

Coffee Shops transforming neighbourhoods, functioning as co-working spaces and third places.

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Title of Publication Coffee Shops transforming neighbourhoods, functioning as co-working spaces and third places		
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Abstract <p>The coffee shop business has been booming in the last 10 years in Istanbul, Turkey. When walking in any part of the city you will most definitely run into a coffee shop.</p> <p>In the thesis we try to understand the impact a coffee shop can have on a neighbourhood and their functionality as third places and co-working spaces.</p> <p>A SWOT Analysis of the case company was done to evaluate the strengths, weaknesses, opportunities, and threats.</p> <p>To gather data, electronic sources were used, an online survey was conducted. Results of the data gathered from an Instagram advertisement were published.</p>		
Keywords Coffee Shop, Advertising, Co-Working Space, Third Place, Gentrification		

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1 Introduction

1.1 Research Background

Anyone today would notice that the coffee shop industry has been growing at a very fast rate. The number of coffee shops have been going up all over the world in high streets, shopping malls, touristic resorts, and the like. This is especially true in Turkey and particularly Istanbul. The rise of the coffee shop business is important as a social phenomenon because it creates an opportunity to socialize. It is also important from a business viewpoint because companies like Starbucks have transformed the idea of branding and brought it to another level. Turkey is the country with the second most Starbucks branches in Europe (Knoema.com 2021).

From the social point of view coffee shops create an opportunity to socialize as pointed out before. One of the most important reasons coffee shops are successful is because they offer a safe and cosy atmosphere. When a customer enters the shop, they can come with their laptop and start working, a student for example, who is studying on their thesis can sit next to a table and study for hours because generally it can be harder to work at home.

The topic is also of interest to the author personally because of a family run business.

1.2 Thesis Objectives, Research Questions and Limitations

The objective is to first understand the reasons that made the coffee shop business in Turkey so successful in the last five to ten years. Furthermore, the author will then use this information in a case study where the implementation of these ideas in the development of the newly opened Café Marasco in Istanbul will be investigated. The main research question is:

- How have coffee shops changed neighbourhoods and how it impacted our lifestyles?

To answer this question the author has come up with the following sub questions,

- Do coffee shops function as third places?
- How can a coffee shop create more brand awareness?
- Why would they come to your coffee shop?

The data will be about the survey and advertisement carried on social media done in Turkey and as long as it is relevant also global. The geographical focus will be on Istanbul, Turkey.

The thesis is mostly based on Turkey. However, a survey is also conducted which solves the geographical impact limitation. The survey is mostly done online where people from anywhere can participate. One of the limitations in this type of survey can be to get people to participate. Another one can be, for example in this case, another coffee shop to cooperate and allow the survey to be distributed with their customers within the premises.

1.3 Theoretical Framework

The thesis is based on the following theories that explain how coffee shops transform neighbourhoods and function as co-working spaces and third places. The first theory we will mention is the third-place theory. As we shall see this theory holds an interesting explanation for the success of coffee shops

Other theories mention the role of big coffee shop chains like Starbucks, the increasing sale of laptops and other devices which may have created demand for WIFI and shared workspaces.

Another argument in favour of coffee shops is that people with higher education degrees may find it difficult to find long term jobs which suit their degree. To remain active during their career they may use coffee shops as co-working spaces.

Another theory is known as Gentrification: this is the idea that coffee shops are part of a more general change of poor city districts into places being populated by wealthier households who attract new businesses among which are coffee shops. As a result, prices of houses go up due to a Starbucks opening in a neighbourhood resulting in more customers.

1.4 Research Methodology and Data Collection

The research methodology employed in the thesis is qualitative because it is based on data collected through a survey which is distributed online. Since the information is collected through a survey that was done by the author, it is primary data. There is also second source data collected from external online sources. (Habib et al. 2014,8-9)

The research approach in the thesis is deductive since there is no new theory being developed, but instead existing theories are being tested. The main ways to test them are the above-mentioned survey and on the field observation from own family coffee shop. Next, the design of the survey will be described. To come up with the questions in the survey, the author puts himself in the mindset of a customer and see what would be expected from a coffee shop. Through this survey it is aimed to understand why people would prefer

to go out and have a hot beverage or something to eat. The survey was designed in such a way which as mentioned before it also helps understand what customers want and why customers prefer.

1.5 Thesis Structure

The thesis is composed of two parts, the theoretical and the empirical part. The thesis begins with an introduction followed with the theoretical part and empirical data analysis. In the theoretical part it is put forward on what impact a coffee shop has on a neighbourhood, community, what it offers, why it is preferred and if it can be a second home. Later, it is discussed if the data collected proves the theory.

1. Introduction	<ul style="list-style-type: none"> • Research background • Thesis objectives, research questions and limitations • Theoretical framework • Research methodology and data collection • Thesis structure
2. Theories	<ul style="list-style-type: none"> • Gentrification • Third place theory • The big coffee chain effect • Coffee shops as co-working space
3. Case Company: Café Marasco	<ul style="list-style-type: none"> • Introduction • Marketing • 4Ps of Marketing • SWOT Analysis • Revenue
4. Empirical research and data analysis	<ul style="list-style-type: none"> • Empirical research • Data analysis <ul style="list-style-type: none"> ○ Instagram ○ Survey • Relationship between the empirical results and the theories

5. Development Plan	<ul style="list-style-type: none"> • Menu • Future Plans
6. Conclusion	<ul style="list-style-type: none"> • Answers to research questions • Key findings • Validity and reliability • Suggestions on further research
7. Summary	<ul style="list-style-type: none"> • Summary

Table 1 Thesis Structure

Chapter one introduces purpose and methodology along with limitations that may be present and the type of research questions which the reader will see and understand what this research paper is about. The third section of the first chapter is an overview of what the theoretical part of the thesis will be about. The fourth section gives the idea of what the research and data collection will look like. The last part of the introduction chapter, thesis structure, is a summary of how the thesis is shaped and can also be called a table of contents, only in more detail.

Chapter two is about the theories which are discussed. In this research paper there are four theories: Gentrification, Third place theory, The Big coffee chain effect and Coffee shops as co-working space.

Chapter three introduces the case company Café Marasco. The marketing strategy that was and will be implemented. SWOT analysis is done to see the strengths, weaknesses, opportunities, and threats.

Chapter four shows the empirical research and data analysis as well as the results obtained from an advertisement conducted on social media and the survey which was implemented online and more details about it are further ahead in the thesis.

Chapter five discusses how the case company can further develop. It explains how the café can use the information and results that were obtained from the thesis. Furthermore, it is discussed on how the menu can be developed according to season and if the company may open more branches in the future.

2 Theories

2.1 Gentrification

Gentrification can be defined as the process by which a neighbourhood undergoes a significant change with the entry of new residents, and the previous ones are displaced. Buildings and infrastructure get upgraded causing prices and rent to go up with some new businesses that also move into the district, thus completely changing the culture and identity of the area (Lees et al. 2008. 4-5).

There are different types of Gentrification terms. One of them is “studentification” (Smith. 2002). These are places mostly around universities where due to heavy presence of students, it may be possible to eat at reasonable prices with some nightclubs and libraries at the same time. Another is “Tourism Gentrification”, these can be coastal places with high presence of tourists. For this reason, there will be many hotels emerging with waterparks or historical area and souvenir shops. (Lees et al. 2008. 129-132.).

Yet another one is Retail Gentrification. That happens with the arrival of high end retail in neighbourhoods that were previously poor. This form of Gentrification is not always positive because it may lead to other already small businesses to close down due to increase in rent prices. Istanbul has witnessed the prices going up because of gentrification in its historical parts of the city. Some owners had renovated the old buildings of which some became coffee shops, and this caused an increase “by a factor of 11”. (Ergun 2004, 396.). If not, the small businesses may have to adapt to change and upgrade their services which may result in loss of old customers but may gain new customers who move in or people who were in need of new places.

Since the increase of rent prices were mentioned, below are two table which demonstrate the presence of a Starbucks has an impact on the increase of office rent prices and residential rents (Donner & Hadden Loh 2019. 566.).

	Starbucks		Non-Starbucks	
	Mean	SD	Mean	SD
Avg. office rent (gross, observations quarterly, \$/sq.ft.)	54.48	15.46	50.64	15.40
Average office building age (years)	87	15	89	16
Number of coffee shops	2.4	1.5	1.6	0.7
Subway entrance count	5.1	4.3	1.1	1.6
Number of jobs	109,627	98,966	32,765	47,910
Population	1,631	1,365	2,213	1,211
Subway distance from centroid (meters)	128.4	101.9	327.1	208.6
Office vacancy (% , quarterly)	7.4	6.7	5.0	5.6
Year of opening	2001	3.9	2002	11.5
WalkScore	99	0.86	99	1.23
Office inventory (sq.ft.)	4,856,506	3,264,170	1,363,968	2,016,315
Number of observations	4,052		918	

Figure 1 The impact on average office rent prices in area with and without Starbucks. Source: (Donner & Hadden Loh 2019. 566.)

	Starbucks		Non-Starbucks	
	Mean	SD	Mean	SD
Effective rent per square foot (quarterly, \$/sq.ft.)	4.85	1.20	4.74	2.01
Number of coffee shops	2.1	1.3	1.4	0.7
Population	2,728	1,567	2,845	1,289
Subway entrance count	3.9	4.1	0.9	1.6
Subway distance from centroid (meters)	166	138	345	234
Residential vacancy (% , quarterly)	3.6	2.5	3.1	1.3
WalkScore	99	0.99	98	2.76
Year of opening	2001	3.8	2005	9.2
Residential inventory (units)	1823	1,241	1,061	965
Number of observations	3,824		1,561	

Figure 2 The impact on residential rent prices in area with and without Starbucks. Source: (Donner & Hadden Loh 2019. 566.)

The tables above compare the effects of neighbourhoods with and without Starbucks. From the tables we can see that places with a Starbucks have higher rent and are also places with other coffee shops nearby. These areas are also in the vicinity of a subway station. But the population is higher in areas where Starbucks is not present.

Although the negative impact was mentioned, retail gentrification also has a positive impact, such as opening of high-end coffee shops. This prompts changes in a neighbourhood making it safer. An example is from Chicago, United States in a neighbourhood called Wicker Park where there used to be gang problems but now is a commercial area (Smith 2014. 571-572.)

Coffee shops actually play a much bigger role than just offering a place to drink good coffee or co-working space but change the area. An example is our café, Café Marasco.

There did not use to be any coffee shops in our neighbourhood. Shortly after we opened one more coffee shop five minute's walk away. Now one other place a few meters from there is transforming their shopping store into a café. The area Marasco is operating in did not use to be anything but a residential area.

2.2 Third Place theory

Third Place theory was originally mentioned by Ray Oldenburg. Third Places are cafes, parks, pubs, and other places where people can gather on neutral grounds with like-minded people and enjoy the company of others or their surroundings. First place is a term used for home, second place for work and third place in the case of the thesis, coffee shops.

According to a survey conducted by 146 participants, customers who go to coffee shops in rural areas go to meet other people. However, people in urban areas go for more practical reasons. So, coffee shops need to adjust accordingly by not just displaying drinks on their menu, but also adding food. Customers in cities look for electric sockets and Wi-Fi and will stay long hours so they will take drinks and feel hungry. In rural areas people will go to meet friends or read a book, meaning the stay will last shorter. (Saey & Foss 2016, 6.)

Vice President Spencer Turer is a tea and coffee shop consultant based in the United States. Spencer mentions that Third Place theory is not viable for coffee shops. Customers in coffee shops often come with their devices and buy a drink and sit for hours. For a business this would create more harm than good. However, as we will see in our survey in another chapter later, people do tend to stay a long time in a coffee shop, but they also show coffee and drinks as one of the main things that they like. This could mean that people who stay for longer hours may consume more.

2.3 The big coffee chain effect

The big coffee chains have changed the market, this can be seen, for example in Turkey. Coffee and tea have always been popular in the country. The international chains have brought a variety of different western style coffee drinks into the country such as espresso-based coffee and many other types such as the Red Eye coffee. Among international brands, the most important and influential one has been Starbucks.

As the table below shows, on October 3, 2021, Turkey has 559 Starbucks shops, second in Europe after the United Kingdom which has 791. The position of Turkey is also remarkable globally which stands in eighth place with the United States leading at first place with

6,497. The table below shows both the position of Turkey relative to selected countries and the change in the number of Starbucks shops over a period of one year in these countries. All this evidence points to the very crucial role Starbucks played in bringing the coffee shop culture to Turkey.

Licensed store data for the fiscal year-ended October 3, 2021:

	Stores Open as of Sep 27, 2020	Opened	Closed	Transfers	Net	Stores Open as of Oct 3, 2021
North America:						
U.S.	6,387	191	(100)	19	110	6,497
Canada	444	48	(28)	4	24	468
Total North America⁽¹⁾	6,831	239	(128)	23	134	6,965
International:						
Korea	1,468	166	(23)	—	143	1,611
Mexico	752	7	(13)	—	(6)	746
U.K.	737	68	(14)	—	54	791
Latin America	662	35	(6)	—	29	691
Turkey	530	36	(7)	—	29	559
Taiwan	501	28	(6)	—	22	523
Indonesia	458	29	—	—	29	487
Thailand	405	26	(6)	—	20	425
Philippines	396	5	—	—	5	401
All Other	3,283	313	(97)	2	218	3,501
Total International⁽¹⁾	9,192	713	(172)	2	543	9,735
Total licensed	16,023	952	(300)	25	677	16,700

Figure 3 Source: United States Security and Exchange Commission (SEC)

Since then, many local brands have opened as well. One of these local chains is called “Osmanli Kahvesi”. The company markets themselves as local and from the past and you can feel that Anatolian culture when walking inside. In their shops, chairs and tables are made from wood. The logo includes a traditional moustache from the Ottoman time. (Aydin & Bakir 2016, 70-71.).

Competition for big chains has increased a lot since many small independent coffee shops have opened. According to the article that states even Starbucks confirms small stores may tend to serve better coffee and offer the same exact atmosphere any big chain would have. Due to this increase in competition in urban areas, Starbucks plans to target rural places where there is no competition. Author of the article Liz Wolf mentions, “Starbucks plans to continue to expand, but will aim to target areas with fewer coffee shops. It’s shifting to underpenetrated markets; in other words, from cities to more suburban areas”. (Wolf 2018)

When a big chain like Starbucks moves in a neighbourhood, it causes house prices to go up according to “people.com”. As a result, wealthy people who might be potential customers move in the neighbourhood. Bloomberg mentions that the sales of laptop and other devices sales have increased in line with the booming of coffee shops.

The increasing sales of devices create demand for workspaces and WIFI. What better place than a coffee shop? You have good coffee, no pressure, get to see life pass by at the same time. Starbucks no doubt played a huge role in the boom of coffee shops. As mentioned before, the company started booming between 1992 and 1996.

2.4 Coffee shops as co-working space

The number of people since the pandemic increased. However, staying home every day for people would not be feasible. Eventually loneliness would start to kick in, if not loneliness a change of air is needed for every human being. To be able to put all the mentioned before behind, people who work from home can go to coffee shops and see some liveliness and maybe socialise or a group of two or more people can agree to get together and work on a project (Garrett et al. 2017. 2-3.). According to the results in an article, 60% of people prefer coffee shops as working space and 40% prefer office spaces. (Dewi et al. 2021, 273.). The reasons are because co-working offices are more costly. This will also impact companies who rent out offices in their buildings. Going to a coffee shop and buying a drink and something to eat is more sustainable and no one will say anything if you sit the entire day. (Di Marino et al. 2018, 2029.). However, it is not only about the cost, but people can also get more creative in a coffee shop because of the background noises from other people and from the barista making a drink, also because you will not be the only person doing your work. Being present in an active environment is perfect for concentration rather than quiet places where there is no movement.

3 CASE COMPANY: CAFÉ MARASCO

3.1 Introduction

The case company in the thesis is Marasco Café. This company opened in middle August 2021 and is located in Istanbul, Turkey. The Café is a family run business. Its location is on a hill in the centre of the city located between two subway stations. The place used to be a house but later transformed into a business. This Café is unique and needed in a city like Istanbul. Because the city is known for not having much green spaces and inside the premises of the café is a very big garden with big trees with electric sockets and Wi-Fi indoors and outdoors which makes it perfect for people who want to do some work on their devices. In this chapter, the marketing strategies of the café are described.

3.2 Marketing

In the first two months there was not much activity. However, from November things started to change, people have started to discover the place. The way the place started to get discovered was thanks to Google Ads, Instagram and Word of Mouth. All of them are very effective. Most of the people first find the café through Google Maps. Since we appear in top two in the search results thanks to the ad, people visit, and some leave a review which attracts more people. If a café sells good quality products and provides good service then people will mention about their experience to family and friends, which has been happening from what has been observed first-hand. Publicities were also done on Instagram. Instagram and Google Ads are both very effective for advertising a business. Instagram gave a boost of followers, interaction increased. Some users contacted the Café through Instagram for more information.

This business is active on Instagram with 418 followers as of 05.02.2022. However, from 11.05.2022 the number went up to 1,147 followers. This means the business has gained a total of 729 new users in three months and 243 per month. Since the business will continue to advertise the number of followers is predicted to increase. More followers mean more people will see the content posted on their feed resulting in more people coming to the premises. The Café tries to post as much as it can which is about once in two to three days. Being active on social media has an impact as every now and then people come to eat and drink because of what is posted.

When a customer comes at the café, we try to always ask how they found us and how satisfied they were. Most replies we get are from Google and Instagram. Another way people find us is from word of mouth, people come and always love the food and drinks so they

either talk about it to their friends and family or bring them to the premises. Others discover when they pass by and see the street sign.

3.3 The 4Ps of Marketing

The idea of marketing mix was first thought by Neil Gordon in the 1950s. Before the 4Ps were “introduced” marketing mix consisted of twelve parts. Later it was simplified to four by John McCarthy around the 1960s (Zineldin & Philipson 2007, 231.)

Product

Marasco Café has a variety of food and drinks. In Marasco it is very important that the materials used are of high quality. There are many drinks to choose from, such as Cappuccino, Caffe Latte, Americano, Espresso, Turkish Coffee, Filter Coffee (both with flavour and without) and six type of different Herbal Tea. There are also cold drinks such as Ice Latte, Ice Cappuccino, Ice Espresso to Milkshakes.

Dessert is served on special designed plate which people like. It makes the product even more attractive. There are four types of dessert, Magnolia, Tiramisu, Cheesecake and Chocolate Brownie.

Nowadays many coffee shops also include sandwiches, burgers, pizza and maybe a main dish. For example, Caffe Nero has soup and sandwiches. Heeps Coffee, located in Istanbul, has Pizza. Heeps Coffee was visited by the author, and they do have Pizza on the menu, however they replied that they do not sell it for now. When we look at Marasco there is more of a variety from three types of burgers to around ten different types of Pizza. The most similar cafés to Marasco are Raven and Yesil Cam. The concept in both places is similar. Both cafes have outdoor and indoor space and have a variety of drinks, main dishes and offer breakfast. Breakfast in Turkey is very much in demand so you will see it in on the menu in a lot of places.

Price

Pricing of the products with beverages is below the average pricing with respect to other businesses. However, food and dessert are at a competitive level.

Place

The café is located between two subway stations. It is only ten minutes' walk to the newly opened Istanbul Camlica Tower which opened 1st June 2021 and is expected to have 4 million visitors or more a year according to local newspaper Daily Sabah.

Promotion

Marasco Café advertises on Google and on Instagram. They are effective, since the start of the promotions there has been a substantial increase in the number of customers and at the same time word of mouth marketing has been and is also very effective. Recently thanks to word of mouth we have hosted general managers from other big companies who heard about our place from other people who were satisfied.

3.4 SWOT Analysis

Strengths	Weaknesses
High quality products City centre House style café Surrounded by a garden Good public transportation Good services Loyal customers	Too much dependence on a particular chef or barista Location Difficulty to control costs Lack of experience in the sector and in managing personnel No brand recognition
Opportunities	Threats
Location Growing number of customers	Macro-economic and political uncertainties in the country Increasing number of competitors

Table 2 SWOT Analysis

Strengths

Marasco Café is a very recent business and has already started to gain some recognition because of good service and good taste. Customers nowadays are aware of what they buy and of what quality the products are made of. In fact, according to the responses that we get from customers, quality and service are good. Lately the café has started to gather a lot of loyal customers which is causing more and more people to come. At the moment, Marasco Café even if not at a big scale, has started to get recognised for its service and high quality which is very good for brand awareness.

Weaknesses and Threats

The down sides of a small business that has just started are vast. Since in the start profit does not cover costs, the company cannot employ too many people. Being dependent on certain people can make certain situations get out of control, so the employer needs to constantly check everything in detail. When a person working in the company starts feeling that the café depends on them, they may start using this for worse or get too comfortable as to refusing to do tasks. The place at the moment even if it is getting recognized, it can still be said that it is not known at all. If one thousand people know about it in a city of 16 million it is far from brand awareness.

Consumer Price Index (2003=100) (TURKSTAT)

	CPI (Year to Year % Changes)	CPI (Month to Month % Changes)
12-2021	36.08	13.58

Figure 3 TURKSTAT Consumer Price Index according to the Central bank of the Turkish Republic

The ongoing rise of inflation rates in Turkey is making it difficult for price control. The depreciation of the Turkish Lira and rise of the oil prices has caused for the costs of living to go up resulting in less buying power of the people. Oil prices on January 1st, 2022, was 7.22 Turkish Liras per litre. However, on January 21, 2022, the oil price went up to 14.05 Turkish Liras per litre (Turkish Petroleum Company: Turkiye Petrolleri) resulting in a %94.59 increase.

Opportunities

Marasco Café has some opportunities which can be used as an advantage. It is located on a hill in a greener part of the city. Being in such a central place at the same time, it is the ideal place to take some clean air and relax under the trees. The café is expected to boom especially after spring when the weather gets warmer because at the moment during the winter season outdoors is not very suitable to sit as it can be too cold. In the meantime, of

course, the café has had a steady increase in customers every month since it opened in August 2021.

3.5 Revenue

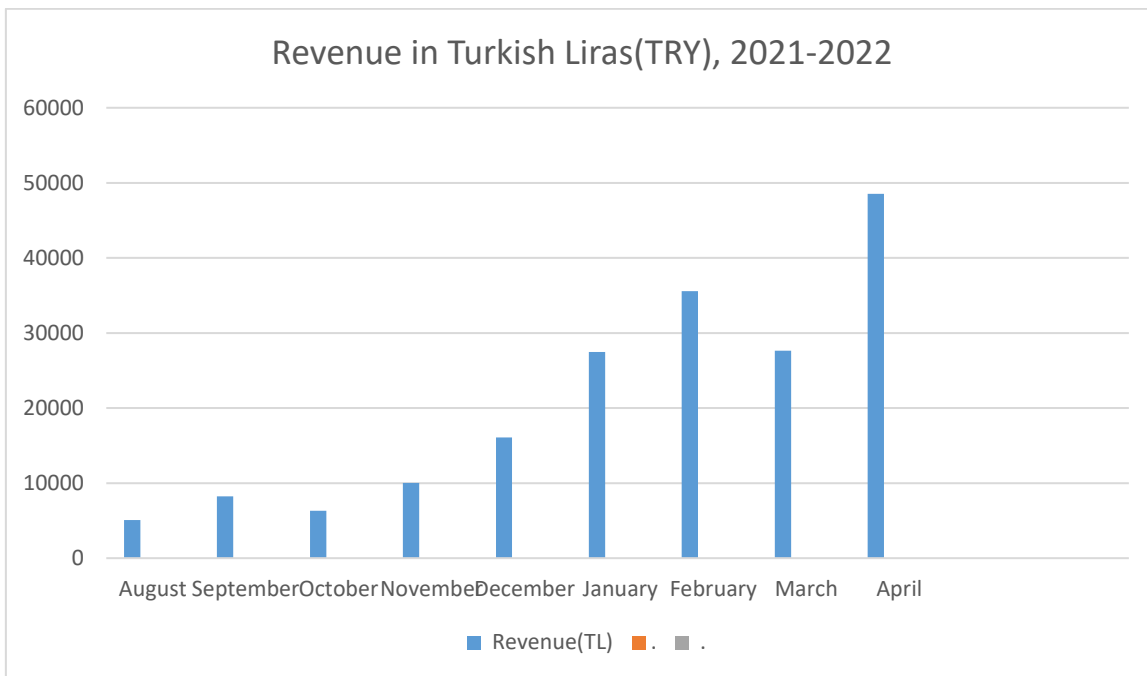


Table 3 Revenue in Turkish Liras (2021-2022)

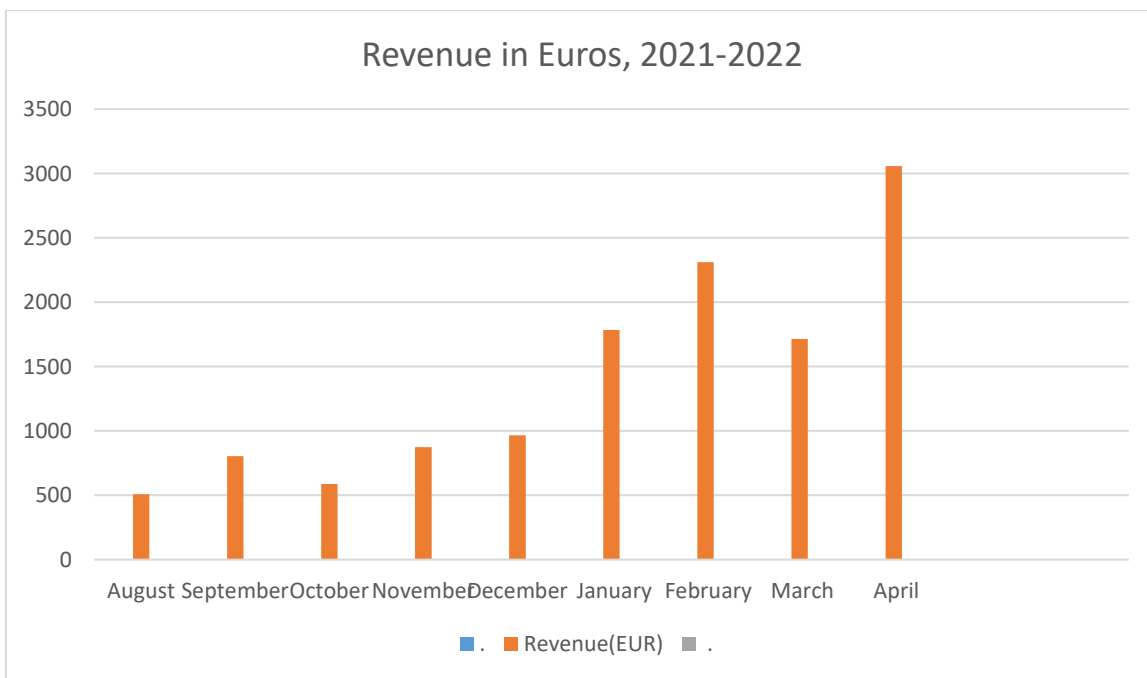


Table 4 Revenue in Euros (2021-2022)

The revenue demonstrated in column charts in table 3 is with Turkish Liras and table 4 Euros. The currency was converted from TL to EUR with respect to the 15th of every month.

As seen the café started to increase its revenue more and more from November 2021 and onwards with a slight drop in March 2022, peaking in April 2022. The statistic for August is only data starting from the 25th of the month. Notice the difference between the two tables for the months November and December. This is because the TRY crashed in the month of December for a temporary period, then partially regained value.

4 Empirical Research and Data Analysis

4.1 Empirical research

The empirical research in the thesis consists of both primary and secondary data. Primary data is from a survey that was conducted and first-hand contact with customers and statistics of ads for the business that were conducted on Instagram. Secondary data is collected from online articles and books. The results of this survey will be utilised in two ways. First, we will link them with the theories and check which theory they support more strongly. Second, we will also use them in the development plan for Café Marasco.

4.2 Data Analysis

4.2.1 Instagram Advertisement

The statistics below are from an ad that was performed on Instagram for three days for Café Marasco.

- 18,592 unique users have seen the advertisement
- 26,553 impressions. The number of times the advertisement was seen by the users
- 1,175 of the people have entered and looked at the profile
- 22 looked at where the café was located
- 4 people sent the ad to their friends or family through direct message
- 35 saved the picture
- 28 new followers from ad
- The age range which the advertisement reached from most to least.
 - 25-34, 30.7%
 - 35-44, 23.2%
 - 45-54, 14.6%
 - 55-64, 12.9%
 - 18-24, 11.1%
 - 65+, 7.2%

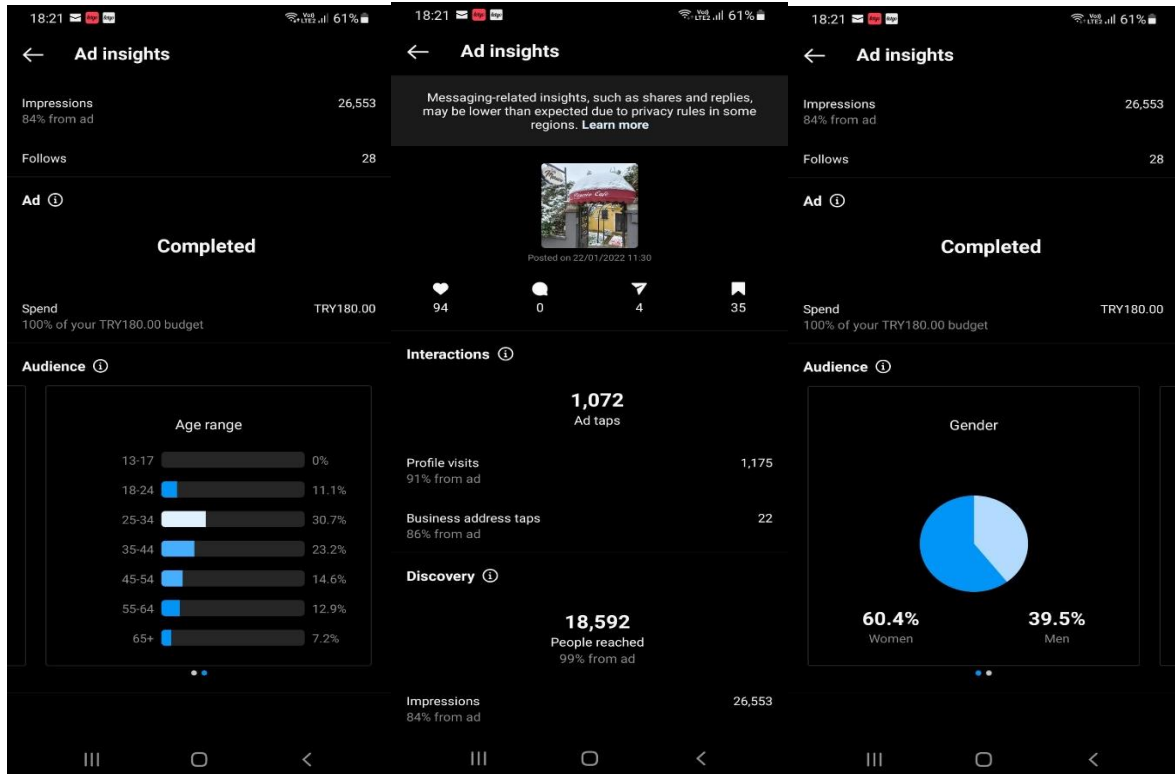


Figure 4 Data from an Advertisement on Instagram for Café Marasco, 2022

4.2.2 Survey

The survey was conducted between November 2021 and January 2022. The survey questions were chosen and formed so that it has a purpose for the thesis and the café.

Question one asked about the age of the participants. More than half of the participants in this survey were students with 54.5%. This is in line with the intuition that the coffee shop business is most popular with the young people.

Yaşınız / Age
101 responses

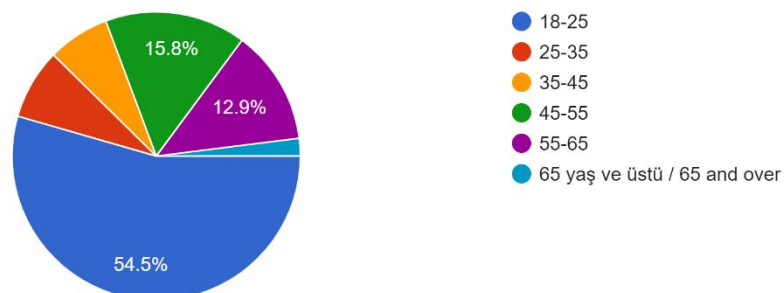


Figure 5 Question 1: Age

In question two as seen most of the participants identify as woman which make up 67.3%, male 31.7% and other 1%. No one selected “prefer not to say”.

Cinsiyet / Gender

101 responses

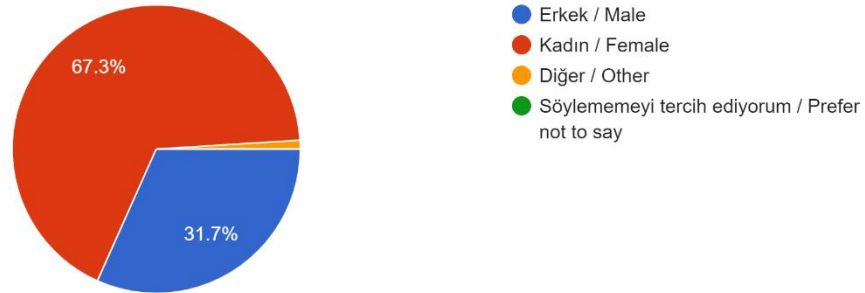


Figure 6 Question 2: Gender

Current occupation options in question 3 shows that students make up 44.5% while only 1% selected “entrepreneur”.

Güncel iş durumu / Current occupation

101 responses

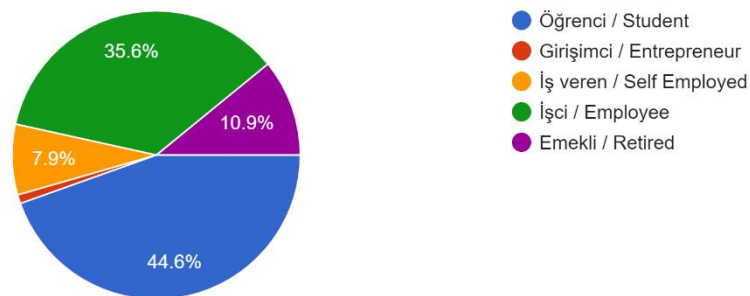


Figure 7 Question 3: Current Occupation

While only 5% of participants demonstrated that they go to cafes daily, the next two options “more than 3 times a week” and “once or twice a week” make a sum of 64.4%. Adding the 5% it makes 69.4%. This is not bad to see that cafes do get visited by a majority every week while 30.7% may visit starting from once a week to once a month or two and maybe even more.

Cafeye haftada kaç defa gidersiniz? / How often do you go to a cafe?

101 responses

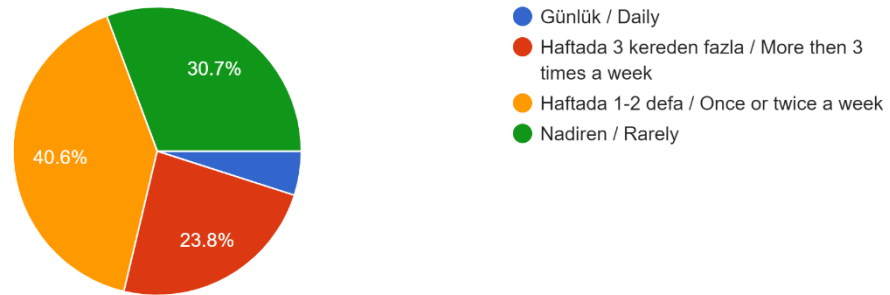


Figure 8 Question 4: How often do you go to a cafe?

The selected amount of time people spend in a café is very good. Majority 59.4% state that they stay 2-3 hours. 29.7% spend “less than 1 hour” so in total 89.1% stay from “less than an hour” to “2-3 hours” which is the perfect turnover a business would need. The third option may depend. Option three has pros and cons. It means that a table may stay occupied for about six hours in a day. If this customer only purchases only one cup of tea or coffee, this could impact a local small business in revenue.

Cafede ne kadar zaman geçirmeyi tercih ediyorsunuz? / How much time do you spend in a cafe?

101 responses

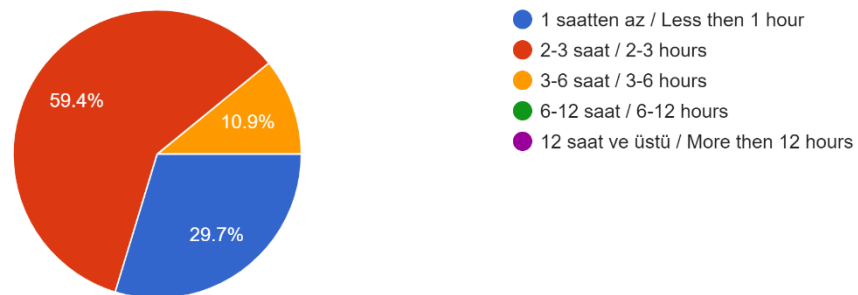


Figure 9 Question 5: How much time do you spend in a cafe

Neden bir Cafeyi tercih edersiniz? / Why do you go to a cafe?

101 responses

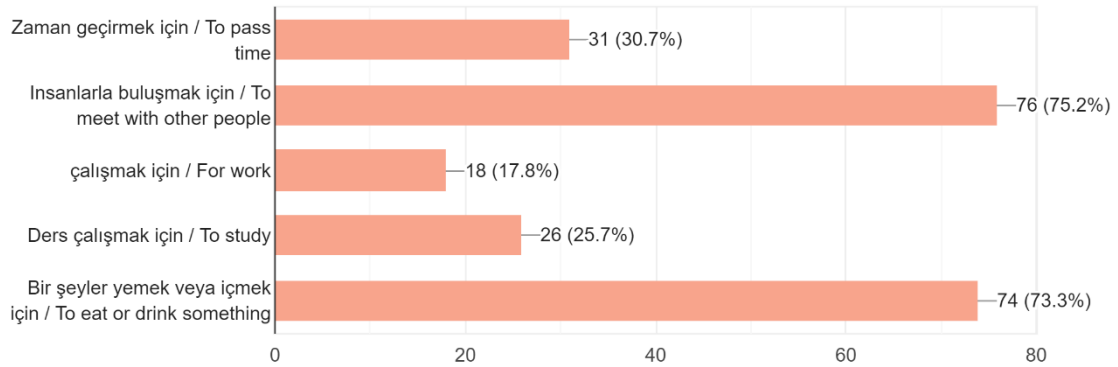


Figure 10 Question 6: Why do you go to a cafe?

Both figures 8 and 9 clearly show that people mostly go to eat and drink and meet with friends and family. The second reason is for people to do and finish their work. Even the thesis is being written in a coffee shop. The author finds it easier to concentrate outside of home.

Bir kafede zamanınızı nasıl geçirirsiniz? / How do you spend your time in a cafe?

101 responses

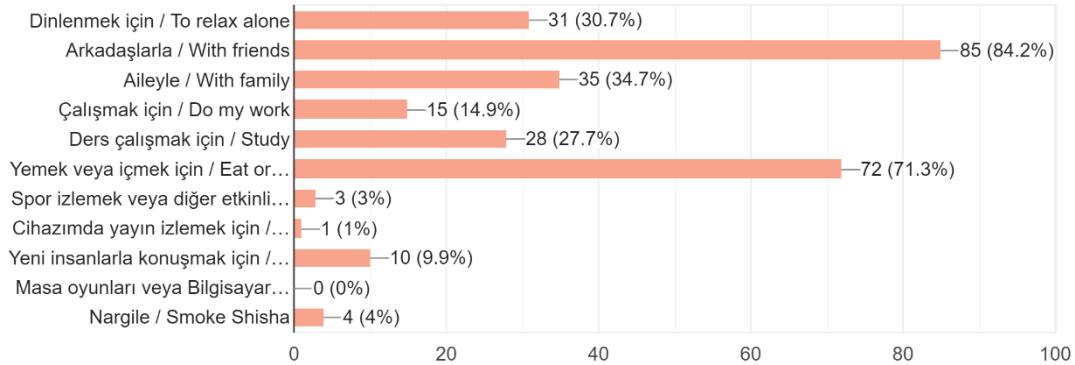


Figure 11 Question 7: How do you spend your time in a cafe?

In the options in figure 10, cosy environment, 78.2%, seems to be more important than a good coffee or drink, 68.3%. Background music is also one of the most important things as no one would want to hear what others are talking about or the loud music that may be coming out of someone's headphones.

The next most important factors in a coffee shop are of course Wi-Fi and electric sockets. A good amount of people, 21.8%, also prefer books. Only 1% would like to see pets.

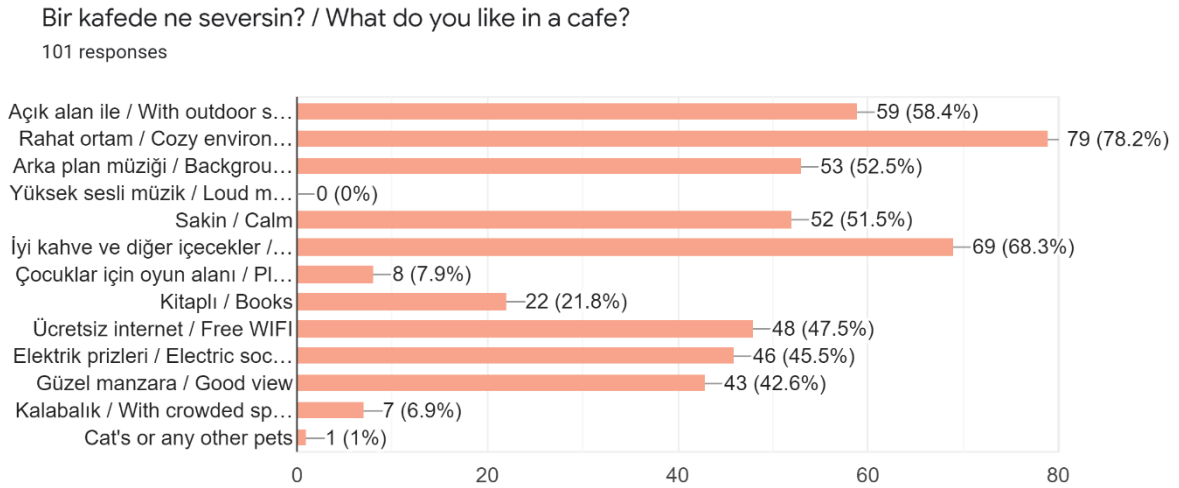


Figure 12 Question 8: What do you like in a café

Figure 11 question nine people prefer self-service model. It can be understandable that majority prefers this system as 44.6% of participants are students and 54.5% are aged between 18-25. Students usually like to enter places where they are anonymous and are under no pressure.

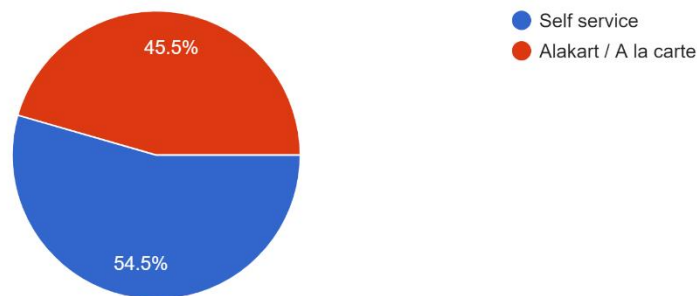
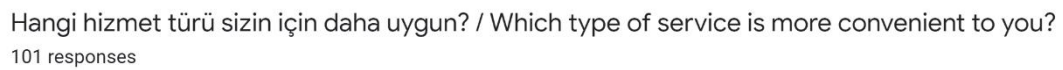


Figure 13 Question 9: Which type of service is more convenient to you?

Figure 12 question 10 "Local Coffee Shops" have been voted by far the most. Although, even if not all, many local and international coffee shops in Istanbul today also offer things

to eat such as pizza, burgers, sandwiches, and toasts. What the author is trying to say is coffee shops and restaurants somehow “merged”. Hence, restaurant like coffee shops and local/international coffee shops from a certain point of view can be considered as one.

Examples for Istanbul:

- Starbucks (International), offers a majority of drinks along with sandwiches, toast and dessert
- Caffè Nero (international), offers a majority of drinks along with sandwiches, dessert and soup
- Raven (Local), offers a variety of drinks, main dishes and breakfast
- YesilCam (Local), offers a variety of drinks and main dishes
- Dozze (Local), offers a majority of drinks along with sandwiches and dessert
- Mado (Local), offers a variety of drinks, main dishes and breakfast
- Café Marasco (Local), offers a variety of drinks, main dishes and breakfast

Hangi Kafeleri tercih ediyorsunuz? Which type of cafes do you prefer?

101 responses

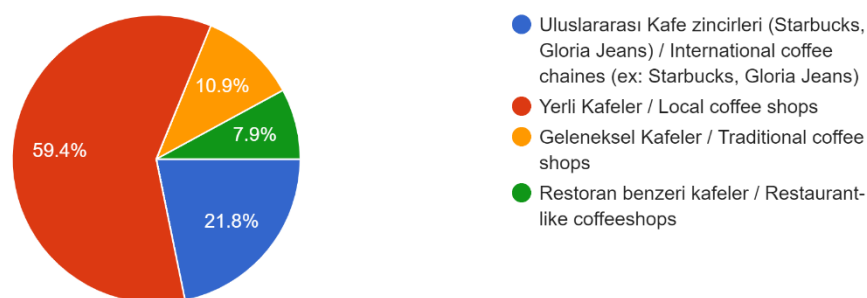


Figure 14 Question 10: Which type of cafes do you prefer?

4.3 Relationship between the empirical results and the theories

This section aims at connecting the results obtained from the survey and the findings from the theories. Below are some interesting points for each theory.

Third place theory: In the survey people demonstrate with their answers that they go to coffee shops among many things to relax and socialize which proves the third-place theory. Many people may not fancy inviting friends to their homes because of obvious reasons like

washing dishes and cleaning. According to a few studies mentioned in a BBCworklife article, background noise boosts concentration and creativity. Also, the sensation of knowing that other people come there for the exact same reason increases motivation. Social-network company called Buffer conducted a survey in 2020 which demonstrate results such as 80% of remote workers preferred to work from home instead of coffee shops but this number was a “similar figure to 2019 and 2018 and that the thirst for many people to go out was still there”.

Big coffee chain effect: Before the big chains made an entry into the Turkish market, a café in Turkey would mostly consist of tea, Turkish coffee, and a cheese toast. However, after the chains entered into the market the espresso-based coffee was introduced into the country. After the success of the big chains, many local chains started to open with similar style. These places are mostly visited by the younger population since it is a zero-pressure environment and the perfect place to meet friends and co-workers. Many universities are also shaping the breaktime area like coffee shops for people to perform better (BBCworklife). One example is LAB University campus located in Lahti, Finland. There are certain areas designed to give the impression that you would also receive in a coffee shop. Below is an image from the LAB University, Lahti Campus.



Figure 15 LAB University of Applied Sciences, Lahti Campus. Source: edunation.co

Below is another image from one of the most known universities located in Istanbul, Turkey called Bogazici University. As it can be seen it has become a global trend to design the interior like a coffee shop. This evidence shows importance of big chains in the introduction of coffee culture both in Turkey and elsewhere.



Figure 16 Bogazici University, North Campus. Istanbul, Turkey. Source: Pinterest

Another effect of a big coffee chain is that most customers are women. The survey participation also demonstrates that 67.3% were women and men made up only 31.7%. The reason is because a coffee shop offers a safe and cosy atmosphere, not only but 40.6% of participants in the survey show that customers visit a café at least once or twice a week. Many of these participants may revisit the coffee shop well into the future becoming a loyal customer. Before the big chains majority were traditional cafes where almost all customers were only men, they would mostly drink tea and play certain types of board games. Today these traditional cafes are mostly still visited by men but mostly elder people over their fifties. So, women would almost never visit these places. Below is a photo of a traditional café.



Figure 17 Traditional Cafe in Turkey. Source: InternetHaber

Gentrification: The survey reveals interesting information about the people who use to go to coffee shops: For the most part just like it was mentioned in the paragraph before, they are young women, they may be students or employees. They like to spend considerable time in the shop and spend the time enjoying a quality drink while socializing or working. Although the author does not have data on customer features of the traditional Turkish coffee houses before the coffee shop culture took hold, as mentioned above their customers were very different: mostly men belonging to the lower middle classes. This shows that lifestyle changes similar to that described by the gentrification theory took place in Turkish towns and cities with the rise of the coffee shop culture.

5 Development Plan

According to the findings from advertisements and survey conducted that were implemented so far have helped the business grow. Thanks to these findings the development plan for Marasco Café is to always keep a separate budget for advertising on Facebook, Instagram, and Google Ads. Observations done in the last six months show that businesses in the food and beverage industry use social media very actively. The café needs to post at least two stories and above daily and create polls to increase interaction with users. The survey for example shows us that majority prefers self-service. However, there are many who also prefer A la carte. Currently there is a coffee shop which has adopted a business model of half self-service and half a la carte. People come to the counter to order what they desire, and the café employees bring the product to the customer.

After some talks done with everyone in Marasco, a la carte model would be the best way to go. At least for now.

5.1 Menu

The menu is planned according to demand and season. During the winter not once has a customer ordered any type of iced coffee. However, between August and October it was being consumed more. Towards the end of the month of May we will start focusing on cold drinks. For example, in the summer the drink that was being consumed the most was a nice ice-cold lemonade. Once winter arrived it was noticed that it was not being ordered anymore so we removed it from the menu. The lemonade offered cannot be prepared on the spot since it is a mixture of different ingredients.

Now Marasco purchases its coffee from a company that also has many types of diverse non coffee related drinks. This company was introduced to us thanks to a colleague. The company was contacted, and they came to introduce their products. The person who came was a professional barista. They also introduced their other different type of fancy drinks. We told them that we were interested from spring (mid-March) onwards. When purchasing products from them they also provide training on how to prepare.

5.2 Future Plans

For a start, slowly but steadily the bar is planned to grow and eventually have a completely different section for itself almost or completely independent from the kitchen. During the summer more umbrellas are needed to stay protected from the heat of the sun.

After the season of summer ends and cold weather starts again heaters will have to be purchased. Heaters are very important especially for smokers as they cannot sit inside. Moreover, later in the future the interior premises will expand, and the garden will need some redesigning. Different type of plants will be planted that can withstand all types of weather.

Once this place comes to a point where it is financially self-sufficient, and establishes a stable supply chain, a second shop may be planned. Of course, the business is still in its initial phase. Even though it is too early to talk about it, the second place will most likely offer drinks, desserts, and some sandwiches. There are further plans to expand the current premises more. As the café makes revenue, it will be invested to add new sections, more tables and chairs, bigger and more professional coffee machine, redesign of the cafe.

6 Conclusion

6.1 Answers to research questions

Main question

How have coffee shops changed neighbourhoods and how it impacted our lifestyles?

Coffee shops do more than just offer coffee and other drinks. They changed many neighbourhoods and our lifestyle. They make neighbourhoods more vibrant. They are spaces for people working online and areas to socialize. Everyone can now purchase a cup of fresh coffee on the go.

Sub questions

- Do coffee shops function as third places?

Coffee shops as pointed out in the theoretical part do function as third places. These businesses attract customers from all type of background and age. In Istanbul, Turkey, Coffee shops customers age range are mostly young people which make up people who are working or are students. It offers a safe space with good coffee and free Wi-Fi. Young people are attracted to these places because they are anonymous and know that many others come for a similar purpose. Coffee shops also offer the perfect environment for working on your laptop. Everyone can go to these places to socialise or for their work.

- How can a coffee shop create more brand awareness?

The first step is marketing as much as possible on social media like on Instagram and Google. The second step is good quality products, the way the product is prepared and presented when it is served to the customer. Once these steps are executed, customers will mention about the time they spent at your business and what the tastes of the food and drinks were like prompting your business brand to spread through word of mouth. Eventually, in time the business will start to become a brand. This of course can take from a few months to a few years.

- Why would they come to your coffee shop?

Customers would come because of good quality products. The business prepares every product with passion and care.

In the SWOT analysis we can see that Marasco is a unique style coffee shop because of the location. Similar places are all outside the city which would require a car or a long bus journey.

Customers would come because it is in a back quiet area in nature but at the same time very central. Some customers say, "this place is a hidden paradise".

The tower which was also mentioned before attracts many tourists. So far even if not many, some have come. The majority of the tourists who came found the place through google maps and the rest while they were passing by.

6.2 Key Findings

Research questions	Key findings
How have coffee shops changed neighbourhoods and how it impacted our lifestyles?	<ul style="list-style-type: none"> • Good coffee • Coffee shops offer WIFI • Working space • A second home • Space to socialize
Do coffee shops function as third places?	<ul style="list-style-type: none"> • Good and fast service • Coworking spaces • A second home • WIFI • Relax and cosy atmosphere
How can a coffee shop create more brand awareness?	<ul style="list-style-type: none"> • Marketing • Good quality and presentation of products

Why would they come to your coffee shop?	<ul style="list-style-type: none"> • Outdoor space • Nature • Good service • Good quality products
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Table 3 Research questions and Key findings

6.3 Validity and Reliability

The purpose of the thesis is to pose research questions on the rise of the coffee shop business in Istanbul, Turkey, and to use theories and data collected together to find answers. Data in the thesis was gathered from primary and secondary sources. Primary data was collected from the survey, which was conducted online with 101 participants, from advertisements done on social media and from first-hand experience in the coffee business. Secondary data was collected from online sources such as articles, journals, books, and another thesis that were on the same or similar topic. Having the opportunity to collect data on the job with further research into the business and industry and having 101 participants in the survey shows the validity and reliability of the thesis.

6.4 Suggestions on further research

Further research on customer behaviour could be an interesting topic. From on-the-job observation and visiting different coffee shops every week, the probability that customers bargain in a small local coffee shop is higher than a big chain (international or local). It may have to do with the fact that big chains will go on with their business without caring, however it is not the same for small business. The theory customers having more power over small businesses could be researched further in detail. Having visited different small and big coffee chains every week the prices were observed. Certain big chains charge for coffee more than small businesses. Customers seem to be ok and make long queues in big chains, however, despite lower prices (even if not by much), customers feel they are getting ripped off in smaller businesses but as said before are more likely to pay for the same product for higher price at a big chain.

7 Summary

Followed by the research questions and limitations. An online survey removes the geographical and allows unlimited number of participants however one limitation would be to get people to participate. The survey got a good amount of participation so there we can say that we overcame that limit. Later, the structure of the thesis was explained in text and figure wise.

After the general introduction chapter, we talked of the theories and tried to prove them. All theories were proven.

Having introduced the case company, we looked into how we can market and develop the general business. We continued by showing the type of data (primary, secondary) that was collected in the thesis. Furthermore, the results of the data obtained from Instagram and survey were published.

In the end from the knowledge acquired from the thesis is the importance of marketing for a business to grow. Use the SWOT analysis and see how to use the opportunities and overcome the threats and use it in favour of the business. Coffee shops are indeed third places where people can hangout and complete their work and also for change of air to refresh their mind. We discussed the effect of gentrification and how the business affects the surrounding neighbourhood both in a negative and positive way. We saw that some businesses will change their business type completely. Like the new coffee shop that was said in the Gentrification part, used to be a shopping store but is transforming into a café.

In the thesis the big coffee chain effect was also discussed. Big chains changing the market and introducing new type of drinks and along the way new competition growing more and more every year.

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Kafeler hakkında bir anket / A survey about coffee shops

Bir ogrencinin tesi için düzenlenmiş bir ankettir / A survey for a students thesis

Yaşınız / Age *

1. 18-25
2. 25-35
3. 35-45
4. 45-55
5. 55-65
6. 65 yaş ve üstü / 65 and over

Cinsiyet / Gender *

1. Erkek / Male
2. Kadın / Female
3. Diğer / Other
4. Söylememeyi tercih ediyorum / Prefer not to say

Güncel iş durumu / Current occupation *

1. Öğrenci / Student
2. Girişimci / Entrepreneur
3. İş veren / Self Employed
4. İşçi / Employee
5. Emekli / Retired

Cafeye haftada kaç defa gidersiniz? / How often do you go to a cafe? *

1. Günlük / Daily
2. Haftada 3 kereden fazla / More than 3 times a week
3. Haftada 1-2 defa / Once or twice a week
4. Nadiren / Rarely

Cafede ne kadar zaman geçirmeyi tercih ediyorsunuz? / How much time do you spend in a cafe? *

1. 1 saatten az / Less than 1 hour
2. 2-3 saat / 2-3 hours
3. 3-6 saat / 3-6 hours
4. 6-12 saat / 6-12 hours
5. 12 saat ve üstü / More than 12 hours

Neden bir Cafeyi tercih edersiniz? / Why do you go to a cafe? *

- Zaman geçirmek için / To pass time
- İnsanlarla buluşmak için / To meet with other people
- çalışmak için / For work
- Ders çalışmak için / To study
- Bir şeyler yemek veya içmek için / To eat or drink something

Bir kafede zamanınızı nasıl geçirirsiniz? / How do you spend your time in a cafe? *

- Dinlenmek için / To relax alone
- Arkadaşlarla / With friends
- Aileyle / With family
- Çalışmak için / Do my work
- Ders çalışmak için / Study
- Yemek veya içmek için / Eat or drink
- Spor izlemek veya diğer etkinlikler için / Watch sports or other events
- Cihazımda yayın izlemek için / Stream on my device
- Yeni insanlarla konuşmak için / Talk to new people
- Masa oyunları veya Bilgisayar oyunları için / Play board games or Computer games
- Nargile / Smoke Shisha

Bir kafede ne seversin? / What do you like in a cafe? *

- Açık alan ile / With outdoor space
- Rahat ortam / Cozy environment
- Arka plan müziği / Background music
- Yüksek sesli müzik / Loud music
- Sakin / Calm
- İyi kahve ve diğer içecekler / Good coffee and other beverages
- Çocuklar için oyun alanı / Playground for kids
- Kitaplı / Books
- Ücretsiz internet / Free WIFI
- Elektrik prizleri / Electric sockets
- Güzel manzara / Good view

- Kalabalık / With crowded space
- Other...

Hangi hizmet türü sizin için daha uygun? / Which type of service is more convenient to you? *

1. Self service
2. Alakart / A la carte

Hangi Kafeleri tercih ediyorsunuz? Which type of cafes do you prefer? *

1. Uluslararası Kafe zincirleri (Starbucks, Gloria Jeans) / International coffee chains (ex: Starbucks, Gloria Je...)
2. Yerli Kafeler / Local coffee shops
3. Geleneksel Kafeler / Traditional coffee shops
4. Restoran benzeri kafeler / Restaurant-like coffeeshops

