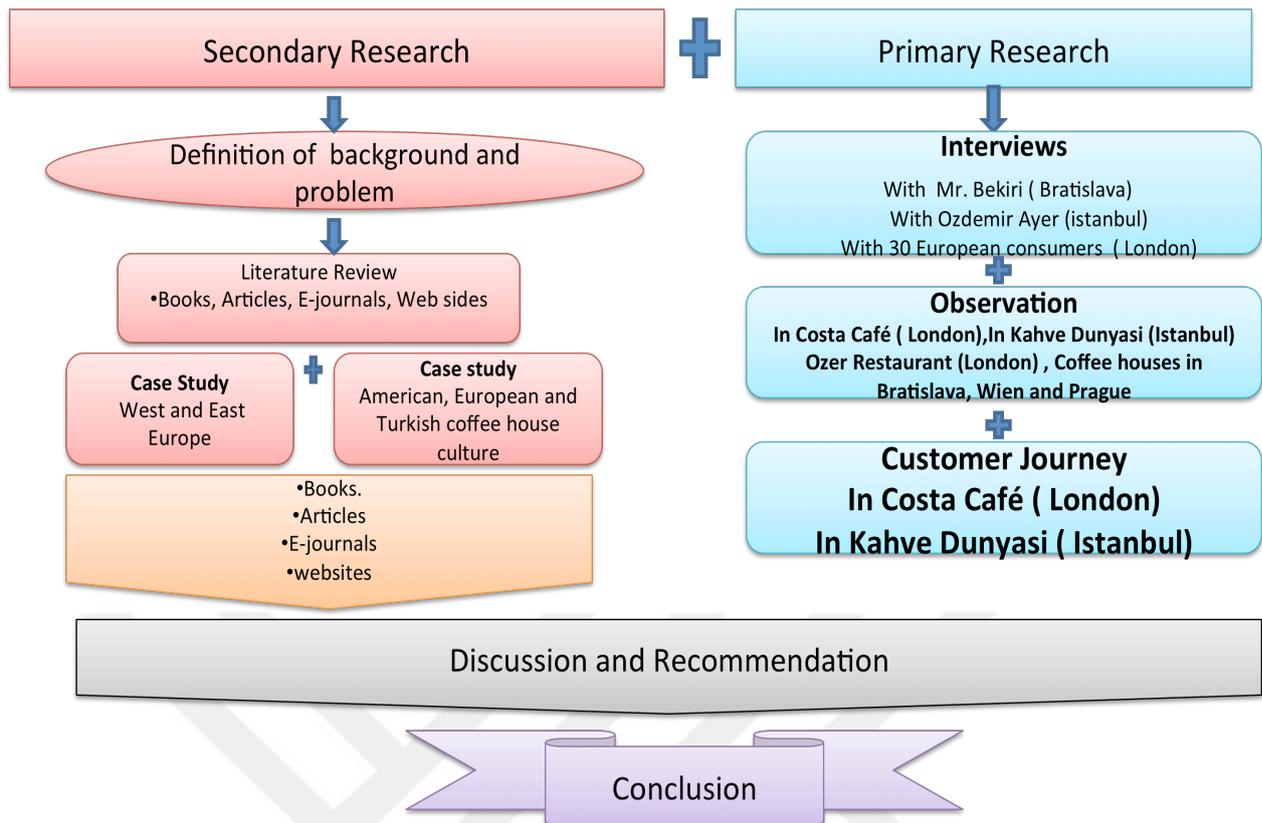


Figure-1

3.2 Secondary Research

3.2.1 Literature Review

This research is done towards the aim of creating successful branding strategy for Turkish coffee house experience in Europe. Required data are gathered by e-journals, articles, books, reviews of scholars which are related to research. To get master about the subject general investigation of History of coffee and coffee houses, Turkish coffee culture, European coffee culture, European coffee market and European coffee consumers are made. Through those data problem and gap of European coffee market is discovered.

After problem and gap of the market is identified to figure out the problem deeper and to find the important points which will use for successful branding strategy research is made. First step of the research is done towards the first objective to discover European coffee and coffee shop consumer's needs, motivations, desires and preferences European coffee and coffee house culture history. By means of the questions '*How European had coffee and coffee house culture is created? How the first branding of coffee and coffee houses is done in Europe? What have they inherited from that culture? , What is the difference between Turkish and*

European coffee culture?' made the researcher discover European coffee and coffee consumer's needs, motivations, desires and preferences. Results which are found through the historical development of coffee and coffee houses in Europe are supported with current dates and analyses in order to make sure findings are valid.

At the second part the information which is found analysed towards design strategy matters for the project. All the touch points related to design which made Europeans drink coffee and come to coffee houses figured out.

AT the third part Brand strategies Customer based brand Equity, Emotional Branding, Brand experience, Experience design and sensory design(appendix 10) are investigated in order to create successful branding strategy for Turkish coffee house brand.

3.2.2 Case Studies

Europe is a big continent. It is not possible to make research for each country. Due to that reason two pilot countries has chosen and case study are made between them. From West Europe UK, from East Europe Czech Republic has chosen. In both countries coffee industry is developing industry. This case study provides the main information to create a branding strategy for all Europe.

Second case study which is between European, American and Turkish coffee house culture is done to figure out the factors which are effecting the decision making of European coffee consumers whereby design and branding profoundly investigation of the events which influenced coffee and coffee houses development throughout history is done. Results which are supported with current data are found through American, Turkish and European coffee house cultures analyse. By means of that analyse profoundly understanding of European coffee house consumers design led problem is figured out. While making research about influence of American coffee culture to European coffee culture findings gave the potential solution for the problem of European coffee house market

This case study focused on critical analyses and evaluation of findings in order to solve the problem of European coffee markets problem with Turkish coffee house experience. In that part Turkish and European coffee house experiences are compared in order to find the factors which will help to create branding strategy.

3.3 Primary Research

3.3.1 Interviews

Interviews are done with, Kuru Kahveci Mehmet Efendi (Ozdemir Ayer, Istanbul) on 20th of March 2010, coffee and coffee shop consumers in Europe between 20 March and 29 April, Egypt Café (Nihat Bekiri, Bratislava) on 15th of May. Findings of interviews which are done with European Consumers are segmented according to age of interviewers. Analyse process of interviews is aiming to figure out the target age group, European consumers knowledge about Turkish coffee culture, if they have any confusion about any other coffee culture and their coffee shop consuming habits. According to the outcomes target age group, this age groups coffee shop experience expectations and their knowledge about Turkish coffee culture is figured out to create branding strategies for the Turkish coffee shop in Europe. Interviews which are done with professionals are analysed and findings are identified.

3.3.2 Observation

Observation method is segmented in three parts as West Europe, East Europe and Turkey. Aim of the observation method is to figure out the factors which influencing the consumers preferences and which can make difference at the market. In addition Western and Eastern Europeans coffee consuming behaviours are investigated and findings are compared with Turkish customer's coffee house consuming habits. Findings gave important clues for Turkish coffee house brand experience frame work and brand strategy.

In West Europe UK is chosen as pilot observation country. Observation method is done in Cafe Costa (UK) and Ozer Restaurant (UK) in London. In East Europe Czech Republic (Prague), Austria (Wien) and Slovakia (Bratislava/Trinova) are chosen as pilot countries. In Czech Republic observation method is done in Wien and in Bratislava. In East Europe while franchised coffee shops are observed local coffee houses observed in the same time. In Turkey observation method is applied in Istanbul at Kahve Dunyasi. Kahve dunyasi is chosen as pilot observation place because it is the only franchised coffee house place where traditional Turkish experience is served. While observation method is applied in Kahve Dunyasi other local coffee houses observed as well. Observation method is used to investigate European consumer's opinion about Turkish coffee culture and their demand on it. By means of the observation in Istanbul profound understanding of design led features of Turkish coffee house is obtained.

3.3.3 Customer Journey

Customer journey is done in Kahve Dunyasi and in Costa Café. Those two coffee shop company are chosen because they are marketing similar coffee shop experiences. Both of them are based on Mediterranean culture. Aim of this research tool is to find out main differences between those two coffee shop experiences. Through that tool, Costa coffees and Kahve Dunyasi s coffee shop experience is compared. By means of this comparison the research becomes eligible to find out the gaps of European coffee shop experience.

CHAPTER 4: FINDINGS

4.1- Secondary Research Findings

Secondary research is conducted by two research tools which are literature review and case study. In order to achieve the objective 1 (*To investigate European consumers needs preferences, desires and motivations*) case study between Turkish American and European coffee house culture is done. By means of case study between West and East Europe Turkish coffee house cultures appropriateness to European market is investigated. For objectives 2,3 and 4 (*2-To identify design based problems of European Coffee houses.,3-To investigate consuming behaviours of European coffee house consumers. 4-To identify design Facts which attract European coffee consumers' attentions?*) Historical development of European coffee house culture, Turkish coffee and coffee house culture is investigated. In addition several design brand models are reviewed.

4.1.2 Literature Review

4.1.2.1 Turkish Coffee

Well prepared Turkish coffee is not too hot. It has thick foam resting comfortably on top and is free of any dark particles. When coffee is boiled and just before boiling over is removed the heat and foam of coffee is taken to the cups (Fincan). Then coffee is boiled again. This process is done two or three times and concentrates the coffee down. Cold water and the pastry known as Turkish delight were served alongside the coffee and afterward you're treated to mint liqueur. (Haworth 2008) Equipments which are used while preparing Turkish coffee for roasting, grinding, preparing and serving enrich the Turkish coffee culture. Those

equipments can fill a museum. (Turkoglu 2000) (Look at appendix 3 and 4) This different and traditional way of coffee experience differentiates Turkish coffee from other coffee experiences. To solve the existing problems in the European market coffee shop experience is as important as coffee experience. Due to that reason at the following section Turkish coffee equipments and features of Turkish coffee houses which creates Turkish coffee house experience will be explained.

Turkish coffee equipments: Turkish coffee equipments take an importance place at Turkish coffee culture. Those equipments express the luxury and elegance of the Turkish coffee culture. At the following titles those equipments will be explained.

- **Fincan:** Fincan is the traditional Turkish coffee cup. The size of the cup is similar to espresso cup and the porcelain is thinner and it has a small plate as well. Fincan has a handle and surface of the cup is covered with traditional patterns. Best Turkish coffee cups are produced at the Iznik and Kutahya potteries. Most significant Identity of fincans is tulip patterns which are on the surface of the cups. Tulips have a very important place in Turkish culture. Turkish coffee cups which are produced for European market are known as "a la turque" coffee sets. Look at appendix 3 to see the fincan and fincan patterns. (Turkish Coffee,2009)



Figure 2: Fincan

- **Cezve:** Cezve is a Turkish coffee pot which is specially designed to make Turkish coffee. Coffee pot has a long handle and a brim. Long handle make the user to avoid burning hands and by the brim coffee is poured into coffee cups. Cezve has different sizes. Appropriate size is chosen upon how many servings is needed. (Turkish Coffee,2009) Look at appendix 4 to see detailed cezve sample.



Figure 3:

Cezve

- **Turkish coffee Grinders (Degirmen):** Turkish coffee grinders which are called ‘degirmen’ in Turkish are designed to grind the coffee beans appropriately. To make Turkish coffee, coffee beans have be grinded finely to maximize the freshness and taste of Turkish coffee. A traditional grinder has two piece moving handle and with a pot underneath to collect the ground coffee. (Turkish Coffee,2009)

*Figure 4: Degirmen*

- **Turkish delight (Lokum):** Lokum is a Turkish dessert which is made by sugar, water and starch. Real Turkish coffee is cooked without sugar. Due to that reason they put lokum as a side to sweeten the mouth of drinker. However coffee is cooked with sugar according to demand this tradition is still alive.



Coffee cookers put lokum as a side to Turkish coffee.

*Figure 5: Turkish
(Lokum)*

There is variety of lokum in Turkish cuisine. Most appreciated lokum as the side of Turkish coffee is cifte kavrulmus which has pistachio as well. Majority of Turkish delights includes snacks inside. Due to ingredients of Lokum doctors regards it as a natural and healthy nutrition. According to the research of scientist’s snacks such as pistachio and walnuts augments sexual power. It is also recommended to patients who have problem with their kidney.

Turkish delight which healthy and nutritious is served as side with Turkish coffee and it is part of the Turkish coffee culture. (Isik 2009) Look at appendix 5 to see Turkish delight detailed examples.

4.1.2.2 Turkish Coffee House

First coffee shop of the world was opened in Istanbul in 1554 than coffee shops which supplied different facilities and which was cheaper than restaurants become indispensable for Turkish people.

Yagbasan and Ustakara (2008) explain Turkish coffee shops like that;

‘In Turkish Society, the coffee shops are known as the centres having important functions along the historical period. The coffee houses being the meeting centres of the intellectual people are also defined as the culture centres that arrange the base of the rise of many literary, political and artistic trends and at which the social issues are discussed and the communicative Effectiveness reaches the climax.’

At the following titles features of the Turkish coffee houses are clarified. Researcher identified the Turkish house culture into five categories which are intelligence, actuality, networking and communication, smell of coffee, decoration of Turkish coffee houses.

- **Intelligence:** There were varieties of Turkish coffee houses in the territory of Ottoman Empire. All of them had different facilities. Some used to include a library and a person who know how to read was reading books loudly. Some houses used to make music or display traditional shadow play. Every coffee type of coffee shop had different facilities according to their customers. By this was coffee shops were becoming places where people share their knowledge, make their communication stronger and discuss about politics. (Evren 1996) At the Turkish coffee houses storytellers who are called as Meddah used to say stories about history, legends and stories related to the actual life. At the figure 6 you can see the sample drawing of

Meddah at coffee house who is telling stories to the coffee house consumer. By means of meddahs coffee house owners were able attract customers. Intelligence offer of from Turkish coffee houses to customers was turning to owners as profit. (Heise, 2001)



Figure 6: Meddah and Coffee House

- **Actuality:** Actuality is the fundamental of Turkish coffee houses. Coffee house customers who speak about daily news, politics, trade and other social matters creates an environment at which people can be keep in touch with current information of the society (Yasar 2009). Turkish coffee houses are the places where people can supply all kind of information. In fact even spy's of Sultan Murat who is the 17th emperor of Ottoman Empire used to go to coffee houses to have information about the society.
- **Networking and communication:** When coffee house culture is created in Istanbul after a while this culture is reshaped according to life style of people. With other words coffee houses started to be opened according to professions of target customers. Sailors, soldiers, merchants, writers, artists had their own coffee houses and at those coffee houses they were having conversation according to their profession and interests. This situation was supplying them great networking and communication opportunity. (Yasar 2009)
- **Smell of coffee:** Turkish coffee is kind of a coffee which has an appealing with its strong smell. Person who smells Turkish coffee would like to drink coffee immediately. Turkish coffee scent is the part of Turkish coffee houses. Coffee which is cooked with traditional way in the coffee pot makes smell increase all over the place. This smell calls customers from out door. At some places of Turkey and at some Balkan countries Turkish coffee is cooked with some aromas such as amber and jasmine. At the past coffee houses there were coffee roasters which are speared the smell of coffee to all area (look at figure 38). People who smell the coffee used to go

to coffee houses to drink coffee. Intense smell of Turkish coffee is the part of Turkish coffee house culture.

- **Decoration of Turkish coffee houses:** During the Ottoman period considerable amount of coffee houses opened with decorative pools. For traditional Turkish coffee houses panoramic view of the place which shows the city from best point and a terrace where customer can enjoy their coffee outdoor have a vital importance. Coffee house and terrace is decorated with kilims which are traditional handmade carpets and rugs (Heise 2001) Look at figure 7, 8 and 9to see sample decoration of Turkish coffee houses, pools and kilims.

Figure7: Sample drawing of a Turkish coffee house with pool at the Ottoman Period



Figure 8: Sofa covered with Kilim*Figure 9: Cushions Kilim pattern*

4.1.2.3 Journey of Coffee and Coffee House Culture to Europe

Merchants brought coffee to Europe for different reasons. Aim of bringing it to Europe was bringing some exotic present from east, to use for medical purpose or for trade. (Heise, 2001) In 15th century coffee was become a common drink in Ottoman territory and it is attracted attention of Levantine merchants who are trading between Istanbul and Europe. After 16th century Venetian merchants were not that efficient on trade anymore. To recover their situation in 1615 they started trade with Arabic countries. They export coffee from Mocha to Europe. Even though Europeans started to hear and taste the coffee they didn't had enough amount of coffee which they can consume. They met with enough quantity of coffee after Ottoman Empires defeat in Vienna in 1683. While Ottoman army was going back they left 500 coffee sacks. In that time of period Arabic countries was prohibited to export coffee from coffee grounds to prevent the production of coffee in Europe. After it is learned how to prepare coffee by Venetians in 1759 there were 206 coffee shops in Venice. (Kahve Keyfi, 2007)

4.1.2.4- First Branding of Turkish coffee in Europe

Coffee was drunk in Europe much earlier than 1759 but it was still a mystery for Europeans. In advance coffee was drunk by aristocratic Europeans. Although rest of the population might have tasted it, coffee was not that well known. Coffee was the image of East for Christian

Europe but they were drinking it by European coffee makers and they did not have that much idea about the roots of coffee culture. First branding of Turkish coffee in Europe was made by Ottoman Ambassador Kara Mehmet Pasa in Vienna in 1665 than in Paris in 1669. Although Kara Mehmet Pasa did not do Turkish coffees branding on purpose his visit which displaying the luxury of east is the mile stone of coffees popularity in Europe. He came to Wien with 300 people. Most of them were Janissaries and his helpers. He brought camels, wonderful horse and of course coffee with... This luxury which is coming from East was fascinating Europeans. Ottoman janissaries were lighting a fire every day to make coffee and director of Vienna palace was complaining about Ottomans wood consumption. Most of Viennese came to Ottoman camp to and tasted Turkish drink. (Heise 2001)

However it is an unplanned branding campaign for Turkish coffee it is proved that mysterious Turkish coffee experience fascinated and made them envy to drink coffee rather than taste of coffee.

It is known that after Ottoman Ambassador left Wien, Viennese kept drinking coffee.



Figure 10: 1720 Caffè Florian in Venice, Italy in Piazza San Marco.

4.1.2.5-Foreign Coffee Shops Owners Effect on European Coffee Shop Culture

In 17th century Europe's trendy drink was Turkish coffee. Foreign coffee shop managers made that drink trendier with their different style at the coffee shops. First coffee shops of North Alpine were opened by foreigners. Those people were Turks, Greeks, Armenians, Lebanese, Syrians and Egyptians who came to Europe to make money (Heise 2001).

In 1652 first coffee shop of London is opened by Pasque Rosée who is Greek and move to London from Izmir (A city in west Turkey). In Vienna first coffee shop was opened by

Johannes Diadato who is an Armenian immigrant in Austria. In 1697 in Germany Wurzburg in 1697 a Turkish man and in Bohemia in Neuhaus a Turkish man whose name is Ahmad opened the first coffee shops. Such examples can be seen all over the Europe. Foreign coffee shop owners who come to Europe from east enlightened European customers about Turkish drink and they started the creation of coffee shop culture in Europe (Heise 2001).

When 17th century coffee shop environment in Europe is evaluated by branding point of view it is possible that foreign coffee shop owners made an excellent work and they made that Turkish drink trendy in Europe. How did they do it?

To attract the customers to coffee houses even European coffee shop owners were wearing traditional Eastern cloths while serving that Turkish drink. This different designed cloths and eastern style coffee shops made difference at the market. Pasqua Rosée who opened the first coffee shop of London immigrated to London from Izmir. He handed out flyers to enlighten Londoners about coffee. Through the coffee shops which were opened by foreigners European consumers got familiar and learned how to drink coffee. That black drink which roots are eastern and coffee shop culture which is created by Turks are completely embraced by Europeans and become the important part of their life (Heise 2001).

4.1.2.6 Customer Based Brand Equity

Sensory interactions which are emotionally influence customers preferences are created by brands. In order to create brand equity sensory interactions are successfully applied into brand space, communication, service and product elements. As a result of interactions into those elements brand experience is created. Sensory experiences which builds brand equity in customers mind is established by differential effects, brand knowledge and customer response to market (Walvis 2007).

According to Keller (2001) there are four steps of building strong brands. Those are brand identity, brand meaning, brand responses and brand relationship. Those factors which are differentiating brand from other brands have very up tight relation with emotions. At figure 11 you can see the customer based brand equity pyramid of Keller.

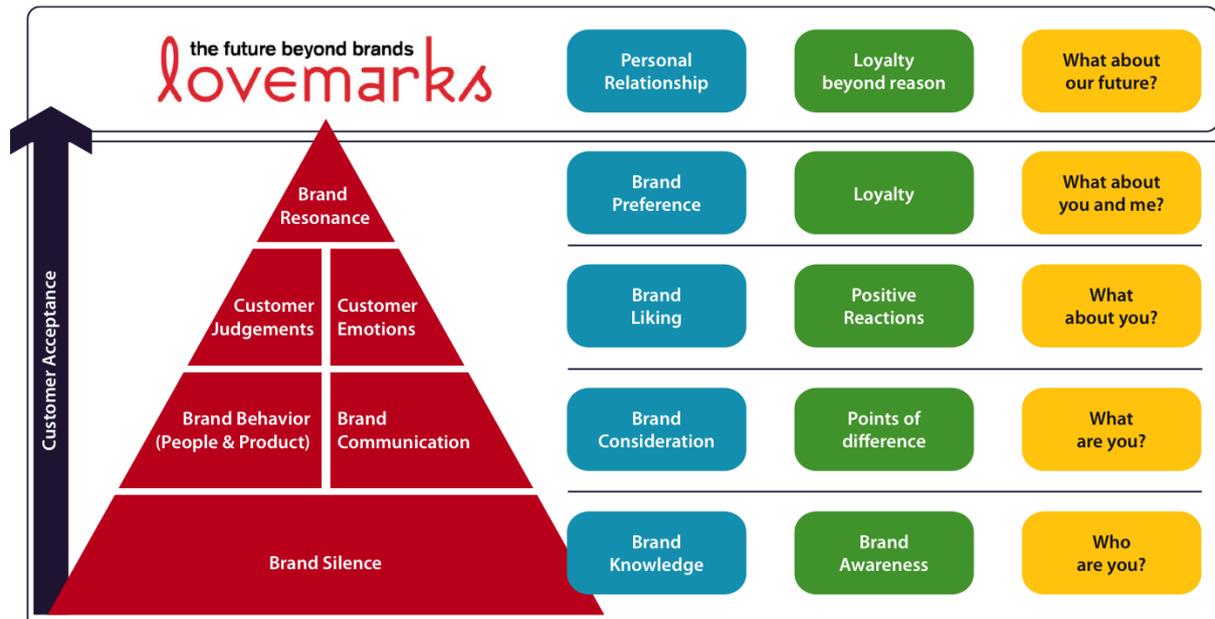


Figure 11: Customer based brand equity model of Keller

Brand Identity

Companies are investing money on marketing and branding researches in orders to make difference at the market. Brand silence is the first step of building a strong brand. At this part brand identity is created. Factor which is going to differentiate the brand from other brands is brand identity which is clarifying ‘What does brand stands for?’. Those factors are related to aspect of customer awareness and brand knowledge about the brand. At this part deep and broad brand awareness is created. Keller (2003) says that brand name product is essentially a commodity. If the brand name product has no difference with any other competitive products only competition at the market is based on price. On the other hand if brand manages to create difference at the market which is possible to do it with consumers knowledge and experience of the brand. Another differential response which is creating the brand equity is perceptions, preferences and behaviours of customers. Customer’s desires, needs, perceptions and preferences are reflected to all aspects of marketing. As a result of that branding behaviour remarkable advantages are supplied to the company. Marketing advantages of strong brands which is figured out by Keller is given at figure 1.

- Improved perceptions of product performance
- Greater loyalty
- Less vulnerability to competitive marketing
- Less vulnerability to crises
- Larger margins
- More inelastic consumer response to price increases
- More inelastic consumer response to price

Figure-12: Marketing advantages of strong brands, Source (Keller, Kevin Lane, 2003)

Brand Meaning

Brand meaning is the second step of building a strong brand. At this part ‘What does brand mean for customers?’ question is clarified. By means of strong, favourable and unique brand associations a brand which means something to customers is created. A brand image which is expressing the characteristic of brand should stand in the mind of customers in order to achieve success. Brand meaning comes into existence by two main categories of brand associations that exist in mind customers. Those brand associations are performance and imaginary which can be formed by customers own experiences and contact with brand such as source of information.

To create brand loyalty and resonance customers expectations have to meet with product. Brand communication has a vital importance for the success of brand. Customer decision is influenced by the information which they hear about the brand and another factor which influences their decision is their experience with the brand. Due to that reason brand has to fulfil satisfy the needs and expectations. Due to that reason designing and supplying a product which will satisfy the customer’s weather a good service, tangible product or organisation will bring success for the brand. Keller (2001) describes the brand performance with those words;

‘Brand performance relates to the ways in which the product or service attempt to meet customers’ more functional needs. Thus brand performance refers to the intrinsic properties of the brand terms of inherent product or service characteristic.’

According to Keller (2001) there are five important attributes and benefits that often underline brand performance. Those are price; style and design; service effectiveness, efficiency and empathy; Product reliability, durability and serviceability; primary characteristics and secondary features. Features of the brand which are created according those identities are the performance of the brand which is describing the brand. (Keller 2001)

Imaginary of the brand is the second association which describes the meaning of the brand. By the brand imaginary customers psychological and social needs are satisfied. Brand imaginary refers intangible aspects of the brand. (Keller 2001) User profiles; purchase and usage situations; personality and values; history heritage and experience are some associations which creates brand imaginary.

By means of brand imaginary and brand performance brand describes what it means to consumers and it strengths the brand loyalty. Third step brand responses which refers how customers respond to the brand.

Brand Responses

Keller (2001) says that brand responses are what customers think or feel about the brand and can be distinguished according to judgements and brand feelings. Brand judgement is done according to brand quality, brand credibility, brand consideration and brand superiority. Warmth, fun, excitement, security, social approval, self respect which are six important types of brand building feelings customer respond to.

Brand Relationships

Brand relation is the last step of customer based brand equity. Keller identifies this step as ultimate relationship and level of identification of that the customer has with brand. It is divided into four categories as behavioural loyalty, attitudinal attachment, sense of community, activates engagement (Keller 2001).

4.1.2.7 Emotional Branding

Companies have to differentiate their brands through emotional dialogue by investigating customer's sensorial needs and desires in order to strengthen brands competitiveness. For the success of the brand a strategy is necessary to be created which is effectively managing the emotions of people and creating positive receptivity to brands. By Marc Gobe (2001) emotional branding is defined as methodology which connects product to people in an

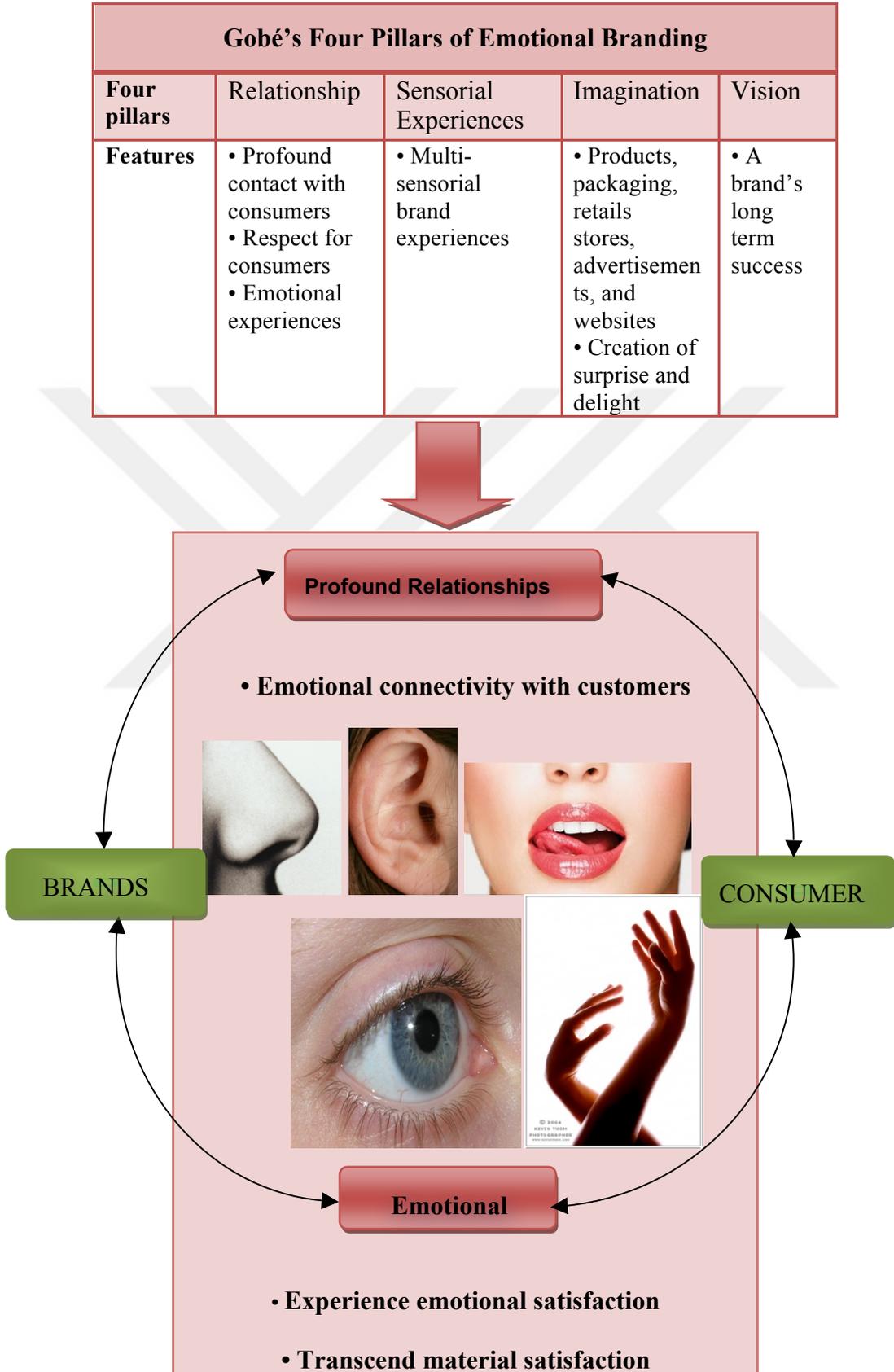
emotional way. Profound relationship and intimate personal dialogues with customers which are essential ingredients of Emotional branding creates long lasting loyalty for brands

Emotional connectivity with customers is established on profound relationship and emotional dialogues with customers are outcome of Emotional branding. Emotional branding model of Gobe is based on four pillars which are relationship, sensorial experiences, imagination and vision. You can see the model at figure 13.

Four pillar of Emotional Branding:

- **Relationships:** It is reaching the brand expectations of customers, shows respect to them and supply emotional experiences.
- **Sensorial experience:** It refers the experiences which are eating with five senses of customers in order to evoke memorable emotions and establish brand loyalty. Sensory experience is profoundly investigated by researcher. For detailed information look at appendix 10.
- **Imagination:** Touch points have to be imaginative and creative in order to satisfy the end delight customers.
- **Vision:** The brand has to be constantly innovated and maintain the brand directions in a unified edge.

Figure: 13 Gobe's four Pillar of Emotional Branding



4.1.2.8 Brand Experience

Sales and marketing director Vaid (2003) says that touch points can create the whole brand experience. Where ever customer interacts with a brand such as billboards, TV, radio, web pages and prints are the touch points of the brand. By means of those touch point's customers gain the first experience about brand which creates fist impression as well. This experiences which customer gain by means of touch points influence their decision making about the brand in a positive or negative way. Smith and Wheeler (2003) states that customer experience will become the next competitive market to built strong brand it is necessary to build customer loyalty and it is possible to do it by brand experience.

According to Arnold et al. (2002) consumption experiences can be categorised into four periods: the pre-consumption experience, the purchasing experience, the core consumption experience and the remembered consumption.

Pine and Gilmore (1999) states that brand experience is relates to many aspects from the visual parts to communicating the psychology. Gobe (2001) identifies store experience with those words;

“A store is a product playground! Objects and interiors should be designed and laid out to be experienced, unfolded.”

After review of brand experience is complex and content of the brand experience is very wide which is covering tangible things for emotional aspects. In conclusion it is found from brand experience investigation that store environment which is communicating with emotions of customers is one of the touch point of Turkish coffee house brand.

4.1.2.9 Experience Design

According to Shedroff N. (2001) when successful and meaning full experiences wanted to be created by any medium to customers experience design is emphasised. According to David S.M and Dunn M. (2002) touch points are segmented into four groups and brand's relationships are represented in different categories. Pre-purchase, purchase, post-purchase and influencing touch points are the four categories which are created. (Look at figure 14)

Profoundly understandings of first three stages are important for the companies in order to create successful strategy. By means of understanding first three stages of customer experiences most suitable touch points can be selected to create structured strategy (David S.M and Dunn M. 2002)

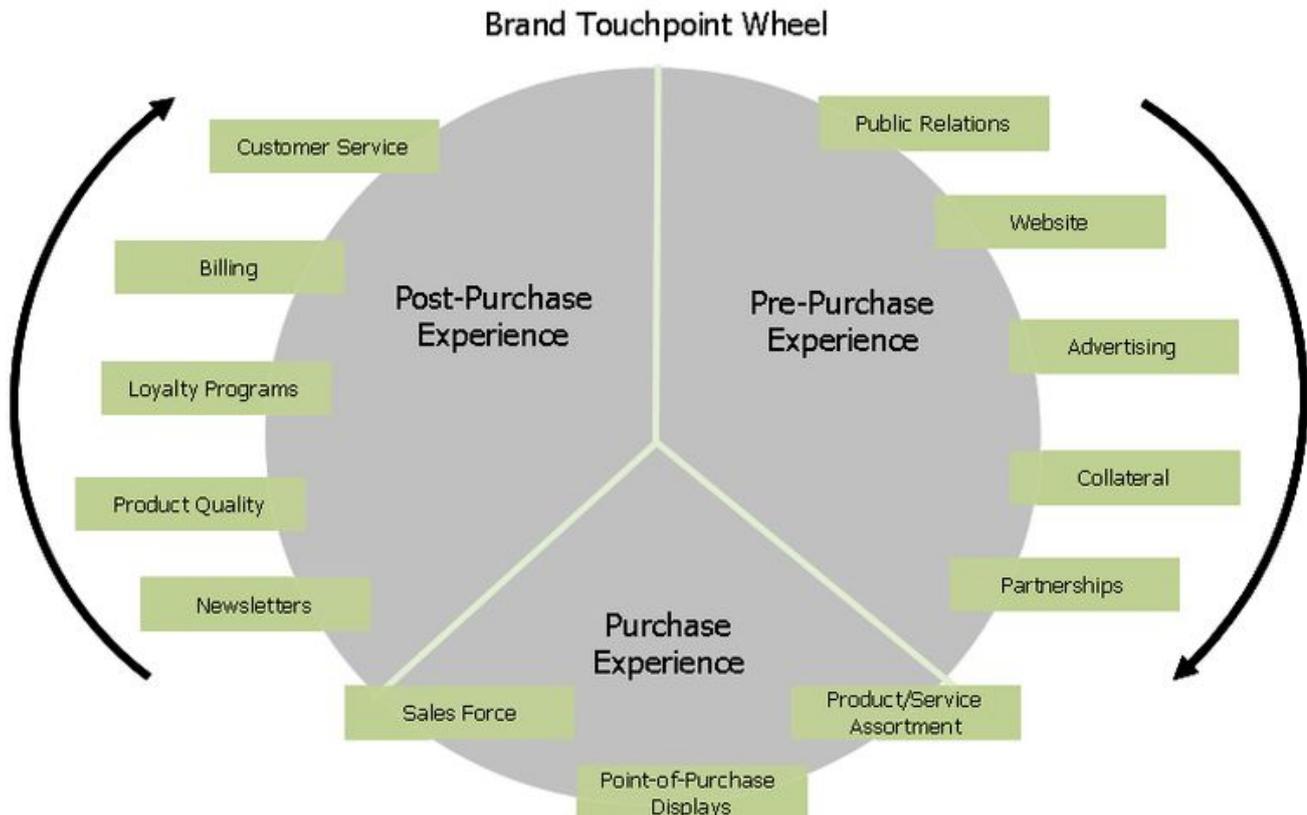
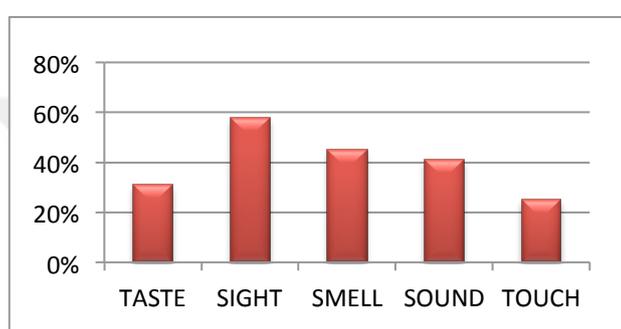


Figure 15: Brand touch point wheel

Experience design is a multi-disciplined designed which includes product, service, prints, billboard, and environment, event, digital and online. In order to design successful experience information, interaction and sensorial design disciplines has to be considered.

- **Information design:** According to Shedroff (2001) basis information design is the publishing and graphic. Information design is aiming to transfer meaningful information to customers by meaning of structured communication tools.

- **Interaction Design:** Interaction design creates synergistic experiences by means of some components such as theatre, dance, and performance art. Interaction design is aiming to make the audience participate or manipulate the activities.
- **Sensorial design:** Sensorial design demonstrates experience through five human senses which are smell, hearing, taste, sight and touch. Figure 14 gives the statistics of how much people are responding according to sensorial organs. Brand knowledge is linked to memory with variety of associations but it can be categorized in two components which are awareness and image. Brand awareness is the ability of identification of brand in different conditions by customer. Brand image is the



perceptions of customers about brand. Brand image has to be long term recognized. To have profound understanding of sensorial design look at appendix 10.

Figure 14: (Source: Millward Brown and Martin Lindstrom, 2005 Brand Sense)

4.1.3 Case Studies

Secondary research tool case study is segmented into two parts. Case Study between UK and Czech Republic Coffee Market is investigating the Turkish coffee house cultures suitability to European market. Case Study 2 Between Turkish, European and American coffee house culture is investigating the profound problem of the European consumers and their needs, desires and motivations. At the following sections case studies are detailed explained.

4.1.3.1 Case Study between UK and Czech Republic Coffee Market

For this research it is not possible to make research for each European country. Due to that reason from West Europe UK and from East Europe Czech republic is chosen as pilot countries. Aim of the case study is to have general idea about European coffee market, their familiarity to Turkish coffee in order to examine if Turkish coffee is suitable for Europe. These countries are chosen because statistics proves that they have developing coffee industry. By the decades their coffee consumption rates are increased. According to some studies %80 of Czech population prepare their coffee with Turkish way pouring water into mug with coffee. In UK it is known that coffee culture is competing with traditional tea

culture of British and coffee consumption is increasing day to day. European country Czech Republic's familiarity to Turkish coffee and UK's decreasing tea culture and increasing coffee market is the reason of choosing those countries. (Proexport Colombia Report)

Case study methods aim is to analyse the coffee consumption rates and development of coffee in European market. This case study provides us the main information to create a branding strategy for all Europe.

4.1.3.2 Case Study 2 Between Turkish, European and American coffee house culture

European coffee consumer's needs and demands are evaluated during the time. It is a process which has started at 16th century and which is still continuing. Evaluation of European coffee house consumers needs has started with the punctuation of Turkish coffee culture into European market and today it continues with the Americanisation of coffee. In order to figure out European consumers needs, demands, desires and preferences investigation is done towards the history of coffee houses in Europe and Americanisation of coffee house in Europe. European coffee consumers consuming behaviours, demands and desires are searched by the Europeanization of coffee houses in Europe. Their preferences and needs are figured out with the investigation of Americanisation of coffee houses in Europe.

4.1.3.3 Europeanization of Coffee and Coffee House Experience

From literature review it is found that coffee and coffee house culture came to Europe from Turkish territories. However Turkish coffee culture affected European life style and cultures. Those effects changed and reshaped the coffee and coffee house culture in Europe. In other words Turkish coffee and coffee house culture adapted to European culture. First revolutionize has started with coffee. Middle Easterners were drinking their coffee without sugar and they have never thought of adding milk in to coffee. Europeanization of coffee is started with milk and honey. Soft tastes were preferred rather than strong tastes by European consumers. They flavoured coffee with milk and honey. Second step of coffees Europeanization is clarification of coffee. Kolschitzky who opened the first coffee house of Vienna in 1684 found that Viennese preferred their coffee without grounds in spite of Turks preferred on the bottom of cup. He served the coffee with leaching the grounds and added milk and sugar. (Heise 2001, Intile 2007)

Figure 15: FRANZ GEORGE KOLSCHITZKY, PATRON SAINT OF VIENNA COFFEE LOVERS



In 1710 the French used the first infusion method for coffee. Instead of boiling the coffee they put the coffee powders in a textile cup and poured boiled water on it. After grounds were removed from the bottom of cup and flavoured with milk and honey European revolution on coffee has started. Sweetened and filtered coffees have the coffees popularity increased. As coffee houses spread into Europe this new Europeanized taste spread as well. This new taste created new culture and affected Europeans life style profoundly. Europeans who discovered the pleasure of flavoured coffee started to drink milky coffee while having breakfast. In Turkish culture coffee is drunk after breakfast. Breakfast means *Kahvalti* in Turkish, which means “before coffee”. So in Turkish culture people are having breakfast to have coffee. But in the European culture coffee is with breakfast. (Heise 2001, Saracgil 1999, Intile 2007 Hapson, 1999)

So researcher found out that infusion and sweetening of coffee is the start point of creation of European coffee culture. This innovation is made by means of Europeans taste and life style. In European life style Coffee is positioned as a drink which is drunk while having breakfast and which is drunk with milk. The position of coffee in Turkish culture is the opposite. It is drunk after breakfast and supposed to be drunk without flavour. Although both cultures people are drunk the same beverage, different coffee experiences made different effects in their lifestyles and this different effects made huge differences on coffee house experiences. Coffees infusion and sweetening enhanced the popularity of coffee in Europe. Unavoidable result of it was the spread of coffee houses all over the Europe. As a result of Europeanization of Turkish coffee experience in Europe, coffee houses Europeanized as well. Coffee was much cheaper than alcohol. Due to that reason coffee houses were attracting the attention of people who wanted to socialize. (Heise 2001, Saracgil 1999, Intile 2007, Hapson 1999)

The innovation which was made on coffees taste made Europeans drink coffee while having breakfast. Coffee house owner put croissant on their menu to respond the food need of

Europeans. This innovation on the menu of European coffee houses affected the life of Europeans life styles a lot. European coffee consumers who have breakfast with coffee started to go coffee shops more often. To attract more customers coffee shop owners started to put different cakes, desserts and sandwiches. By this way Europeans started to spend more time in coffee shops. (Heise 2001, Saracgil 1999, Intile 2007, Hapson 1999)

In conclusion, Europeanization process of coffee culture which has started with infusion and sweetening of coffee obligated the Europeanization of coffee houses in Europe as well due to needs of European customer.

Turkish coffee shop culture which is not giving a place to coffee during the breakfast is innovated according to needs and life styles of Europeans. In that time of period in Istanbul coffee houses were serving just beverage while Europeans started to serve food. This small detail created the European coffee shop culture. Turkish coffee shop culture brought relax, innovative, intelligent environment of coffee shops to Europe. Turkish coffee house is a culture where people speak about politics, actuality, literature... It is a place where people share common interests, meet new people and made networking! It is a place of socializing! It is an unofficial public university, it is unofficial lobby... Turkish coffee brought that culture to Europe and Europeans adopt it complied. On the other hand they add their cultural experiences to Turkish coffee culture which is the requirement of their life style such as drinking coffee with breakfast! When they adopt the Turkish coffee shop experience and their culture, they started to spend more time in coffee shops. In time they put more European experience in to coffee shops according to requirements of life style and needs of people. (Heise 2001, Saracgil 1999, Intile 2007, Hapson 1999)

Europeanization process of Turkish coffee shop which has started with drinking coffee with breakfast has completed by adopting more European experience. At the end of this process Turkish coffee and shop culture which has reshaped according to needs of Europeans gave birth of European coffee shop culture. Different coffee experience brought different coffee shop experience and cultural experiences created coffee and coffee shop culture in Europe. (Heise 2001, Saracgil 1999, Intile 2007, Hapsin 1999)

4.1.3.4 Americanisation of Coffee and Coffee House Experience in Europe Today

Of course coffee came to America before Starbucks Company was established in Seattle in 1970. However it was in the daily life of Americans and it became the national beverage of

hall nation after Boston Tea party, Starbucks Americanised coffee as commodity. Ellis (2004) explains it with these words;

“As opposed to the strongly-flavoured espresso shots of Europe, which are often flavoured with equal amounts of hot milk, Starbucks serves "hot milk drinks flavoured with coffee.”

Coffee which changes the shape and accommodates the culture according to needs of people has become American with more hot milk in the new world. In addition coffee shop environment changed according to life style of American people like it changed in Europe as well.

A research which Yongkang Quanhao industry made about coffee explains the American life like that,

Generally, American live a busy life, they are not like the people in Europe or Middle East who can enjoy life in easy way. They usually just have one bottle of Drip coffee from morning till night.

They invented paper cups because of that reason. They have lack of time and when they want to drink coffee they no time to sit. Due to effects of globalisation Starbucks which speared all over the world is marketing that American culture. American Dirk Riehle (2007) who came to Zurich for holiday displays the conflict of American and European coffee culture with these words;

I heeded my friends' advice and had my cappuccinos in nice little cafes.

Until I wanted a cappuccino to-go to sit down at the Limmat and let my feet dangle in the water.

After a fruitless attempt at convincing two waiters in two separate restaurants to get me a cappuccino in a paper cup, I gave up, headed over for the next Starbucks, and got my "cap to-go".

Dirks speech proves that American life style which is very busy is made people got used to ‘take away’ culture. American enjoys the coffee with take away cups due to lack of time! And these take away cups become their life style due to that reasons. The question is “Does American coffee culture matches with the expectations and the needs of the Europeans who

do not have a busy life as much as Americans?” Sam Lugtu (2009) who made observation between both nations coffee cultures answers the questions clearly;

Americans typically have their coffee on the go as a crutch to help them tackle busy days with their caffeine fix conveniently in hand. Europeans typically don't have coffee “to go” since they consider coffee drinking to be more of a social activity. I went to a café on the famous Parisian open-market street Rue Cler and observed the patronage sip their coffee with ease, some having vibrant conversations while others people-watch or read the daily newspaper Le Monde. Coming from the fast-paced environment of my workplace, it was nice to be in a setting where I could actually sit and enjoy my cappuccino.

Europeans are different, they have a different coffee back ground than Americans and they have different needs. Furthermore none of the coffee shop company is matching with the expectation of Europeans in Europe.

Markman Ellis (2004) identifies the Starbucks coffee experience as culture which based on consumption, not conversation while differentiating traditional European coffee house experience from American. Initial (2007) research about Starbucks culture supports the observation of Ellis. Initial agrees that certain aspects of Starbucks are not palatable to Europeans, such as ‘take-away’ coffee. So Starbucks bases his strategy on product and service offering accordingly. It is known that European coffee companies convert their coffee shop experience to American in order to deal with global player Starbucks. The question is; Even if the European coffee shop companies are marketing the American coffee shop experience which is offering product and service, where people can have coffee who wants to have their coffee with traditional experiences? Are the coffee shops in Europe providing the facilities which are meeting with the needs of European customers? Are Europeans satisfied with their coffee shops?

4.2 Primary Research Findings

In order to achieve the objectives 1, 2, 3 and 4 quantitative research tools interview, observation and customer journey is done. At the following sections research tools and their aims are explained detailed.

4.2.1 Interviews

Primary research tool interview is segmented into three part as professionals 1 (franchised company which is selling coffee), Professionals 2 (coffee house company), European consumers. At the following titles interviews are explained detailed.

4.2.1.1 Interviews with European Consumers

Semi- structured interview method is done in coffee places of London with 30 people who are living in Europe. Ages of customers are between 20 and 60. Age segmentation is done between 20-29, 30-40 and 40+. Interviewee's nationalities are British, Colombian, Syrian, Italian, Indian Denmark, Czech Republic, Mauritius, Sri Lanka, Algeria, Greece and Poland. Majority of interviews are done with British consumers. They were born in UK or have been living in UK more than 5 years. (Look at appendix 6 to see demographics of interviewees)

Interview Questions are segmented into two groups. First six questions are aiming to find out European consumers familiarity to Turkish coffee and Turkish coffee culture. Rest of the questions are addressing European coffee house consumers' preferences and wishes. You can see the questions for European Consumers (appendices -7)

Questions which are asked to European consumer examine their coffee consuming habits, their familiarity to Turkish coffee. In addition questions are investigating if they are confused between Turkish coffee and with any other coffee culture, their coffee and shop consuming habits, what kind of place they want to drink coffee. Findings are analysed and segmented according to consumer's ages. (Look at appendix 8 to see results of Interview with European consumers)

Analyse process of interviews is aiming to figure out the target age group, European consumers knowledge about Turkish coffee culture, if they have any confusion about any other coffee culture and their coffee shop consuming habits. According to the outcomes target age group, this age groups coffee shop experience expectations and their knowledge about

Turkish coffee culture is figured out to create new branding strategies for the Turkish coffee shop in Europe.

At the first three questions it is asked if they know what Turkish Greek and Arabic coffee is. 78% of interviewees said that they heard or know about Turkish coffee while this rate is 0.3% for Arabic coffee and 54% for Greek coffee. 69% of interviewees have tried one of those coffee and 72% of them have tried Turkish coffee while this rate is 18% for Greek coffee and 0.9% for Arabic coffee. This data proves that European coffee consumers are familiar to Turkish coffee more than any other coffee.

Questions which are trying to figure out the coffee shop preferences of Europeans showed that 79% of European coffee consumers do like going coffee houses. Question ‘What kind of coffee houses do you prefer?’ Is segmented into 5 parts which are *doesn't matter, western, eastern, Mediterranean and modern*. When 33% of European coffee consumers respond as ‘Doesn't matter’, 77 % of them respond as western, eastern or Mediterranean. So it means 77% of them preferred traditional experiences. As a result majority of European coffee house consumers enjoy going coffee house and their preferences is traditional experience. Dramatically preferences are on the eastern and Mediterranean experiences.

Results of the interviews showed that middle aged group is more conscious coffee consumers rather than any other age group. Most of them have tried Turkish coffee at least one, they know differences between Turkish coffee and other coffees. In addition 66% of them prefer traditional experiences.

4.2.1.2 Interview in Bratislava

Interview is done with Nihat Bekiri who is in coffee shop business for 35 years. He is a Turkish man who was born in Macedonia. Turkish people who are living in Macedonia are famous with their success in coffee house business. It is possible find a Turkish business man who was born in Macedonia and in coffee house business all over the Europe, especially in East Europe. Mr Bekiri is living in Slovakia for 13 years and they have a coffee shop which name is Egypt targets local people. Aim of choosing this



company is to investigate the consuming habits, factors which are affecting preferences of Eastern Europeans. Interview is done for 30 min. and it is recorded.

1- ‘Coffee is pleasure and this pleasure makes the stuff, facilities and service of coffee shop important!’

In advance topic and aim of the research is explained to Mr. Bekiri. Before questions are asked he explained the nature of coffee and coffee houses. He says that;

Coffee is pleasure. In Europe and in Middle East people are drinking coffee for pleasure. Drinking the coffee slowly and enjoying the coffee is the main propose of coffee experience. Coffee houses are the places which are supplying the good conditions to enjoy coffee more. He explains that situation with that example;

‘We have some loyal customers and our entire waitress knows their habits. Due to that reason we are trying to supply best conditions to them. This customer comes to coffee shop every day and he takes the same seat at the terrace. He orders his coffee and lights up his cigarette while enjoying the view at the terrace. Most of the time after he ordered the coffee he puts his unlighted cigarette on ashtray and takes zips from his coffee. We had a new waitress and he didn’t know his this habit. To be kind to him went next to him to light up his cigarette. Customer didn’t say anything while the waitress was lighting up his cigarette. After the waitress light it up he said,

‘Son you are very polite but you spoiled my good mood! I’m enjoying the coffee slowly while I’m enjoying the terrace and cigarette slowly!’

In conclusion enjoying coffee is like a ceremony for customer. He would like to enjoy the place slightly because this time which he is spending in the coffee house is just for coffee pleasure. Due to that reason coffee house has to supply this customer all facilities which gives him pleasure about coffee experience. This reason makes the stuff, facilities of coffee shop and your service vitally important to keep or to attract customer.’

2- ‘Turkish coffee shop experience is the most suitable experience for European market! Because...’

Questions, ‘Do you think a coffee shop which is marketing Turkish coffee shop experience would be successful in Europe? How is European customers approach to Eastern cultures?’ are asked to Mr. Bekiri to take his idea about traditional coffee shop experiences in Europe. He explains the European markets demand on different cultures like that;

‘First of all Turkish coffee shop culture is not only an eastern culture. Turkey is a Mediterranean country as well. Turkish coffee shop experience is the output of luxury of east, relaxation of Mediterranean and customs of Turkish culture. Turkey is in a geographical place where all that cultures are combined and result of that situation is Turkish coffee shop culture. In addition we also have to remember that coffee shop culture came to Europe by means of Turkish coffee shop culture. In Europe coffee shop culture is Turkish coffee shop culture’s adapted form to European culture. Even though Europeans are not aware of they are familiar to Turkish coffee shop culture, it is fundamental of European coffee shop culture. When it is considered about the eastern identity of Turkish coffee shop culture, it is the appealing part for Europeans. There is considerable demand and curiosity on East. The luxury and mystery of the East is always attracting the European people. Due to that reason Turkish coffee shop culture is very attractive and suitable for European market. ‘

3- ‘Relax Turkish Mediterranean atmosphere to the coffee shop has to be first aim!’

To figure out the design features of successful coffee shop which is going to be designed according to Turkish coffee house experience the question ‘Which identities of coffee shop would attract the customers?’ is asked. Mr Bekiri said that, selling something new and being first in a field is always great advantage in the market. Now there is no coffee shop which is selling Turkish coffee shop experience in the Europe. If it is designed according to Turkish traditions it would be very big sensation in the market. Visual luxury is important. Equipments of coffee have to be traditional. Turkish coffee cups, pots, spoons and delights are important. Turkish customs fundamental importance at coffee shop environment is quality service and cleanliness. To give relax Turkish Mediterranean atmosphere to the coffee shop has to be first aim.

4- ‘Turkish patisseries are low cost and matches with the preferences of Europeans!’

To find out the food consumption habits in coffee houses in Europe questions which are addressing the European coffee shop consumers food preferences are asked. Mr. Bekiri said that;

‘Europeans don’t prefer very sweet deserts. Mostly they prefer ice-cream. Sandwiches are the most lucrative foods in coffee shops. On the other hand Turkish patisseries which are not known in Europe are very suitable for European taste. They are low cost and taste full. ‘

5- Branding of Coffee Shop is Important!

Mr. Bekiri points the importance of branding coffee houses. He says that;

“Selling just coffee is monotone nowadays. New trend is marketing the coffee shop has soul and story. Due to that reason there is a tendency to traditional experiences in Europe. “

Advertisement, design and capability of understanding consumer needs which is changing according to time are very important about coffee shop management. In course of time all the small coffee shop companies will be rubbed of and only professionals will be surviving. Due to that reason branding of coffee shop companies is profoundly important. There is a demand on traditional experiences in Europe and professional who can field that gap going to be permanent with smart branding strategies.

4.2.1.3 Interview with Kuru Kahveci Mehmet Efendi

This company is the first coffee company of Ottoman Empire and Turkish republic as well. They are selling just Turkish coffee and they have no coffee shop. Ozdemir Ayer, member of the executive board of company has given an interview for 40 min. by phone. Mr. Ayer is regarded as one of the best coffee expert as well. Although aim of the interview was to figure out some clues for successful branding strategy towards Kuru Kahveci Mehmet Efendi’s branding strategy, Mr. Ayer regard that information as secret information of company and avoid



informing the researcher. However he gave general information about Turkish coffee brands developing process, problems and European consuming habits.

At the end of the interview report critical analyse is done to figure out branding boundaries which are preventing the branding of Turkish coffee Europe. Findings are discussed in order to find out if those boundaries have any influence on branding of Turkish coffee shops as well.

Mr. Aydemir explains the coffee environment in Turkey and in Europe with those words; ‘There are 200.000 coffee shops in Turkey. It is a very big market. Coffee consumption rates are rising every year. Branding of Turkish coffee is a process. In order to figure out that problem trade history of Holland and France has be investigated. Branding of Turkish coffee requires big amount of investment and none of the European companies have amount for now.

European people don't drink strong coffees and Turkish coffee is a strong coffee. Majority of Europeans prefer filtered coffees with milk. Although preferences of majority like this it also differentiates according to culture. When English consumer drink with milk, Italians prefer with cappuccino and espresso. Scandinavians consumes fifteen cup of coffee per day. Consuming habits are changing according cultures.'

4.2.2 Observation Method

Observation method is segmented in to three parts as West Europe, East Europe and Turkey. At the following titles observation methods and their aims are explained detailed.

4.2.2.1 Observation in West Europe - London:

Observation in Coffee Costa

Coffee Costa coffee shop is chosen because it is one of the biggest coffee shop companies in UK which is selling Mediterranean culture. Observation is done on the dates between 19th April and 25th April. London, Uxbridge Café Costa branches were the main observation places because there are two

Café Costa which are selling different experiences. Bigger Costa has no terrace, smaller one has terrace. While we were making the observation the question 'Do European consumers prefer terrace rather than in door coffee shops? If yes, why?' is investigated as well. Between the dates 26th of April and 2th of May observation is done in Central London as well to find out if consuming habit differentiates between central and suburbs.

Coffee Costa is visited mostly by middle aged customers. Place have also demand by young consumers. Coffee shops decoration is nice and their furniture's are comfortable. Service is self service and products are quality. Menu and products are displayed well and it is arousing appetite.

Coffee place is very crowded on the weekend. Especially on Sundays people coming with their family to have brunch. Although their products are quality there is problem with service.

Figure 16: Costa Café London



It is not possible to find clean tables. Waitresses are not cleaning tables properly. Queue is very long some times because there is not enough staff that is taking orders and preparing as well.

Most of coffee Costa doesn't have terrace or good interior design for sunny days. People are buying more when they eat in. But in sunny days coffee shop is not responding the needs of customer that's why they prefer to take out. There is not traditional equipment of coffees and foods.

However they supply the comfortable environment for customer, service is not well enough and there is not a lot of image which is expressing the Mediterranean experiences.

Observation in Ozer Restaurant

Ozer Restaurant is chosen for the observation method because it is the most Luxury Turkish restaurant of London which is well known by European consumers. Aim of observation Ozer restaurant was to investigate if European consumers know Turkish Coffee, do they drink it after food like Turkish consumers as well, how familiar do they to that coffee culture?

Figure 17: Entrance of Ozer Restaurant



Observation is done on 29th of June. It is done on that specific day because it was Saturday and all tables were booked by European consumers. Approximately % 65 of Ozer Restaurant customers are European. Observation is done one Saturday. On that day all of their tables are booked. European consumer's beverage orders after food are observed. Majority of customers have ordered Turkish coffee after food. People who drank alcohol ordered their Turkish coffee after drink. Rest of them ordered after food

Observation in National Geographic

Observation method is applied at several coffee houses in London. Observation method is done in London Regent Street at National Geographic coffee house. It is observed that coffee houses and book stores have a tight connection. Half of the place is serving as a coffee house and the other half as serving as a book store. At the other half, books, t-shirts, CDs and other products of the National Geographic brand are sold. It is observed that customers enjoy that environment.

Figure 18: National Geographic store in London

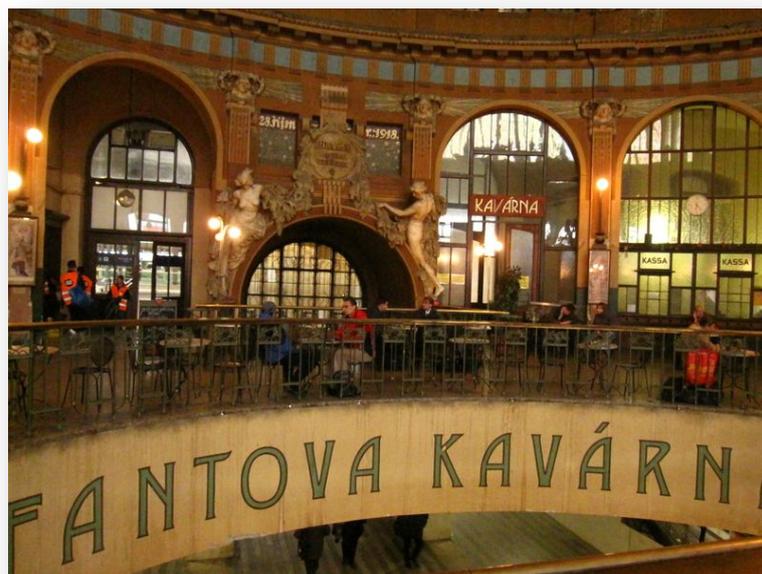


4.2.2.2 Observation in East Europe:

Coffee Houses in Prague:

Observation method didn't apply in a particular coffee shop. General investigation is done between the done on 15th June to 22th June.

Figure 18: Fantova Kavarna Coffee house in Prague.



Coffee consumers in

Prague like to consumer their coffee in Coffee houses rather than consuming at home. Coffee consumption rates are low but people prefer to consume coffee at coffee houses due to socialization reasons. They prefer coffee shops which has terrace. Coffee consumers in Prague usually prefer coffee shops which are in central Prague. Hot beverage places can be segmented in three groups in Prague. Traditional tea houses are one of them which have demand by Europeans. Traditional tea is served from all over the world. Especially Asian tea culture is market in those places. Sheesha houses are the places where all hot beverages are served. They provide traditional Eastern experiences with sheesha and eastern beverage menu. Other hot beverage places are the franchised and local coffee houses which are mostly providing contemporary experiences

Tea houses and sheesha houses have considerable demand by Europeans. Problem in the hot beverage and coffee house market is service. Service is very slow and employee is not trained.

Coffee Houses in Wien:

Observation method is applied particularly in Castelletto coffee shop which is a local coffee house in central Wien. Other coffee houses in central Wien observed as well. General investigation is done between the done on 22th June to 24th June. In Wien it is obvious to see that there is a considerable coffee house culture.

Figure 19: Castello coffee house in Wien

Coffee houses design their windows carefully to display their product well. Ice cream and some light disserts are especially preferred by European customer in coffee houses. It is not possible to see so much franchised coffee shop in central Wien. Every coffee house is marketing different experiences but mostly they market European coffee house experience. It is noticed that consumers prefer usually coffee houses which has terrace.



Castelletto coffee house is almost for 500 people. Their menu includes different kind of desserts and sandwiches. Place where they display the desserts are very good designed. It attracts people. Coffee house is very clean and service is fast. Coffee house was full on the dates when observation is done. Their menu is not focused on one tradition. It includes different coffees, beverages and desserts from every culinary.

Figure 20: Some other coffee houses in Vienna



Coffee Houses in Bratislava and Trnava:

Observation method is done on 25th of June in Egypt coffee shop which is a local coffee house in central Trnava.

This coffee house is chosen because their target consumers were local people and they provide European coffee house experience.

In Egypt coffee house it is observed that consumer eat ice-cream in coffee houses. They usually prefer light coffees such as Nescafe with milk.



‘Egypt’ has terrace as well

and it attracts people. Weather was almost 10-11 degree and people were drinking their coffee out door. Service was fast and quality. Coffee shop was very clean and ice-reams were displayed successful.

In Bratislava there was the same situation. There are lots of coffee houses and they all have terrace out door. The service is not fast enough. Coffee houses are marketing usually European coffee house experience.

Figure 21: Coffee house in Trnava

4.2.2.3 Observation in Istanbul Turkey

Observation in Kahve Dunyasi

Kahve Dunyasi’s target market people. However there is consumers as well due to it’s relax and quality decoration. Each Kahve Dunyasi has terrace unless it is in shopping centre. In the terrace chairs are bamboo organisation of table provides you to see everywhere.



Kahve D nyası is middle age demand by young

Their menu doesn’t include only Turkish foods and beverages. There lots of food and beverages from different cultures which are providing different experiences to customers.

Especially their chocolate menu is marvellous. Equipments of beverages and foods are well designed and express the quality of the place. However Turkish coffee cups is traditional they are also modernised and it makes the visual display more interesting for Turkish customers.

Middle age women are meeting with their friends there rather than at home. Kahve Dunyasi has demand by Female friend groups.

Service is not self service but the most interesting and important point is waitresses are not wearing formal waitress uniforms. They wear t- shirt of Kahve Dunyasi and kitchen apron. It makes the customers feel like at home! While customers are having quality service they also feel like at home. Atmosphere of coffee shop is very sincere.

Bathrooms are very clean. There is automatic plastic coverage system on the toilets seats which is changing the seat cover in each usage.

On the weekends and afternoon coffee shop is very busy. At the rest of the times you can regard busy. It is crowded especially if it is sunny that day. Coffee place is open till late.

Figure 21: Kahve Dunyasi Istanbul

Service of the coffee shop is very quality. They pick the dirty cups all the time. They never let u sit with dirty plates.

People are coming to coffee shop alone as well to study or to read book.

They provide magazines, newspapers and Wi-Fi connection to the

customers. To sum up the observation, it is like they provide the freedom of self service coffee shop and quality of none self service coffee shop. They give you the comfort and quality.



Observation in Remzi Kitap Evi- Istanbul

Remzi Kitap Evi is one of the biggest book store and publisher of Turkey. Observation method is done in their Istanbul branch at Bagdat Street. The place is divided into two parts. Half of the place is serving as book and music store. Other half is serving as coffee house. Their customer profile is middle and over middle age customers. It is observed that young consumers are also visiting the place. Remzi kitap evi coffee house has close connection with cultural events. Famous writers are organizing signature day. It is observed that customers have high demand on coffee house.

General Observation in Coffee houses of Istanbul

Istanbul is the city where fist coffee house is opened and coffee house culture is created. Due to that reason general investigation is done at coffee houses. At most of the coffee houses high-tech televisions attract the attention of researcher. By this way people can have the daily information from coffee houses. Furniture's of the coffee houses are relax and re-designed traditional coffee house chairs which called tabure. Especially young customers have demand on coffee houses in Turkey. Generally music is played at coffee houses and coffee houses are supplying games to customers such as backgammon, chess and monopoly.

4.2.3. Customer Journey

Customer Journey is done in Kahve Dunyasi in Istanbul and Coffee Costa in Central London. Aim of the method is to find out the gaps in European coffee shop experience in order to design branding strategies for Turkish coffee in Europe. Their consuming habits and way of consuming of coffee shop has investigated. Customer Journey is segmented 5 main parts.

1. CUSTOMER GETS IN TO THE COFFEE SHOP
2. ORDERDING
3. WAITING FOR ORDERS
4. CONSUMING COFFEE IN COFFEE SHOP
5. LEAVING THE PLACE

In conclusion priority activities which should be designed for is identified. Bullet points are written. Look at figure 22 to see the findings of Customer journey. To see detailed information about priority activities look at appendix 9.

Figure 22: Customer Journey

CUSTOMER JOURNEY IN KAHVE DUNYASI AND IN CAFFEE COSTA					
JOURNEY STEPS	1-CUSTOMER GETS IN TO THE COFFEE SHOP	2- ORDERING	3-WAITING FOR ORDERS	4-CONSUMING COFFEE IN COFFEE SHOP	5-LEAVING THE PLACE
 <p>CUSTOMER EXPERIENCING EACH STEP IN KAHVE DUNYASI</p>	<ul style="list-style-type: none"> .Coffee shop employee is saying welcome to customer smiley .Feels well treated .Coffee shop employee show the place to customer to have seat .Customers feels the hospitality and respect 	<ul style="list-style-type: none"> .Customer orders while sitting. .Customer feels the quality service . Variety of options in the menu. .Coffee shop employee waits next to customer to help him/her to choose. .Customer feels happy and relaxed 	<ul style="list-style-type: none"> .They feels like at home. They are reading magazines, news papers or Wi-Fi facilities while waiting for orders. .They see people around enjoy the hustle and buzzed. . It makes them feel happy and energetic. . Service is fast they feel the quality. 	<ul style="list-style-type: none"> .Comfortable relax environment makes them feel relax. .Redesigned modern Turkish designs are used as coffee equipments beside modern equipment. .While feeling familiar they also feel curious. . Waitresses are checking the tables all the time due to that reason there is no dirty plate or coffee cup on the tables in front of the customers. . Customer feel well treated .feels the quality 	<ul style="list-style-type: none"> .Waitress asks if they have any wishes while smiling. It makes them feel important and to be cared on. .Customer pays the bill at the table while sitting. . Comfortable and relaxed. Customer feels happy.
 <p>CUSTOMER EXPERIENCING EACH STEP IN CAFFEE COSTA</p>	<ul style="list-style-type: none"> .Customer gets into the coffee shop and waits on the queue .It makes he/him bored or stressed 	<ul style="list-style-type: none"> .Customer has to make decision about orders while waiting on the queue or before get in the queue. .It makes feel anxious and stressed. .Menu and feed is well displayed. It makes feel positioned. 	<ul style="list-style-type: none"> .Service is quite fast. Doesn't make you wait for long time. Makes feel happy. .Customer have to carry the orders them self even for eat in orders. . Makes you feel anxious and nervous. 	<ul style="list-style-type: none"> .Comfortable environment makes customer feel good. .There is high risk to find table with dirty plates and cups. .Feels disappointed. .Equipment of coffee is normal. There is no traditional experience which attracts attention. .No excitement. .Quality product makes you feel good. 	<ul style="list-style-type: none"> .Before they leave no body take the dirty plates. They have no place on the table. .They feel uncomfortable. .They feel ok.
<p>Priority Activities</p>	<ul style="list-style-type: none"> .First impression when customer got in to the coffee house is important. .Coffee house atmosphere 	<ul style="list-style-type: none"> .appealing of menu .display of products. .Service focused 	<ul style="list-style-type: none"> . Service design 	<ul style="list-style-type: none"> .equipments of coffee and other products .employee training .service design 	<ul style="list-style-type: none"> .make them feel belonging to the place .Service design

CHAPTER 5: DISCUSSION AND RECOMMENDATION

This chapter focuses on the main findings analyses and creative thinking in order to achieve aim of the research and objectives. At this part all findings of research methods are evaluated and according to the discussion of findings design and branding strategy is created. While findings are discussed which enables researchers answer key questions design and branding ideas are recommended.

This section is segmented into two stages. At the first stage customer based brand equity is discussed and brand strategy is created.

By means of interview Ozdemir Ayer the information ‘Europeans don’t prefer strong coffee’ which is found at primary research is supported. On the other hand interview which is done with Mr. Bekiri proved that Turkish coffee shop experience is capable to solve the existing problem of European market. Furthermore it is highly lucrative as well. So from the research methods it is found that Turkish coffee house experience is capable to fill the gap of the European market by responding needs and expectations of European consumers. From the literature review method researcher found that Turkish coffee and Turkish coffee houses have never been branded in Europe before. Due to that reason it is found that customer based brand equity model is necessary to be created for Turkish coffee house brand which is going to be built from the beginning. It orders to achieve success for the brand has to be differentiated from competitive brand at the market. At the first stage key competitors of the market is figured out (Look at appendix 11). It is found that Starbucks and Costa cafe are the key competitors of the market. At the second stage those brands comparative swot analysis (appendix 12), marketing mix (appendix 13) and targeting (appendix 14) are investigated in order to differentiate the Turkish coffee house brand while creating branding strategy. In order to create strong brand strategy for Turkish coffee house brand Keller’s customer based brand equity model is used. Brand identity, brand meaning, brand responses and brand relationships have created.

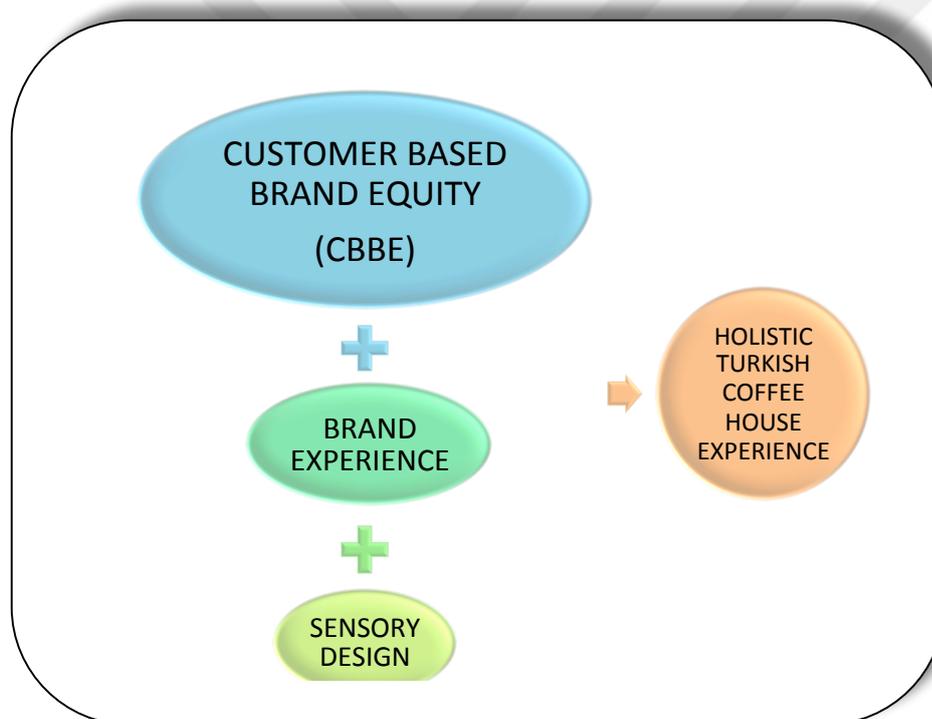
At the second part while design experience is discussed towards the findings of research methods design of Turkish coffee house experience is done. Creative thinking ideas are supported with current data and visual images. Experience design is segmented into four parts. According to Arnold et al. (2002) consumption experiences can be categorised into four periods: the pre-consumption experience, the purchasing experience, the core consumption experience and the remembered consumption. While Turkish coffee house

brand experience is designed at the purchasing experience part it is emphasised on sensory design. From the literature review method it is found that sensory interactions which are emotionally influence customers preferences are created by brands. In order to create brand equity sensory interactions are successfully applied into brand space, communication, service and product elements. As a result of interactions into those elements brand experience is created. Sensory experiences which builds brand equity in customers mind is established by differential effects, brand knowledge and customer response to market. (Djurovic, 2009)

Due to that reason sensory design is emphasised at purchasing experience part.

As a result, Turkish coffee house brand strategy is based on Customer Based Brand Equity Model. According to that strategy brand experience is designed which is emphasising on sensory design. Look at figure 23 to see the design thinking process of the project.

Figure: 23

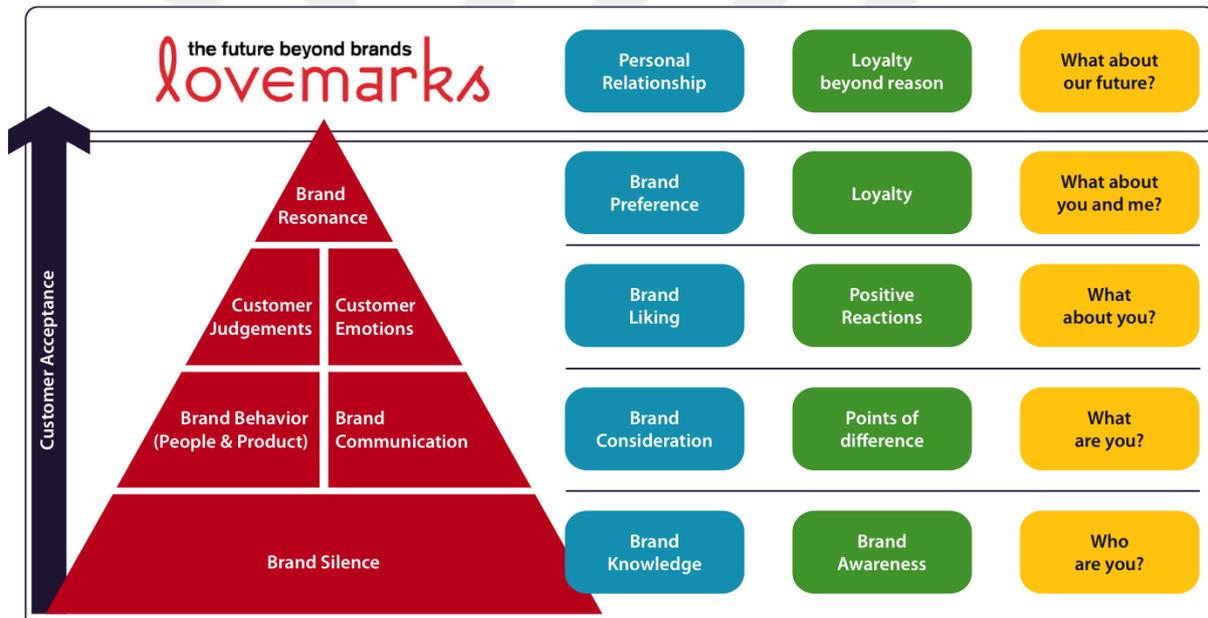


5.1 Customer Based Brand Equity

According to Keller's customer based brand equity model brand identity, brand meaning, brand responses and brand relationships are created. In order to create a strong brand at the market customer based point of differences are figured out towards design, product, place, promotion and price. At the first place according to problem of the coffee house customers in Europe core brand values are established. Brand values are responding the needs and

preferences of European customers. In addition values than key competitors values. This feature will be advantage at the market for the brand. Secondly brand positioning is done according to outcomes of the research methods. At the brand segmentation part target customers are identified according to their age, economic profile, and professions. Target places and identity of the place is clarifies. Thirdly brand associations are established. At the fourth place customer centric point of differences of the market is indentified and marketing mix established according to data. Features of Product, price, place and promotion are detailed explained according to design and branding strategy. Offers of the brand and emotional associations are described at the customer based point of differences and marketing mix. Part. Strategy which is created supported with current data. Look at figure 24 to see customer based brand model of Keller.

Figure 24: Keller’s Customer based brand Equity Model



5.1.1 Core Brand Values

5.1.1.1 Traditional:

From the literature review research tool is found that European coffee shop consumer’s fundamental needs; sweetened coffee, breakfast, communication, conversation and social networking. Results of interview method which is used for secondary research gave data which is supporting the finding of primary research. The question ‘What kind of coffee shops do u prefers?’ is asked to figure out their preference. Majority of European consumer

who are over 30 have chosen traditional experiences. An interviewee who is Scottish and 33 years old commended that he doesn't go Starbucks because he doesn't find it sincere. He says;

'I don't want to buy take away coffee. I want to sit and speak to people.

If you are going to just buy the coffee and go what is the

Meaning of going coffee shop?'

Researcher finding which is supported with current data is European coffee consumers desire is Traditional experience. Key competitors of the market don't offer any traditional experiences. Furthermore they have passion their self as non-traditional. Problem of the coffee house market is companies which don't respond the needs of Europeans consumers. After in-depth research it is found that the customer centric problem of the market is appearing owing to lack of traditional experience. Results of case study method proved that American coffee house culture doesn't respond the social needs of Europeans. Due to that reason Turkish coffee-house brand's primary value is being Traditional which brand is defining itself.

5.1.1.2 Actual and Intelligence:

After European coffee house owners started to serve breakfast at coffee houses Europeans started to go to coffee houses more often. After a while coffee houses become the best place where Europeans can have communication and social networking facilities. By means of coffee houses Europeans started to have information and knowledge about lots of subject. They were speaking about art, politics, and trade. This daily information which they provide from coffee-houses was responding their actuality need. This information which found from literature review research tool made the Actuality second value of the brand which is referring communication, conversation and social networking needs of European customers.

5.1.1.3 Mystery:

In 17th century Coffee which is brought to Europe as an exotic present in first place has shocked and attracted the attention of Europeans by the stunning visit of Ottoman ambassadors' visit. It can be considered as first branding of Turkish coffee experience in Europe. Critical analyse is done in order to figure out the motivations and desires of Europeans. Findings are compared with current data in order to ensure the validity of

findings. By the Ambassador Kara Mehmet Pasha's visit to Paris Europeans saw the Eastern culture first time which is different than European culture. Camels, janissaries, different cloths and coffee... This Turkish ambassador brought culture which they haven't seen before and don't know at all! This culture which they don't know anything about was a mysterious for them! This mysterious culture which Europeans are fascinated and don't know anything about, made them curious about it! This curiosity motivated them to figure out that culture and as a result they started to be keeping in touch with the place where they can learn it! This place was the Ottoman camp where ottoman soldiers are burning the woods all day to cook coffee. Europeans who are fascinated by that mysterious culture started to go camp of Ottoman soldiers to see what they drink and how they cook it! They attracted and got curious by the mystery of Turkish culture. Due to that reason they started to go the place where coffee Ottoman soldiers cook coffee! Till that time most of the Parisians even didn't know what coffee is! Mystery of a culture which is piqued Europeans curiosity made all nations curious and made them go to a coffee place and drink coffee!

Reddy and Naik (1999) emphasize on curiosity while they are making research about emotional buying factors of consumers. The test which they made to figure out how much curiosity is effective on consumer's decision making, they found out that 82 per cent of respondents stated curiosity as an emotional buying factor.

Towards the Naik and Readdy's (1999) research European consumer's behaviours at the 17th century, the interviews which are made for the secondary research and information which is stated bellow figured out from literature review are proving that European coffee consumers motivation is curiosity and mystery. Due to these reasons Mystery is the third brand value of Turkish coffee house brand.

5.1.1.4 Quality:

According to Keller quality is second important factor which is influencing the decision making of customers. Due to that reason quality is the fourth brand value.

5.1.1.5 Fun:

When investigation about key competitors is done in order to figure out customer centric point of differences (POD) between competitors it is figured out key competitors of the market don't promise fun (look at appendix 12, 13 and 14 for the strategy of key

competitors). Secondly target profile of the brand is middle aged professionals. This target group is not old. Urbanisation is regarded as mega trend of the world and entertainment is regarded as social trends. Due to that reason brand value which is offering fun which is reposing to relax, to have conversation, socialization, healthy snack and beverage needs of Europeans is the fifth value of brand. In addition there is no coffee house company at the market which is offering fun to their customers. It is an advantage for the brand.

5.1.2 Brand Positioning

Brand segmentation means similar perceptions and beliefs about your brand. Similar knowledge structures to market segment helps to brand to identify itself better. There are two ways of brand segmentation which are descriptive and behavioural. Descriptive segmentations departure point is characteristics of the individuals in the market. Behavioural segmentation focuses on how individuals in the market perceive or use the product. Segmentation criteria established on identifiability, accessibility, responsiveness and size. This project is mostly based on behavioural segmentation but it work with descriptive segmentation hand in hand.

5.1.2.1 Target age: Middle age and over middle age people 30-39, 40+

Results of the interviews showed that middle aged group is more conscious coffee consumers than any other age group (look at appendix 8). Questions which are investigating knowledge of European coffee consumers about Turkish coffee figured out that middle aged and over middle aged consumers have more information about coffee cultures and they know the differences between coffee cultures more than young consumers. Interviews and observations which are done in East Europe gave us the result which displays middle age and over aged consumers are keener on coffee and coffee house consumption. World statistic shows that middle age and over middle age coffee consumer's consumer more coffee than any other age groups (look at appendix 15). Due that reasons 30-39 and 40+ age groups are chosen as target age groups.

5.1.2.2 Target profile: Middle age Urban Professionals.

Interview with professionals in Europe showed us that demand on traditional coffee house experience is mostly by middle aged Urban Professionals. Most of the interviewee said that they don't like American style coffee houses because they want to sit, relax and have conversation. At the literature review method it is figured out that American coffee house

culture is the outcome of the busy urban life style of Americans. Due to that reason take away coffee cups and self service is invented. However research methods shows that European consumers have complains about American coffee house culture in Europe it doesn't mean they don't have the same social needs with American coffee consumers. With other words Europeans coffee house consumers who are not satisfied with American coffee house service have the same social needs with American coffee consumers because both consumers are urban people. Only difference between them is European life style is easier than American life style and this situation provides more time to European coffee consumer to consume their coffee in coffee. Due to that reason middle age urban professionals are the target profile.

5.1.2.3 Target Demographics: Professionals, Families, and Mature consumers

Professionals: Professionals are chosen as target demographic due to the result of interviews with European consumers and interview with Mr Bekiri in East Europe. Results of interviews showed that especially professionals complain about the coffee houses. While European professionals say that they want traditional experiences which give them better service and relaxation opportunity, Mr, Bekiri add that East European coffee consumers have demand on traditional coffee house experience. Due to those reasons and economical power of professionals, middle aged professional are target demographic.

Families: Observation method and interviews with coffee house professionals and consumers proved that European peoples consuming behaviour of coffee shop is commonly with their families. Especially at the weekend they prefer to go coffee shop with their family and have their branch at the coffee shop. Mr. Bekiri suggest that targeting in families are most of the more lucrative than any other demographic targets because in East Europe people like chill out at coffee shops with their families while doing interview with him in Slovakia. Lack of coffee house facilities which are addressing European families at the market and demand of European families made the researcher choose European Families as target demographic.

Mature consumers: Results of interview, observation, literature review methods and world coffee consumption statistics (look at appendix 15) showed that mature people have demand on coffee house consumption. Firstly they have high rate on coffee consumption; secondly they prefer traditional coffee houses due to service and relaxation reasons. Our brand promises are supplying those facilities. Due to that reasons mature consumers are target customers as well.

5.1.2.4 Target place: Centre of Metropolitan European Cities

Target profile of project is middle aged urban professionals. Those people are mostly spending their time at the centre of the city due to their life style. They go to work in the morning and go out of work at evening. Brand's target customers are at the centre of the city. To supply easy access for urban professionals to coffee house primary aim of brand is targeting centre of metropolitans.

5.1.2.5 Identity of place: To relax, to have conversation, socialization, to have fun, healthy snack and beverage

To relax: Interviews with European coffee house consumers gave us the result of they prefer places to relax instead of take away and go. 'Do like to go to coffee house' question is asked to European coffee consumers and majority of people responded positively. Question 'what kind of coffee houses do u prefer?' is segmented in to 5 parts which is doesn't matter, western, eastern, Mediterranean and modern. When 33% of European coffee consumers respond as 'Doesn't matter', 77 % of them respond as western, eastern or Mediterranean. So it means 77% of them preferred traditional experiences. As a respond of those answers researcher asked the question 'what kind of coffee houses do u prefer?' is segmented in to 5 parts which is doesn't matter, western, eastern, Mediterranean and modern. When 33% of European coffee consumers respond as 'Doesn't matter', 77 % of them respond as western, eastern or Mediterranean. So it means 77% of them preferred traditional experiences. Why do you prefer eastern and Mediterranean coffee house culture?' Interviews respond that they want to sit, relax and enjoy their coffee. Due to that reason relaxation is one of the identities of coffee house which brand promise to its customers.

Conversation and Socialization: Identity of place is addressing the needs, preferences, desires and motivations of European coffee house consumers. European consumers beverage need at the breakfast made them give place for coffee at the breakfast table. European coffee shop owners started to serve sandwiches, cakes and croissants to respond the needs of consumer who go to coffee shop to satisfy the need of communication, conversation and networking by the excuse of coffee. As a result of it coffee shops which respond the European people breakfast, communication and social networking needs become indispensable in Europe. European people need to sweetened coffee, need of beverage at the breakfast, need of social networking and conversation made the coffee European.

Furthermore entertainment is one of the greatest social trends of the world. Due to that reason identity of place is emphasizing on conversation and socialization.

To have Fun: When the investigation is done in order to figure out customer centric point of differences (POD) between competitors it is figured out key competitors of the market doesn't promise fun (look at appendix 12, 13 and 14). Secondly target profile of the brand is middle aged professionals. This target group is not old people. Urbanisation is regarded as mega trend of the world and entertainment is regarded as social trends. Due to that reason promising fun for urban people which is not promised by any other coffee house company is an advantage for the brand to make difference at the market.

Healthy snack and beverage: One of the micro trends at the market is Healy food. Especially European consumers are conscious and take care about healthy food. In addition one of the key drivers of the market, Starbucks is criticized due to its un-healthy beverages. Due to that reason promising healthy options for customers is one of the advantages for the brand which can make difference at the market.

5.1.3 Brand Associations

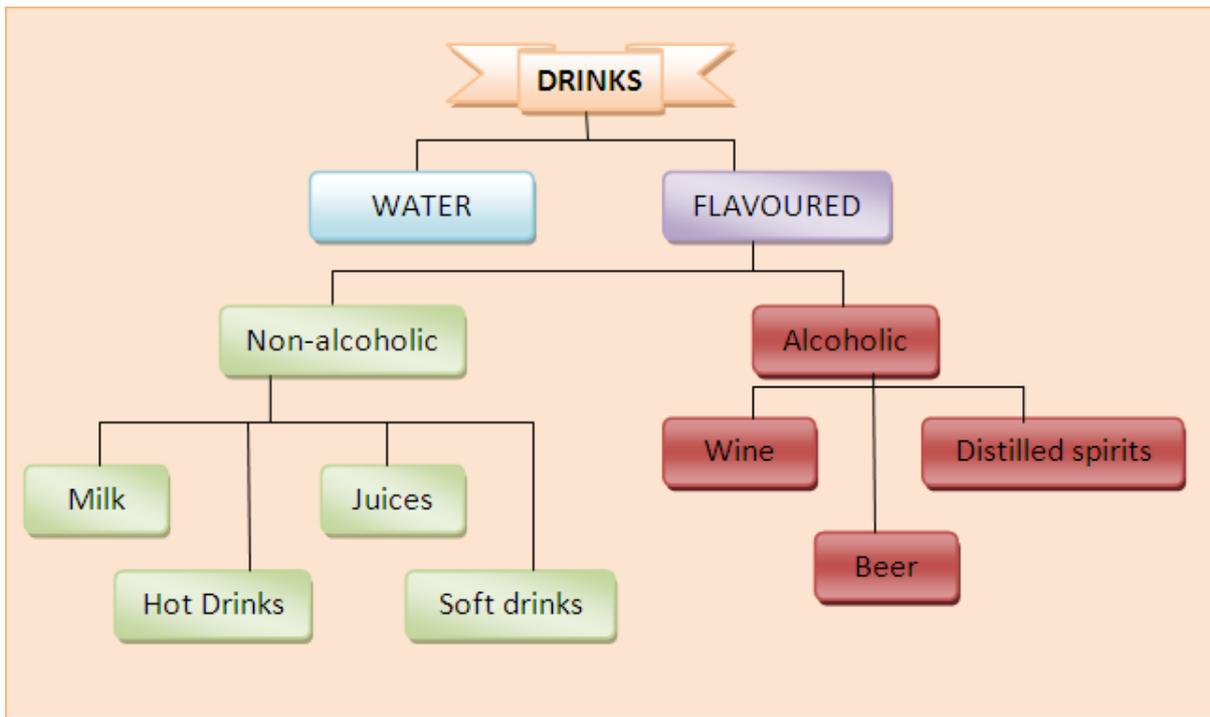
Brands associations are something positive which customers relate the brand and deep seated in customer's mind about the brand. Attributes of brand which customers remember when the brand is talked about are brand associations. Brand associations have to refer specific product or service which is recognized within its product or service category. In order to make the Turkish coffee house brand recognized by customers associations of Turkish coffee house are clarified as Quality coffee, constantly good customer service, Traditional experiences in relaxing atmosphere with constant store design that meets five senses, Traditional Turkish Enjoyment and Quality service with reasonable price. (Management Study Guide, 2009)

5.1.3.1-) Quality Coffee

Coffee is positioned at the non-alcoholic drinks category as drink according to drink category hierarchy (Figure 25, Keller 2003). Figure 26 Gfk Reports US. 2004 shows percentage agreement with the statement, 'in deciding whether to buy certain brands of product, which of the things on this list are most important to you in deciding to buy a brand or not?' (Keller 2003). As it is shown at the figure quality is the third important factor which is influencing the decision making of customer about product. Key competitor of the market Starbucks'

brand association is premium coffee (look at appendix 25) . In order to create difference and achieve the success for the brand, Turkish coffee house brand's one of association is quality coffee.

Figure 25: Drinks Category Hierarchy (Keller 2003)



5.1.3.2-) consistently good customer service

Problem of the European market is lack of good service. Research methods outcomes gave the result of European consumers demand on good service. Life style of nations is shaping the coffee and coffee house culture of them. Europeans and Americans have different life styles. American life style is much busier than European life style. Relaxer European life style requires drinking and enjoying the coffee while sitting at the coffee shop. European coffee shop experience which is based on relaxing and enjoying the coffee at coffee house requires quality service as well instead of American 'self service' style. One of the existing design problems of the market is lack of quality service design which is designed according to needs and preference of European coffee customers. Due to that reason consistently good customer service is one of the associations of Turkish coffee house brand.

5.1.3.3-) Enjoyment by Traditional Turkish coffee House Experience

Brand meaning is the second step of the customer based brand equity. Brand meaning is made up of two categories as performance and imaginary as it is explained above. Brand imaginary response to customer psychological and social needs satisfaction. By the brand imaginary emotional connection is done between product and customers. Personality and values of brands are similar to peoples (Keller 2001). Marc Gobe explains this situation by emotional branding definition with those words;

„Emotional branding is a means of creating a personal dialogue with consumers. Consumers today expect their brands to know them – intimately and individually – with a solid understanding of their needs and cultural orientation“ (Source: Marc Gobe, 2001 Emotional Branding)

According to Keller personality and values of brands dimension is categories into five categories and one of them is excitement (Keller 2001). Disney is the best company which makes emotional branding by means of excitement. Walt Disney identifies value of enjoyment with those words;

“People spend money when and where they feel good.” - Walt Disney

At the coffee house market in Europe none of the key competitors connect the brand by Enjoyment. In addition research gave the result that European customers miss traditional experiences and they eastern cultures are appealing for them. Due to that reason Enjoyment by traditional Turkish coffee house experience is one of the associations of the brand.

5.1.3.4-) Quality service with reasonable price

According to GFK Reports US. 2004 price is the second factor after experience which is influencing the decision making of customers. A third factor is quality. Due to that reason quality service for reasonable price is one of the associations of Turkish coffee house brand.



Figure 26: Gfk Reports US.

2004. Figure shows percentage agreement with the statement, 'In deciding whether to buy certain brands of product, which of the things on this list are most important to you in deciding to buy a brand or not?'

5.1.4 Customer Centric point of Differences and Marketing Mix

5.1.4.1-) PRICE: Middle price ~ High Quality

Price of Starbucks and Café Costa is comparatively higher than other coffee house companies. Café Costa is targeting privileged and higher middle class customers (look at appendix 13). Starbucks define their price segmentation with those words;

'We don't want to be price leader. We serve more for more!'

On the other hand one of the mega trends of the world is recessions and Economic crises. Furthermore Keller (2003) defines the price and quality as an important factor which is affecting customer's preferences and choices. Due to that reason to differentiate the brand from other brands price will be middle segmented as middle class and offer of the brand will be high quality.

5.1.4.2-) PRODUCT: Tasty ~ Low Calorie, Nutritious ~ Healthy, Fast ~ Quality

Literature review and observation findings showed that preferences of European consumers are sweetened coffee and breakfast in the morning. In addition one of their needs is quality service. Healthy options and increasing eating disorders are micro trends of the world. Due to those reason an offer which is promising tasty but low calorie beverages and nutritious but healthy foods are the facts which will differentiate the brand from other brands. Turkish cuisine is eligible to supply those offers to European customers. Service is one of the gaps at the market. By means of a good service design brand can differentiate itself at the market.

Beverage: At the coffee market Starbucks is criticized due to its high calorie beverages. Although Cafe Costa is not criticized due to its products however company doesn't have any healthy or low calorie beverage menu.

Food: Starbucks is offering healthy sandwiches, salads and pastry for vegetarians. Costa coffee is serving similar products as well. For instance Turkish pastiseries simit, borek and puaca is suitable for the food menu. Figure 27: Simit



Figure 28: Pogaca



Figure 29: Borek



Service: Key competitors at the market are giving self service offer. Findings of research methods are giving the results that this American service culture doesn't respond the European customers. In order to make difference at the market a franchised coffee house brand which is offering service by trained barista and waitresses is advantage at the market. Self service will not be applied to the branding strategy.

- **Customer service counter:** Service counter needs to arrange interactions of barista in most comfortable way with customer. Customers need to see coffee is prepared.
- **Certificated Barista:** In every 6 months baristas have to train in order to refresh their knowledge about brand values and about new coffee techniques.
- **Certificated Waitresses:** Waitresses have to be trained in every 6 months in order to refresh their knowledge about brand values and how to treat to customers.

5.1.4.3-) PLACE: Fun ~ Intelligence

From the primary research methods and literature review it is figured out that European people social needs on coffee shop are communication, conversation and social networking.

When interviews are done with European coffee house consumers most of interviewees complained about the cant have any conversation at the coffee shops. In addition interviewees made this command as well;

‘Before this popular franchised coffee houses people used to speak about daily life at the coffee houses! Politics, economy, art and relative subjects were spoken at the coffee houses. Everybody used to learn what going on around then at coffee houses. But now it is not possible to see this facility in current coffee houses!’

Results of interview method which is used for secondary research gave data’s which is supporting the finding of primary research. The question ‘What kind of coffee shops do u prefers?’ is asked to figure out their preference. Majority of European consumer who are over 30 have chosen traditional experiences. A interweave who is Scottish and 33 years old commend that he doesn’t gap Starbucks because he doesn’t find it sincere. He says;

*‘I don’t want to buy take away coffee. I want to sit and speak to people.
If you are going to just but the coffee and go what is the
meaning of going coffee shop?’*

Researcher finding which is supported with current data is European coffee consumers desire is Traditional experience. Researcher research is proved that Turkish coffee house experience is suitable to be marketed in European market because European coffee-house culture is evaluated from Turkish coffee-house culture. Fundamentals needs of European coffee house consumers and Turkish coffee house consumers are same. Only difference between those cultures is traditional way of consuming of the place. By means of observation method Turkish coffee shop culture and European coffee shop culture is observed. Problem solving focused observation helped researched to solve the problem of European coffee house consumers. Findings of observation method are supported by interview and literature review methods. As an example those differences can be clarified with those words;

When European people prefer to drink coffee in porcelain cups, Turkish people drink in traditional Turkish cups which are called fincan. While Turkish people use tabure which is a small and portable chair European people use normal European chairs. Such tiny cultural differences create traditional experiences. Design of the place will be done towards that

cultural experience. Following titles will be explaining detailed features of the place which is designed according to Turkish coffee house culture.

Figure 30: Fincan



Figure 31: Tabure



Feature of place: Turkish shops are the places where people still make networking. In order to solve the networking problem of European coffee houses 21st centuries Turkish coffee houses are observed. Turkish coffee houses communication, networking and actuality based coffee-houses designs are figured out. For successful branding strategy those designs which are applicable to European market are investigated for European consumers. Those designs are compared with key competitors place designs and differentiate designs are chosen. Design ideas are also matching with the mega and micro trends.

Key competitors at the market don't offer fun and intelligence. In Order to create difference at the market those design ideas are created;

Coffee-house Furniture: Key competitor of the market Starbucks is offering anti-traditional experiences however current demand of the market is on traditional experiences. Due to that reason traditional Turkish pattern at the decoration is the fact which will create difference at the market. In Turkish coffee-houses chairs are called as Tabure which is small and portable chair. (look at Figure 31) Re-designed traditional Turkish coffee-house chairs will be used at the coffee-house.

Coffee-house employee uniform: From the literature review it is figured out that oriental cloths are attracting attention of European customers a lot. Oriental cloths mystery even made the European people go to coffee houses and different things attract their attention all the

time. Uniforms of the coffee house employee which includes Turkish patterns in it will make the visual image of the coffee house different than other coffee houses. Uniforms which are designed according to Turkish patterns will arouse the mystery which is going to make customers curious. As Naik and Reddy(1999) said on their research curiosity is influencing the emotional buying factors of consumers. By this way it is possible to achieve to attract the attention of customers which will supply advantage for the brand at the market.

1. **High-tech TV:** One of the mega trends of the world is smart technology. Observation methods which are done in Istanbul at coffee-houses gave us the data that most of coffee houses have high-tech TV and this facility attract considerable amount of customer. High-tech televisions which will show the daily news will take place at the coffee-house. This facility will provide consumers daily information about what is going on the world to European consumers. By this way European consumers actuality and communication needs will be responded.
2. **Book and Music Store:** Findings of literature review gave the researcher that at Turkish coffee houses a person used to read a book loudly in order to respond the information and education needs of customers. Since the coffee-houses are created books, books stores and coffee-houses have a very tight connection towards inelegancy. Observation method which is done in several coffee houses in London gave results which are supporting that information. National geographic shop which is in London Regent Street is divided to two parts. Half of the place is serving to customers as coffee-house and other half is selling the books and products of national geographic. Research methods which are investigating the needs of Europeans figured out that European needs are traditional experiences, actuality and communication. It is also found out that Turkish coffee-house culture is responding those needs. Due to that reason a book and music store will be serving to customers at the coffee-house. Magazines, books, latest music's and all the cultural serviced will be given by means of book and music store. With this way European people will be connected to lo daily life more closely.
3. **Wi-Fi facility:** People are not just drinking coffee at coffee houses. Technology is innovated and it affected the life style of consumers. People are working from their Laptop, chatting with their friends and surfing the internet. Companies which offer

free Wi-Fi facility make difference at the market. Due to that reason place will offer free Wi-Fi for customers.

4. **Easy transportation facilities:** Location of the place is an important factor which is influencing the choice of customers. Target customer of the place is middle aged urban professionals. Due to that reason places which are at central of cities and closes to the public transportation facilities will be chosen.

5.1.4.4-) PROMOTION:

Coffee-magazines: A magazine which will be published with the name of the coffee-house company will be sold at all magazine stores. Magazine will make the advertisement of the coffee house and will also include information about coffee and coffee house trends, news about art and social matters, discussions and coffee fortune teller part. Reading future from the coffee grounds which are at bottom of the coffee cup is the part of the Turkish culture. Most of the magazines are putting astrology commends at last page of the magazines. For this magazine Turkish coffee fortune teller will take place instead of astrology part. By this difference woman customer's attention will be attracted. In addition there is no franchised coffee house company which promoting their brand by means of a magazine. This advantage will make difference for the brand at market.

Online ordering: Personalisation of product is the mega trends. Starbucks coffee house company which is the key competitor of the market is using that trend at the most efficient way. Company made a new deal with Apple Company. Apple will design a new application for Starbucks in order to customers make online ordering. By this way customers will consume time and this high-tech promotion will supply advantage for the Starbucks Company. In order to compete with Starbucks new Turkish coffee House Company needs to supply familiar and more innovative facilities. Due to that reason online ordering of the Turkish coffee house company will be made by the web page. Customers who are member of the web page will be informed about the innovations, new services and news about the Turkish coffee house company. In addition they will be able to order which product they like from the e-shop. Products will be sent to their address. Membership of the web page will be free.

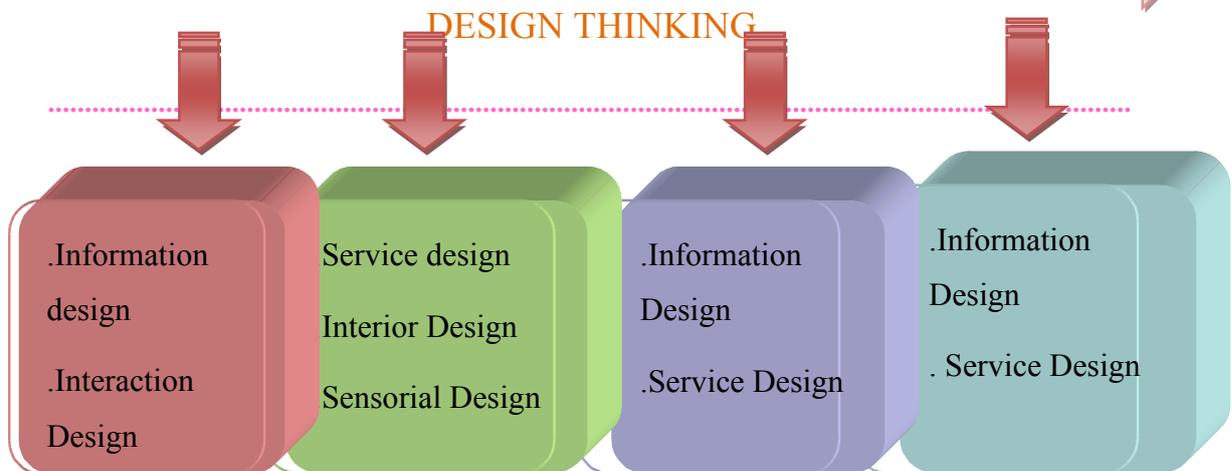
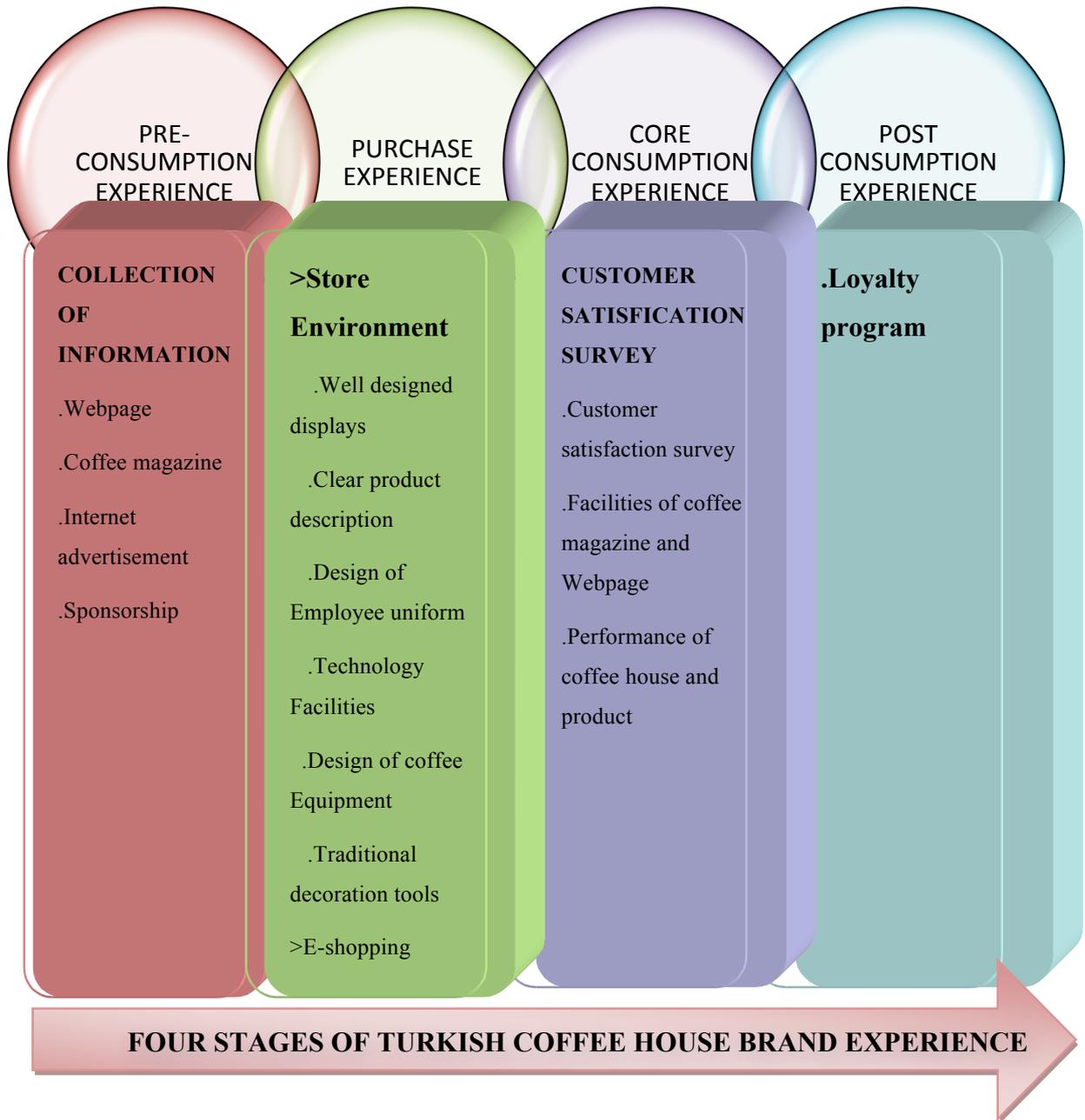
5.2 Design of Turkish coffee House Experience

At the literature part brand experience is investigated and it is figured out that entire process of experience should be considered carefully as it may influence the customer's decision. According to Arnold et al. (2002) consumption experiences can be categorised into four periods: the pre-consumption experience, the purchasing experience, the core consumption experience and the remembered consumption. Turkish coffee house experience designed according to these four steps. At the following sections design of Turkish coffee house experience is explained. Look at figure 14 to see entire experience design process.

5.2.1 PRE-CONSUMPTION EXPERIENCE STAGE

Pre consumption is the first stage of experience which combines customers to the brand by means of touch points. Pre-consumption experience can be categorised into two aspects as tangible and intangible aspects. Tangible aspects refer the objective touch points such as bill boards, webpage's, and brochures by what customer gain information about the brand. However intangible aspects refer emotional aspects such as word of amount information and images.

Primary activity of this stage is building brand awareness of Turkish coffee house experience in order to respond the needs of European coffee house consumers. By means of touch points from where European coffee house consumers can supply information about the brand awareness can be building. Research findings showed that in order to make the communication of the brand effective with customers it is figured that information design will be done. As addition to the web page and coffee magazine which are detailed explained at the marketing mix's promotion part internet advertisement and sponsorship activities will be done according to core values of the brand.



5.2.2 PURCHASE EXPERIENCE (Sensory Design)

Essential touch point of purchase experience stage is store environment. Primary research methods and literature review findings showed that European people social needs on coffee shop are communication, conversation and social networking. Interview methods findings gave the results which is supporting this outcome. Observation method which is done in Wien showed that clean and well designed displays attract the attention of customers. In addition literature review and interview findings proved that lack of traditional experience cause problem at the market. In order to solve that problem at the market problem solving designs are done for Turkish coffee house brand. In order to satisfy the customer's emotional and practical requirements emotional branding strategy will be uses towards sensory experience. According to Gobe (2001) providing sensory experiences to customers can provide them more enjoyable shopping experiences. Sensory design of Turkish coffee house brand is identified into four categories as sense of sight, smell, touch and taste. At the following titles experience design identities if Turkish coffee house brand are explained.

5.2.2.1 -Visual experience of Turkish coffee house:

Turkish culture is very rich according visual experiences. To supply best experiences to European customers which will entertain and make them enjoy the coffee Turkish coffee and coffee house cultures identities are investigated. The date which is found out analyse according to European culture in order to find out if those visual identities are matching with the expectations and needs of European consumers. In addition those design identities are also investigated if they match with the mega and micro trends of the world. According to the literature review and observation surveys in Eastern Europe and Turkey imagination is an important aspect of customers which influence customer's decision making process. Due to that reason design tools of Turkish coffee house brand is chosen according to which can demonstrate the brand personality and product characteristics. At the following part of the visual design identities of the Turkish coffee house are explained.

5.2.2.1.1 Design of Coffee Equipments

Design factor which influence European coffee and coffee shop preference is investigated with the comparative case study research of American and European coffee shop experience

Researcher found that ‘take away paper cups’ which is the output of American busy life style is not appreciated by European coffee consumers. Europeans prefer to enjoy coffee at coffee house with porcelain cup instead of paper cups. Due to that reason it is found that all the visual equipments of the coffee such as cups, plates, small spoons are important for the European coffee consumers. According to those findings Turkish coffee equipments which are explained below will be used at the coffee house.

- **Fincan:** Literature review results showed that fincan special Turkish coffee cup is the fundamental characteristic Turkish coffee culture

Figure 32: Fincan with Traditional Kutahya patterns.



- **Cezve:** Cezve is the Turkish coffee pot which is different than the European coffee pots is expressing the characteristic of Turkish coffee culture. At the traditional Turkish coffee houses coffee is brought in the cezve and poured into fincan in front of the customer.



Figure 32: Cezve

- **Trey (Tepsi):** Tepsi is the special Turkish coffee tray. Usually fincan and cezve is served with that tray.



Figure 33: Tepsi

In order to show the ‘Traditional’ characteristic of Turkish coffee house brand and make the customer enjoy the Turkish coffee culture those coffee equipments are chosen for the Turkish coffee house brand.

5.2.2.1.2 -Interior Design of coffee house

Store environment is the combination of tangible, intangible, practical and emotional factors. Interior design can adopt the spiritual aspects to brand personality and it can create an atmosphere which can combine people emotionally to the brand. Literature review and interview findings showed that Eastern cultures mystery is arousing their curiosity. Due to that reason Turkish coffee house cultures decoration identities are figured out that the literature review part and an interior design concept is s created for the Turkish coffee house brand.

- **Coffee-house Furniture**

In Turkish coffee-houses chairs are called as Tabure which is small and portable chair. (look at Figure 35) Re-designed traditional Turkish coffee-house chairs will be used at the coffee-house.

Figure 34: Outdoor of a coffee house



Figure 35: Tabure

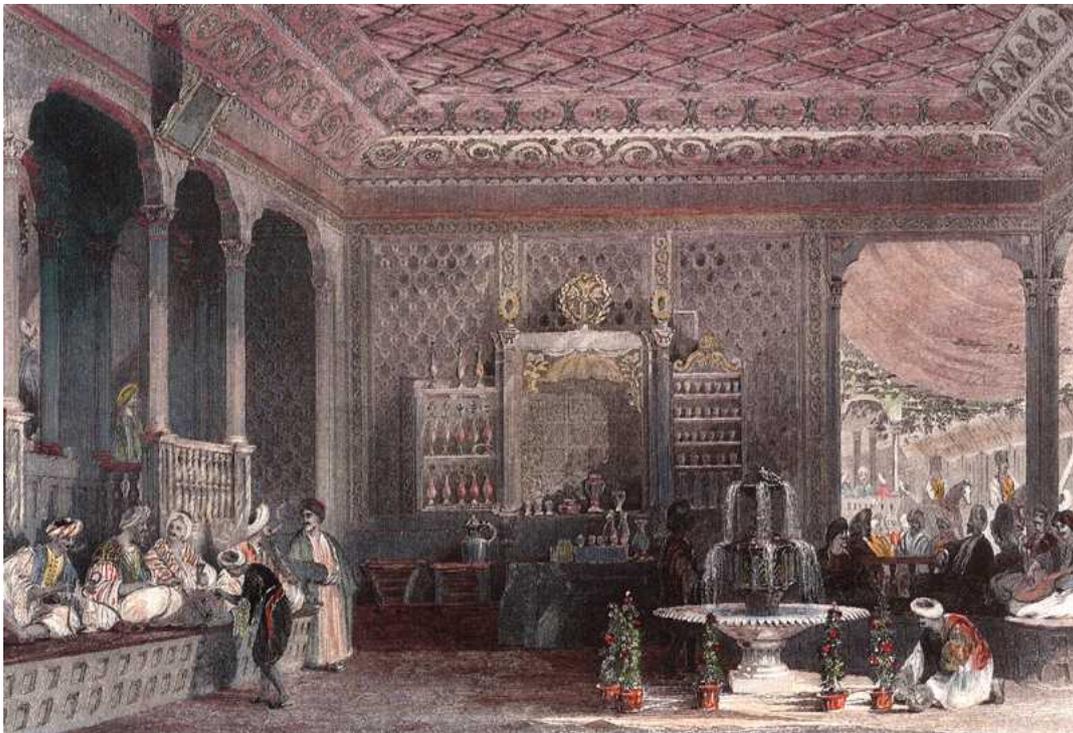


In addition more comfortable furniture’s which are convenient for reading will be decorated to the coffee house place.

Pool: Interviews which are done with European coffee house consumers gave the result that customers what to enjoy the natural beauty when they drink coffee. Due to this reason they

were saying that they want a Mediterranean place with terrace where they can enjoy the coffee. From the literature review it is figure out that most of the traditional Turkish coffee houses had panoramic view of the place which shows the city from best point and terrace where customer can enjoy their coffee outdoor have an important place. In order to supply this enjoyment in winter as well coffee house owners were making a small pool in the coffee. In order to create a natural ambiance at the coffee houses a small pool will be designed. You can see the sample Ottoman coffee house at figure 3

Figure 36: Sample drawing of Traditional Turkish coffee house which is decorated with pool.



5.2.2.1.3 Design of coffee House Uniforms

From the literature review it is figured out that oriental cloths are attracting attention of European customers a lot. Oriental cloths mystery even made the European people go to coffee houses and different things attract their attention all the time. Uniforms of the coffee house employee which includes Turkish patterns in it will make the visual image of the coffee house different than other coffee houses.

Figur 37: Turkish Street baristsa at Ottoman period.

Uniforms which are designed according to Turkish patterns will arouse the mystery which is going to make customers curious. As Naik and Reddy (1999) said on their research curiosity is influencing the emotional buying factors of consumers. By this way it is possible to achieve to attract the attention of customers which



will supply advantage for the brand at the market. Figure 37 show the image of an old Ottoman street barista. These images can be inspiration of the design of coffee house employee.

5.2.2.2 Sense of Smell

From the literature review research enhancement of Turkish coffee scent is found. At the past coffee houses there were coffee roasters which are spread the smell of coffee to all area. People who smell the coffee used to go to coffee houses to drink coffee. Intense smell of Turkish coffee is the part of Turkish coffee house culture. Due to that reason a coffee roaster which will roast coffee at the coffee will be decorated to the coffee house place. By this way while customers experience the smell of fresh coffee beans they will have visual experience with seeing coffee beans while cooked.

Figure 38: Traditional coffee roaster



5.2.2.3 Tangible experience

Coffee beans will be used for the tangible experience. After coffee beans are roasted customers will be able to touch warm coffee beans.



5.2.2.4 Sense of Taste

In order to supply the customer's traditional Turkish coffee house experiences fundamental of Turkish coffee culture Lokum and Cold water will be served as side of Turkish coffee.

Figure 39: Lokum



Figure 40: Sample serving of Turkish coffee



5.2.3 CORE CONSUMPTION EXPERIENCE STAGE

After visiting and consuming the coffee house customer emotions can be dissatisfied. This situation can influence the customer's emotion in a negative way about the brand. In order to solve that problem information design will be done which will give detailed information about the brand, brands activities, products and events. For this stage in advance customer satisfaction survey will be done in order to have the profound understanding of customers' problem. According to the results of the survey, information about the brand activities, products and events will be informed to customers by webpage and magazine of brand. By this way information and service design will be applied at this stage.

5.2.4 POST CONSUMPTION EXPERIENCE

This stage is emphasising on whole brand experiences. In order to achieve success of the brand providing fulfil experiences from beginning to end which satisfies customers is very important. Due to that reason whole usage process has to be considered. In order to make the customer re-call the brand it is necessary to design satisfying experiences for customers.

Due to that reason information design has to be innovated according to needs and development of the coffee house environment. Core brand values and everything about the brand has to be led to customers clearly in order to strength the brand awareness. Conveys have to be done in order to understand the changing needs of customers and according to it service and sensory design has be developed. By fulfil experiences brand loyalty can be strength and maintained.

CHAPTER 6: CONCLUSION

This project is conducted towards the aim of creating brand model Turkish coffee house and design brand experience for European consumers at European market. The project is directed towards five main objectives in order to respond to the key research question as well as sub-key questions.

Research starts with secondary literature review that aims to investigate: history of coffee and coffee house environment, Turkish coffee and coffee house culture, European coffee culture, European coffee market and European coffee consumers, design factors which make coffee houses appealing for target customers, European consumers needs, desire and motivations. Literature review part conducted customer based equity model of Keller, emotional branding, brand experience, experience design and sensory design as well. By means of a case study, the suitability of Western and Eastern European countries to Turkish coffee house experience is investigated. In addition a second case study is done between American, Turkish and European coffee house cultures; this enlightened the researcher into European coffee house consumers' problems and needs.

The primary research was conducted by interview, observation and customer journey methods. Information and data which had been obtained from secondary research proved

supporting to the data which were found in primary research. In addition it gave valuable information about design strategy.

Primary and secondary research tools findings which are supporting each other made the discussion, evaluation and recommendation process of project more logical. Due to that reason the researcher achieved to create a strong brand strategy and experience design for Turkish coffee House brand.

All in all, this dissertation which was aiming to create brand model Turkish coffee house and design brand experience for European consumers at European market has achieved the aim by creating customer based brand equity and a design framework for Turkish coffee house experience.

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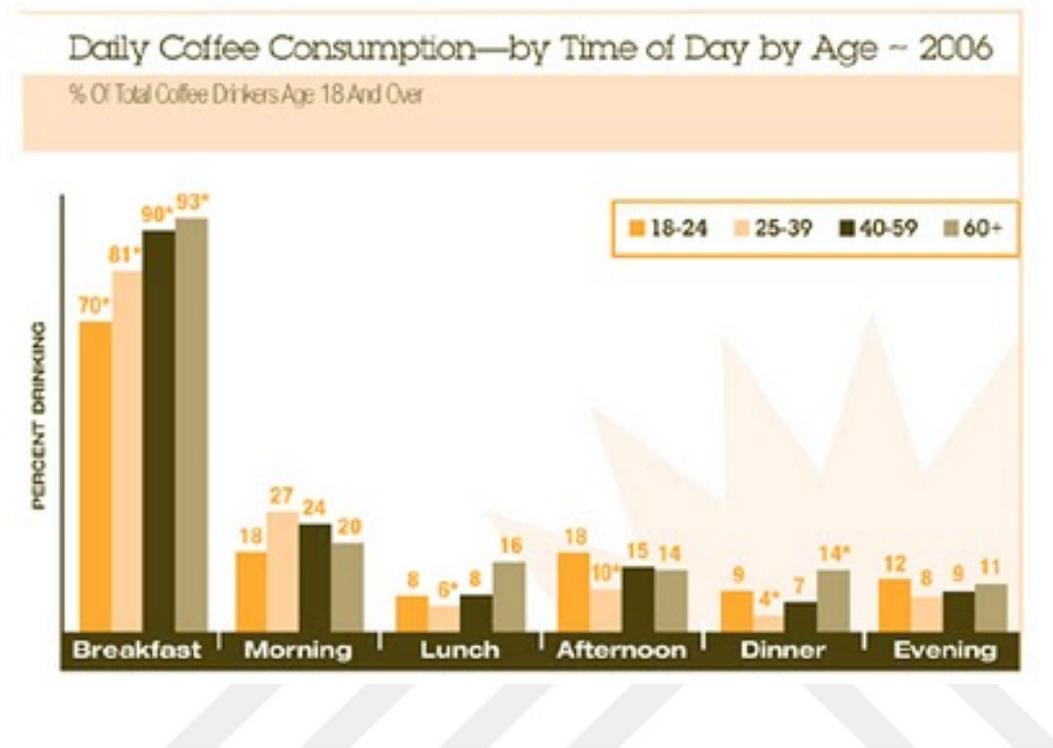
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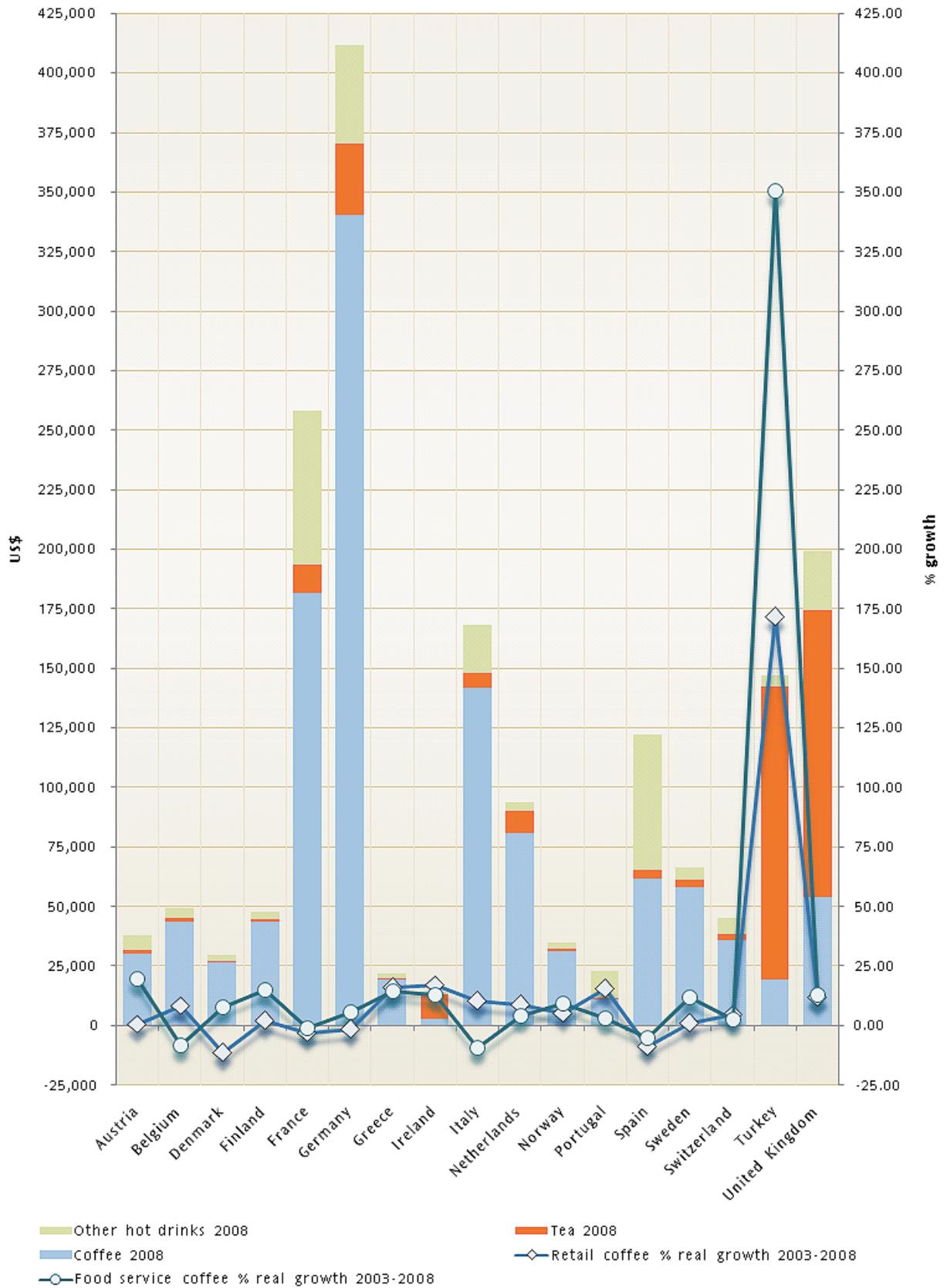
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Appendix 1



Appendix2



Appendix 3



Appendix 4



Appendix 5



Appendix 6

INTERVIEWS	NATIONALITY	AGE	POFESSION
K1	Colombia	29	MA Student, Engineer
K2	Syria	25	MA Student, Engineer
K3	Iran	20	BA Student, Management
K4	Italy	32	Journalist
K5	Italy	40	Teacher
K6	Sri Lanka	20	BA Student, Management
K7	Mauritius	20	BA Student, Management
K8	Algeria	33	Doctor
K9	British	20	BA Student
K10	British	38	Police
K11	British	39	Bodyguard
K12	Scottish	33	Lecturer
K13	British	60	Academic Practice Development
K14	Iran	24	MA Student International Business
K15	Iran	29	MA Student
K16	Greece	25	Nanny

K17	Poland	30	Lawyer
K18	Czech Rep.	27	Personal Assistant
K19	Turkey	33	Lawyer
K20	British	31	Marketing
K21	British	37	Pilot
K22	British	45	Architect
K23	British	47	Engineer
K24	British	50	Teacher
K25	British	35	Teacher
K26	France	29	Psychiatrist
K27	India	32	Nurse
K28	Denmark	23	Student
K29	Holland	38	Business
K30	British	22	BA Student

Appendix 7

Interview questions for European Consumers:

1. Do you know what Turkish coffee is?
2. Do you know what Arabic Coffee is?
3. Do you know what Greek Coffee is?
4. Have you ever tried one of them? If yes, Which One?
5. Do you know the difference between those coffees?
6. If yes can you please explain briefly?
7. In what kind of coffee place would you like to consume coffee?
 - a. *Locally traditional (eastern, western, Mediterranean)*

b. *Modern*

c. *Doesn't matter*

8. Do you spend time in coffee houses?

9. What kind of coffee shop would you wish to spend time?

Appendix 8

A-Percentage of interviews who knows/heard Turkish coffee

AGES OF INTERVIEWS	KNOWS	DOESN'T KNOW
20-29 years	% 62	% 38
30-39 years	%85	%15
40+	%87	%13

b- Familiarity to Arabic Coffee

AGES OF INTERVIEWS	KNOWS	DOESN'T KNOW
20-29 years	-	% 100
30-39 years	%100	-
40+	-	%100

c- Familiarity to Greek Coffee

AGES OF INTERVIEWS	KNOWS	DOESN'T KNOW
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20-29 years	%28	%72
30-39 years	%66	%34
40+	%70	%30

d- Age percentage of people who have tried those coffees.

AGES OF INTERVIEWS	Percentage of them %
20-29 years	% 50
30-39 years	%83
40+	%76

20 people tried at least one of those coffees. 4 of them have never tried.

e- Which one has tried most?

Turkish Coffee	Greek Coffee	Arabic Coffee
% 72	%18	%0.9

f- percentage of people who tried all and none of them

All of them	% 27
None of them	%18

g- Percentage of people who know difference between those coffees

AGES OF INTERVIEWS	KNOWS	DOESN'T KNOW
20-29 years	%43	%57
30-39 years	%93	%7
40+	%80	%20

h- Percentage of people who like to spend time in coffee shops

AGES OF INTERVIEWS	LIKE	DOESN'T LIKE
20-29 years	%75	%25
30-39 years	%83	%17
40+	%80	%20

i-What kind of coffee shops do they prefer?

LOCALY TRADITIONAL

AGES OF INTERVIEWS	Doesn't matter	WESTERN	Eastern	Mediterranean	Modern
20-29 years	% 62	%25	%12	-	-
30-39 years	%33	-	%33	%33	-
40+	-	-	%50	%50	-

Appendix 9 Priority Activities of Customer Journey

1-CUSTOMER GETS IN TO THE COFFEE SHOP

At Costa café when customer gets into the place there is no hospitality by any coffee house employee which will be first impression. In Kahve Dunyasi coffee house employee says welcome to customers and shows the place for them to take seat. Employee behaviours have importance in order to create good impression on customers. Due to that reason staff have been trained according to values of new Turkish coffee house brand.

2-ORDERING

At Kahve Dunyasi customers give their orders while they are sitting and at Café Costa customers make decision while waiting on the queue. Only communication between employee and customer is just during ordering. Due to that reason an environment which is supplying communication between employee and customer needs to be designed in order to give better service to customer about menu. Waiting on the queue problem which makes customers nervous and anxious has to be solved with service design. Exposition of the food has to be well done. It is a vital factor which is appealing customer. Design has to give the impression clean and delicious.

3-WAITING FOR ORDERS

Customer feels anxious or nervous after he took coffee or food from case. Because the problem is to be able to find place to sit or to be able to find a place which is clean. At Kahve Dunyasi customers are happy with the service. In addition they enjoy the facilities of coffee house as well. In order to solve the problems of European coffee consumers design strategy has been focused on service design.

4-CONSUMING COFFEE IN COFFEE SHOP

Coffee equipments supply to customers enjoyment of coffee. Well designed and interesting equipments attract them. Service is what makes customers happier and comfortable. At kahve Dunyasi waitresses take care of tables in order to keep them clean for the comfort of customers. In Costa café it is highly possible to get a table with dirty plates and cups. In Kahve Dunyasi service is not self service due to that reason staff have more opportunity to check the conditions of tables than Costa café employee. Due to that reason service design which is going to make customer feel relax and coffee

equipments which attracts the customers attention and make them enjoy coffee are important factors for design strategy.



5-LEAVING THE PLACE

At Kahve Dunyasi waitress take the dishes after customer finished her sandwich or beverage. With this way waitress supply free space to customer to enjoy the coffee house better. In Costa café employee doesn't to ask to customer if he has any problem. Due to that reason customer has to deal with all uncomfortable situations by her own. It makes them feel stress. At Costa coffee there is no communication facility which is supplied by coffee house. When customer gets in there is no responsible person who can show the place where they can take seat and while leaving there is no communication was well. It makes them feel belonging to that place. Service problem of Costa café makes customers feel stressful. Due to that reason service design which will make customers feel belonging the place necessary to be designed.

Appendix 10

Sensorial Design

Sensorial experiences have vital importance in order to create brand awareness and knowledge. Brand knowledge is one of the key dimensions which create brand equity. According to Keller brand knowledge;

“...is a function of awareness, which relates to consumers’ ability to recognize or recall the brand, and image, which consists of consumers’ perceptions and of associations for the brand.” (Keller 1998)

To understand how brand knowledge is existing in customer’s memory *associative network memory* model which is developed by psychologists is reviewed by marketer or brand managers.

Brain is the centre organ responsible for all psychological process which is acquiring new concepts, knowledge and understanding about environment. This process is defined as

'Learning' and learning depends on information which comes into individual's brain from different sensory organs. At the decision making process of person senses are working in order to decide right course of action. When any information. When any new information gets into brain new schema is created or the knowledge is confirmed from existing schemas and the information is recognised. Look at Figure1.

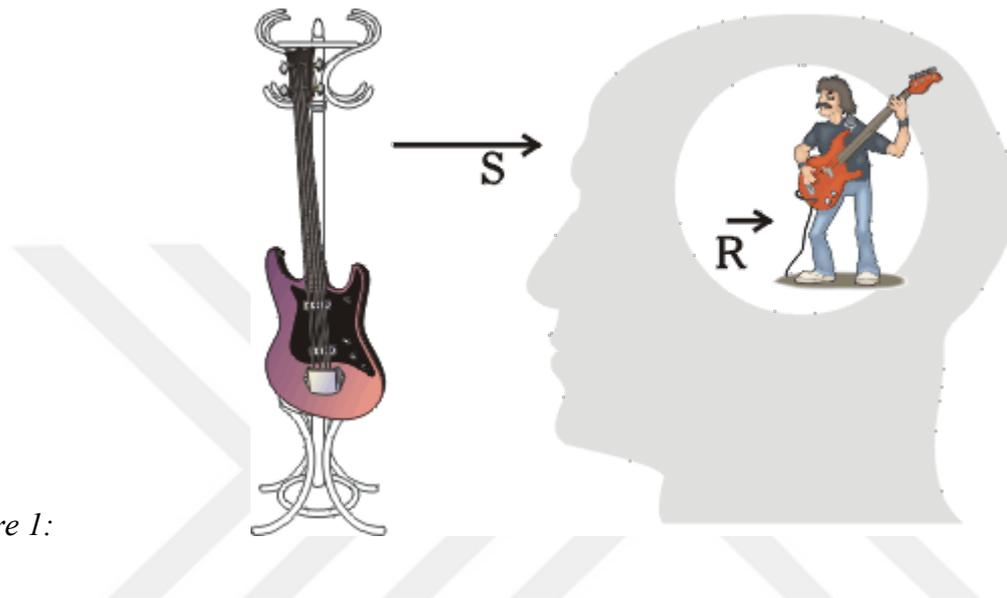


Figure 1:

Reaction to stimulus arises in imagination. The brain completes the picture-stimulus until a complete image is formed.

Figure-2

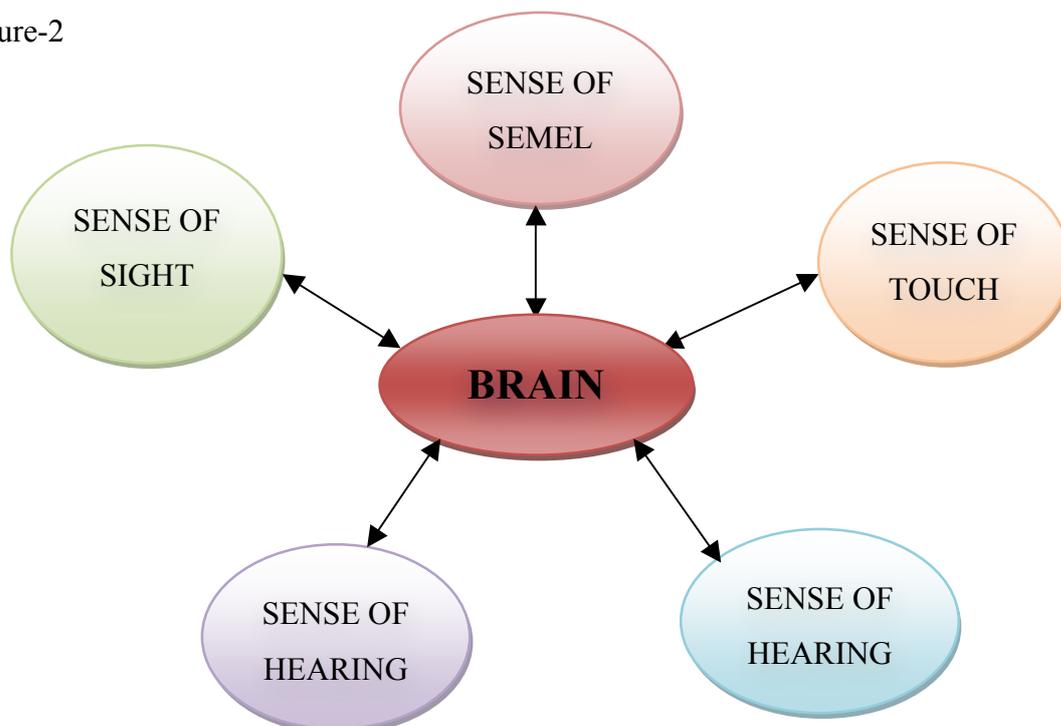


Figure 2: The brain and senses (source: Teddy N. Yap Jr. And Arnulfo P. Azcarraga 2003)

Keller identifies associative network memory with those words;

‘The associative network memory mode views memory as a network of nodes and links, in which nodes represent stored information or concepts and links represents the strength of association between this information or concepts. Any type of information can be stored in the memory network, including information that is verbal, visual, abstract or contextual in nature.’

As Jap and Azcarraga (2003) are explained above how brain works towards sensory organs and also the definition of Keller about associative network memory model shows that senses have vital importance in order to create the brand associations for brands to make the customer know ‘what brand stands for?’

Appendix 11

1.2 Key players of the Coffee house Industry

Every year favourite coffee brands are compiled BRANDZ, by Millward Brown as report which on most recognizable brands names is written. On 2007 Starbucks ranked 35th worldwide brand for brand recognition. On that report Google ranked first, Coca Cola third, Wal Mart seventh and McDonald’s eleventh. Starbucks is the only coffee brand which got in to the Top 100 recognizable brand list.

According to the BRANDZ 2007 report, most popular coffee is Nescafe, from Nestle. Second most recognizable is Folgers from Proctor & Gamble due to effective advertising. Their most well-known slogan is “The best part of waking up is Folgers in your cup.” Third most recognisable brand is Maxwell House, from Kraft Foods which is using the same slogan since 1917. In the history most recognisable brand associated slogan is created by this company which is “good to the last drop”. Jacobs which is the fourth most popular brand is more popular in Europe than US. It is originated in Germany and distributed by Kraft foods in Europe. Douwe Egberts which is regarded as the fifth most recognisable brand is originated in Netherlands. Company is one of the larger European coffee rosters. (talkaboutcoffee.com, 2010)

Helmut Sacher, Beyers, Julius Meinl, Beyers Coffee, Jacmotte, Rombouts Coffee&Filters, Legal Le Gout Café Des Chefs, Carte Noire, Hediard, Jacques Vabre, Jacobs Kaffee, Melitta, Eilles and Idee, Dallmayr, Tchibo, Eduscho, Bewleys, Illy, Kimbo, Lavazza, Segafredo,

Vergnano, Friele, Buondi, Delta, Sical, Arvid, Lofbergs, Caffè Chicco d'Oro, Migros and Movenpick are the other coffee companies which exist at the European coffee and coffee house market. (coffee4dummies.com 2009)

Source: Talkaboutcoffee (2008), “The World’s Most Recognizable Coffee Brands” and coffee4dummies.com 2009 “European Coffee”

Appendix 12

Source: Rodenberg Joseph, “Costa Coffee vs Starbucks, Business Intelligence”, Available from: www.rodenberg.nl/publications/.../COSTA_COFFEE_vs_STARBUCKS.pdf

Information which is on 12th, 13th and 14th appendices are directly obtained from the source which is stated above.

Swot analysis Of Starbucks

<p>•Opportunities:</p> <ul style="list-style-type: none"> • Launching new products/product extension (e.g. tea, healthy, premium, co-branding) • Capturing new markets (retailing) and new consumer groups • Selling more whole coffee beans and equipment • Develop in non high street areas 	<p>•Strength</p> <ul style="list-style-type: none"> • Famous brand which is associated with locations Strength • Famous brand which is associated with high quality • People like Starbucks atmosphere • Starbucks has many outlets and often is in high class locations • Well trained and treated employees
<p>•Threats:</p> <ul style="list-style-type: none"> • Growing competition within the Coffee Outlet industry and new competition from 	<p>•Weakness:</p> <ul style="list-style-type: none"> • High price products • Coffee quality is not as good as reputation • Aggressive expansion

<p>Fast Food restaurants</p> <ul style="list-style-type: none"> • Lack of ownership of coffee farms • Global crisis/financial resources 	<ul style="list-style-type: none"> • Unhealthy products • Well trained and treated employees • Weakness: • High price products • Coffee quality is not as good as reputation • Aggressive expansion • Unhealthy products
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Costa Café

<p>•Strengths:</p> <ul style="list-style-type: none"> •has products that boast of a very powerful retail. •a reputation for value of money, convenience and a wide variety of products •has grown significantly over the years, and has experienced global expansion. 	<p>•Opportunities:</p> <ul style="list-style-type: none"> •Taking over, merging, or forming strategic alliances with other coffee companies •expanding various consumer markets, such as those in China and India. •diversification of the company's branches from large super centres to local-based sites. •continuously expanding
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<p>•Threats:</p> <ul style="list-style-type: none"> •is the target of competition, the company to beat •might be exposed to political problems in the countries where the company has operations •Intense price competition •The latest developments in information technology which could possibly change the markets 	<p>•Weaknesses:</p> <ul style="list-style-type: none"> •a weak control of its empire, despite its IT advantages. •operates globally, but its presence is located in only relatively few countries worldwide. •lack the flexibility
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Appendix 13

Marketing Mix of Costa Café and Starbucks

www.rodenberg.nl/publications/.../COSTA_COFFEE_vs_STARBUCKS.pdf

<p>Product Starbucks</p> <ul style="list-style-type: none"> • Enlarge product line – Special Coffees – Tea – Juice/Smoothie – Hot chocolate • Healthy organic sandwiches, salads and pastry for vegetarians • Serve best product by best trained staff • Coffee Cups fitting to coffee choice • Higher product variety and quality • Higher product variety and quality 	<p>Product Costa Coffee</p> <ul style="list-style-type: none"> • Brand Name.. Their brand name is their Signature. The name of Costa signifies luxury, excellence and perfection all over the world. • The image of Costa is luxury • The theme of Costa, from the brand logo, the colour scheme of the premises, to the entire feel of our business is warm tones & relaxing colours. • Service, Costa’s reputation for excellence applies not only for the exceptional coffee but also the insistence on perfect Service.
<p>Price Starbucks</p> <ul style="list-style-type: none"> • “We don,,t want to be price leader – We serve more for more 	<p>Price Costa Coffee</p> <ul style="list-style-type: none"> • The prices of all the products are Comparatively higher at. But this is offset by the outstanding quality and discerning tastes at . One of the reasons for choosing the privileged and higher middle classes in the target market is the prices.

<p>Place Starbucks</p> <ul style="list-style-type: none"> • High quality and well designed furniture • Free Wi-Fi to everybody • Children Corner • Board that shows Starbucks suppliers • Board with coffee beans supplier and their “story“ • Develop outlets in non-high street areas and developing cities 	<p>Place Costa Coffee</p> <ul style="list-style-type: none"> • After thorough research, and competitive analysis the perfect locations in terms of exposure, accessibility and competitive edge have been acquired. • The inventory and easy transport facilities have also been a part of the deciding factors while choosing the Appropriate locale.
<p>Promotion Starbucks</p> <ul style="list-style-type: none"> • Fair trade and “Green Coffee“ • Charity • Product placement • Cross selling • Online or mobile Coffee-Ordering for busy people • New Coffee evaluation 	<p>Promotion Costa Coffee</p> <ul style="list-style-type: none"> • Brand name is enough to muster the required target market. • Most of the awareness will be through the word of mouth of people amongst the masses. • Hence the reputation is more that counts.

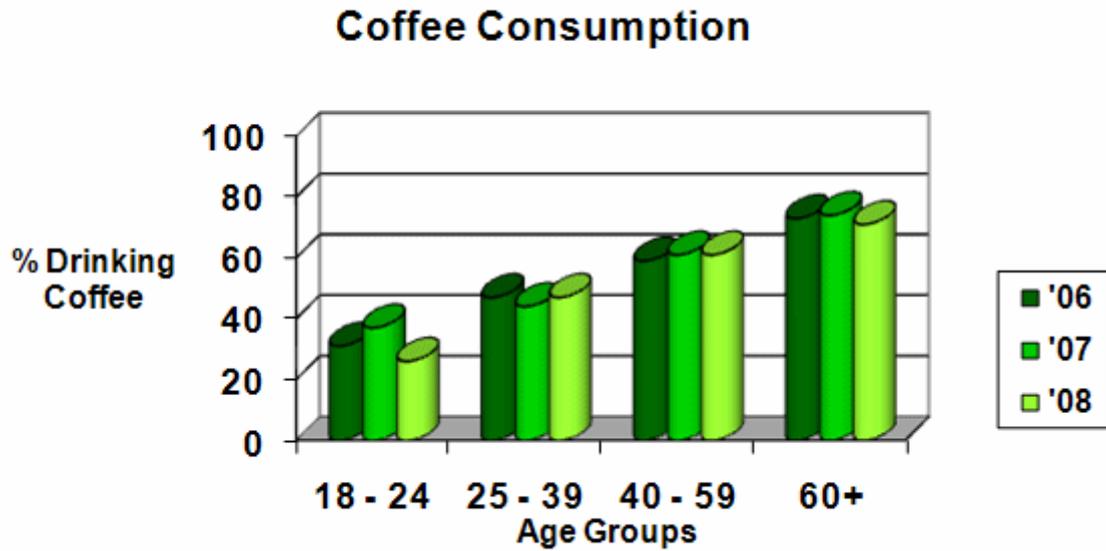
Appendix 14

Source: Rodenberg Joseph, “Costa Coffee vs Starbucks, Business Intelligence”, Available from: www.rodenberg.nl/publications/.../COSTA_COFFEE_vs_STARBUCKS.pdf

Targeting

Targeting Starbucks	Targeting Costa Coffee:
<ul style="list-style-type: none"> • Age: Young adults <p>Nice place to relax, chat, chilly music</p> <p>Trendy coffees which present their lifestyle</p> <ul style="list-style-type: none"> • Age: Middle age <p>Place to calm down, relax, chat, read a book</p> <p>Possibility for a small (healthy) snack with a great coffee</p> <ul style="list-style-type: none"> • Psychographic: Coffee lovers <p>Trendy, fresh, high quality, new developed coffee (some: fair-trade)</p> <ul style="list-style-type: none"> • Psychographic: Atmosphere lovers <p>A great third place</p>	<ul style="list-style-type: none"> • While evaluating their consumer market the conclusion was that the ideal consumer's Economic profile will be <ul style="list-style-type: none"> – Upper Middle Class – Privileged Class • While the age demographics will be: <ul style="list-style-type: none"> – Students and Youngsters – Professionals – Families – Mature Consumers • Gender and Ethnic/Religious Background was researched to have minimal or no effect on the choices concerning coffee made by consumers and their patronage of coffee houses

Appendix 15



Coffee consumption statistics, trends, and data about coffee consumption

Appendix 16

Glass of Cold Water: Turkish coffee is also reducing some disease risk such as diabetes risk, Parkinson, risk of colon cancer, cirrhosis and risk of gallstones like other type of coffees as well (Kicherman 2004). But Turkish coffee has more benefits than other type of coffees in addition. Turkish coffee is a very old and known custom which is served with a cold glass of water. Coffee contain ” *methylamine* ” which is chemical ingredient and caffeine is the most popular methylxantine in it. It has mild diuretic effects on body which makes you lose some body water because of frequency of urination. In order to cope with that problem Turkish coffee is served with glass of water. A glass of water cleans the taste buds on your tongue from previous tastes and provides you to enjoy the Turkish coffee more. Furthermore having zip of cold water before you drink Turkish coffee makes the coffees taste stay longer. (Turkish coffee tips, 2009)



