



# Marketing Strategy Ideas for a Future Café in Helsinki

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## Marketing Strategy Ideas for a Future Café in Helsinki

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This study examined how marketing strategies are related to a cafeteria business. With the implications revealed in this study for positive results, it is essential to consider that the research paper is embracing marketing strategies for a future cafeteria in Helsinki.

The thesis is divided into different sections. The theoretical background focuses on the history of coffee. There can be no cafeteria without coffee. The starting point to collect informative data is seeking inspiration from history. The theory includes the concepts of green marketing, customer segmentation, social media marketing, and most importantly marketing strategies. Data were gathered from an interview, by visiting locations, by conducting an observation, visiting premises, researching websites, and social media platforms.

To investigate the research problem, a semi-structured interview, net scouting, and non-participant observation were conducted. A qualitative approach was employed in the interview to elicit narratives enabling rich insights about the influence of sustainable eateries on public awareness and participation. With the findings of this research and the knowledge of marketing strategies, the author is better prepared for a future business.

The results of the study demonstrate the importance of marketing strategies in the café business and some invaluable insights on the target user behaviour. The author gained knowledge to develop better marketing strategies and cater to sustainable societies in the future cafeteria. This research is a short guide to steer new enthusiasts for a start-up café business. The researcher recommends that up-coming business owners, who plan on opening a cafeteria, must consider marketing strategies as a useful tool to promote their ideas.

Keywords: green marketing, marketing strategies, segmentation strategies, social media marketing

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## 1 Introduction

The problem in small enterprises, especially in some cafeterias and coffee shops that shut down regularly is not the lack of investment but the lack of marketing strategies and ideas. Successful independent cafeteria owners compete with the larger cafeteria chains. The purpose of this thesis is to investigate what marketing strategies independent cafeteria owners use, to survive in the competitive market. One way to do this is to research different marketing strategies for a cafe business to stay in the market. Also, Independent cafeterias must find their unique niche. Many studies in recent years have proved that segmentation allows a company to reach a consumer with specific needs and wants. Segmentation is one of the critical strategies to customize for the individual wants and needs. This strategy is an excellent way to prove that the company care for every customer. The other procedures are through valuable sustainable practices, understanding consumer trends by checking reviews through social media platforms. The goal of this thesis is to find that niche by researching into marketing strategies.

The opening chapter of this thesis presents the theoretical background of coffee houses and café history from the 16th century to the 20th century. The reason to know history gives the author a rich understanding of the service industry and customers. After all, the very essence of marketing is based on customers. In the theoretical section, history will open details about finding the coffee bean, which led to the spread of coffee and how societies and cafes formed. The chapter explains the importance of people gathering and the concept of socializing that began around drinking coffee. Details of the collaboration that reached the ports and trading centres of Europe will be presented. Part of the section also includes the theory of marketing, marketing strategies using online platforms, green marketing strategies and segmentation of marketing.

The goal is to study and collect data about marketing strategies in the cafeteria industry and put them in practice for a future cafeteria without which; the café business will fail. To achieve this, qualitative research through non-participant observation, net scouting research methods and a semi-structured interview were employed. Through observation methods data was collected from on-site customers at Wayne's Coffee. This method helped develop more ideas to capitalize on the growing trends just by observing. Activating these strategies are valuable. Net scouting methods were utilized to gain knowledge through online reviews of customer's pre-visit to cafeterias to find out whether the product quality and services in the store matched the customer's expectation. The author conducted the Interview method as a qualitative tool to understand what strategy the Cafeteria applied to attract a continuous flow of customers and keep them satisfied. The interview focused on the importance of social media marketing strategies and sustainable and ethical principles the company followed. The

study covers theoretical and empirical sections. To achieve this study, the author has used different search engines, different book editions, Scholarly articles, and printed sources. To understand the market, marketing strategies and the target groups, the author has narrowed the search by using customer segmentation strategies. This way, it is easy to recognize consumption trends among customers.

The future Cafeteria will benefit from this study since there is no party commissioning this thesis. The author has a similar plan of opening a cafeteria such as Wayne's Coffee but strives to innovate ways to monetize social media presence and increase the visibility on social media platforms and increase workforce for a more efficient service that would be far more extraordinary than the competitors. This can be accomplished only by raising the bar of customer experience, customer expectation and focusing on target groups. It is all possible with personal skills, discovering best marketing practices, consistency and delivering quality products every day. Marketing strategies play a significant role for any entrepreneur to become an active marketing champion as a future business owner.

## 2 History and culture of cafeteria and coffee houses

This chapter is a history of social changes in the world with the fascinating culture of coffee. Coffee brings people together in cafeterias, coffee houses and restaurants. Two billion cups of coffee are drunk daily, around the world. Understanding history is vital for this topic because it links and outlines the earliest ancestors who shared coffee in taverns and houses with the rest of the world. That is the primary connection to this thesis to find strategies and ideas to understand customers and build a relationship with them. Without the history and the relevance about social gatherings, the world would have never known the importance of sipping coffee and eating a cinnamon bun in a cafeteria. The following sections highlight the early stages and the development of small cafeterias, which developed into businesses that spread across the globe. The sub-chapters include the concept of marketing, customer segmentation and marketing strategies, social media marketing strategies and values, which will give a unique understanding for future Cafeteria in Helsinki. All these theories are linked throughout this thesis paper.

### 2.1 History of cafeteria and coffee houses from 16th- 20th century

Two origins of coffee house stories take place in Ethiopia in the province of Kaffa and Yemen in Africa. History shows, the crown for the best cup of coffee goes to Yemen and Ethiopia. They were many legends describing the coffee bean; the first known public place to serve coffee was in Istanbul. It was called Kiva Han; it was a strong and black unfiltered brew. The first coffee houses in the world appeared during the 15th century in the Arabian Peninsula

and were termed Qahveh Khaneh. In the 15th century, coffee was consumed among the Sufi's to stay awake for their religious ceremonies. (Heise 1987,13.)

The coffee tree thrived in the Ethiopian soil. The Kaldi legend explains the Ethiopians were the first ones to chew the beans and later boiled water with coffee leaves as weak tea. Then someone accidentally roasted the seeds and brewed the potent beverage. Later the coffee cultivation went across the Red Sea, and the Arabs in Yemen gave the name coffee, which comes from the word qahwah, which was initially a romantic word for wine. It later became the Turkish kahveh, then in Dutch kofie and finally in English coffee. In this century, Ethiopian societies brew coffee in every home before breakfast; it brings friendship and kinship. The drink is a heritage and pride of Ethiopian culture. (Heise 1987, 10.)

Truth is there are many versions to this legend. Through the Sufi community, coffee made its way through the Arab society, Sufi's came at night for religious practices to merge with the divine. They brought the knowledge of coffee through their secular life, and coffee became an everyday thing. No cafeteria is open without coffee as a showstopper. Very wealthy people would have the entire room to drink coffee, and for poor people, coffee houses sprung up, and people gathered in these vast social venues. People began to play games, and prostitution entered these venues. This drink was considered a vice and sedation. It was intoxicating people; it was a drug. Some were getting involved in treason. Some people tried to ban the coffee, but these disputes only added popularity to the irresistible bean. People from all levels of societies would come to these places, and coffee had trouble making reputation then. (Heise 1987,11.)

## 2.2 Coffee was thought more narcotic than wine in the 17th century

During the 1600s the beverage was spreading to Europe. The Netherlands was the first country to open coffee plantations in Sri Lanka in the early 1600s. The Dutch East India Company began importing coffee from Ceylon, and in 1711; the other European countries followed this trend. Coffee is one of the precious drinks, and everyone was raving about this new drink in the 17th century. Coffee was considered more narcotic than wine, and the Catholic Church had banned this drink. Many people at that time thought this drink was a potent remedy for everything. It could cure headaches, treat cough, and help prevent miscarriages in women.

In the 1700s the French imported coffee to the Caribbean at the same time as the Portuguese introduced the beverage to Brazil. In the 19th century, the Spanish took the beans to Central and South America. Later in 1647, the first European coffee house was established in Venice. Three years later, an immigrant brought this drink into England, people were wired and happy after tasting it, and in 1683 Vienna got in with the program.

Cafeterias were places where people gathered to play games, listen to music, or even have heated political debates. At the same time, during the 1600s coffee grew in popularity among the Europeans. Unlike taverns and bars where men would gather to discuss daily problems, the coffee house was a place for intellectuals. In Britain, coffee houses were called Penny Universities because for a penny they could get a cup of coffee and engage in conversations with scholars and people in business fraternizing at the shop. By the end of the 17th century, Britain had hundreds of cafeterias. Early coffee houses were not open to everyone; the British and the French banned women from entering. They were excluded for social etiquette reasons, except in Germany, they did not see a problem with women taking part in discussions together inside cafeterias. (Heise 1987, 16-17.)

### 2.3 The concept of cafeteria spreading in Europe and Scandinavia

Combining the leisurely graces of 17th century of England with colour added into the modern taste, coffee houses were becoming continental cafes, a new trend; a new type of cafeteria was growing up in Britain. It was becoming iconic in status. By the end of the 18th century, this drink became standard in every country, and still, it was not enough. These cafeterias were artistic and intellectual centers often visited by authors, writers, and socialites. Everyone came to coffee shops in the evenings, and relationships started, and icons were born. Now the cafeterias have evolved. In Paris alone, there are some fifteen café litteraires, where publishers, writers and booksellers are regular customers. (Heise 198, 230.)

Today places like coffee houses have become a regular rendezvous for people from every corner of the earth. They have become art galleries or book cafes. The 1970s in Denmark people could bring a book and read over a cup of coffee. People met then as they do now for a cup of coffee and some stimulating conversations took place. There is a dramatic change in the cafeteria atmospheres. Coffee houses continue in many instances to provide the headquarters for clubs and societies. They have evolved into fabulous, groovy conditions all over the world. (Heise 1987, 231.)

The popularity of coffee spread to Nordic countries, and Scandinavia was slow to take it up. Introduced by the Dutch in the 1680s there was hostility towards coffee, and it was prohibited in the year 1746, and if someone trespassed, they had to pay a hefty tax, or they would confiscate their crockery. In 1756 Coffee drinking was utterly banned; eventually, the government gave up suppressing in 1820, and huge taxes were imposed instead. However, the top spot of coffee lovers goes to Finland. Finnish society has gone through considerable changes since those days, and the community has kept up with this development, changing its activities to meet the demands of the changing society. (Banks et al. 2000, 18.)



## 2.4 Coffee history and culture in Finland

It is essential to understand the history and culture of the Finnish society. If the author follows thoroughly about the targeted consumers in Finland, it is easier to create the best possible marketing strategy for that segment. Therefore, the author has decided to include aspects of marketing in this chapter.

In the 17th century, coffee came to Finland from Sweden. In the beginning, it was the beverage of the elite and the rich people. People even considered it a medicine with healing characteristics. Coffee spread all around the vast country in the 18th century. Coffee took center stage in 1919 and got more in the spotlight since alcohol was banned from the country. During World War 2, coffee became extinct, and locals turned to substitutes of organic origin such as beetroot. Today, Finland is considered the world capital of coffee larger than Italy or Spain. (Admin 2019.)

What tea is to the UK, coffee is to Finland. Finnish coffee consumers are the top coffee consumers in the world by the International Coffee Organization. The Finns drink an impressive 12kg per person per year. That is roughly ten cups a day usually served hot and dark with a korvapuusti; the name translates as slapped ears for a cinnamon bun. One cannot separate coffee from the Finnish community. It has been a part of Finnish culture longer than Finland, Finns look for dependable, sustainable, and trustworthy brands. Karl Fazer, the 1891 café and confectionary now serves a good cup of coffee. They brew organic, sustainably grown Arabica beans, (Locker 2017.)

Finnish coffee tastes different than other countries since in Finland coffee is roasted lighter it is known to be the lightest in the world although a similarly light roast can be found in Northern Sweden. The light roasts are the popular roasts. Roasteries in Finland attribute this popularity to the high quality and the softness of the water, which helps extract the best flavours.

Finns use the highest quality coffee beans available, and these combined with pure water, have no defects in taste that would be hidden by a darker roast. (Discovering Finland 2020.)

While some drink coffee alone in Finland, it is much more of social activity. Not only do coffee shops make ideal meeting spots, but also coffee is always served during a visit to someone else's home even if one goes unannounced. The Finns will always put on a coffee pot for any visitor. It is not polite to leave a restaurant or home before everyone has completed their coffee. The custom in Finland is to serve coffee and cake; it is a type of bun with vanilla icing. This is a popular combination of coffee. (Wood 2017.)

There are reasons why the Finns drink coffee one of them is due to the extreme cold weather in this country, people drink warm sustaining beverages to keep themselves warm. Coffee forms an integral part of social interaction in Finland. In offices, they have built-in breaks

where people talk to each other different subjects than about work. Visiting friends and relatives usually involve several cups of coffee. Drinking coffee around people also brings back memories in social gatherings. (Curtet 2015.)

In Finland, the beans are lightly roasted and taste a bit acidic. Tastes have expanded, and nowadays Finnish producers and the country's booming café culture cater to all preferences, offering a spectrum from light to dark roasts. (Curtet 2015.)

Across all age demographics, a staggering 14% of men and 6% of women reported consuming more than ten cups of coffee per day. This is twice the national average. 5% of each drank no coffee. Unfortunately, the real hardcore coffee drinkers are impossible to separate, as the dataset does not specify how many cups beyond ten, they enjoy in a day. (Kolbu 2009.)

Coffee has seen innovative changes in recent years. The third-wave coffee shops, that measure ground coffee beans on scales and use digital timers as they practice their craft are popping up everywhere in Helsinki. There is a Cafeteria named Kuuma, the chic white-walled café in the Design District, the summer only Ihana Kahvila, which is built in a shipping container by the sea, and the sleek Maja coffee Roastery near the Alvar Aalto Museum, Date and Kale and Good Life. These cafes are a part of the innovative culinary scene. (Locker 2017.)

### 3 Marketing and marketing strategies

This section presents the sub-chapters of different aspects of marketing strategies, which include segmentation strategy, which is divided into geographical segmentation, demographical segmentation, gender, and psychographic segmentation. Also included is a research knowledge, giving details about social media strategies, social media influencers and green marketing strategies which is relevant for the author to open a future cafeteria business.

No strategy is made independent of the competitor. The content of this chapter is moving towards using marketing strategies by understanding the definition of marketing and objectives of marketing; therefore, this research gives a clear view and judgement about the usefulness of marketing strategies. The importance of marketing is a process of creating, communicating, and delivering ideas so that awareness of any brand can improve customers, clients, and societies. Content includes a broad definition of marketing and its characteristics as deeds, processes, and performances, and it draws distinctions among pure services, value-added services, and service experiences

### 3.1 Definition of marketing and core concept of marketing

In a broad sense, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationships with customers. Hence, the process is, companies create value for customers and build strong relationships to capture value from customers in return. (Kotler & Armstrong 2012, 29.)

A marketing strategy is not a static document, but a document that must be modified as the business develops and grows. Marketers have assembled a host of new marketing approaches, everything from imaginative web sites and social networks to cell phones. These new approaches do more than just blasting out messages to the masses. They reach directly and personally. Today's marketers want to be part of consumers' life and enrich consumer experiences with brands that bring comfort and enhance life. Marketing must be understood not in the old sense of making a sale by telling and selling but in the new spirit of satisfying customer needs. If the marketer understands consumer needs, develops products that provide superior customer value, prices, distribute and promotes them effectively, these products will sell easily. (Kotler & Armstrong 2012, 29.)

Marketing strategy, in more than any other business functions, deals with customers. In well-defined target markets, sharing a passion for understanding and satisfying customer needs is marketing. Marketing is managing profitable customer relationships. To help build lasting customer relationships based on creating value, successful companies motivate everyone in organizations. The goal of marketing is to attract new customers by promising superior value, keep and grow current customers by delivering satisfaction. (Kotler & Armstrong 2012, 28.)

To improve awareness for customers, society, and clients, marketing strategy is the process of providing delivering, communicating, and creating different ideas for a company. Through marketing, businesses grow and develop. The brand can easily gain the attention of more customers when several companies provide more focus on their marketing activities to promote their brands. The best way to attract a larger number of people is if organizations utilized different channels of marketing. Several new companies can increase their clientele by taking help from marketing because people can be aware of new products of a company. Every company must involve in the process of marketing because marketing can increase the success and profitability of every company. (Baker 2016, 25-45.)

With customers, marketing helps create the best and effective communication. Marketing truly has a positive impact on a brand. A strong brand building is supported by marketing. All the details of the products are shared to the customers by the best companies. Great brands show positive experience to the customers. People like a variety of products so that marketing helps all the individuals to become aware of the new products, and they can easily use

the products and fulfil their demands and needs. A company must provide complete knowledge about the product to the customers. (Balmer 2017, 175-202.)

### 3.2 Marketing Strategies

There are different ways to strategize, keeping in mind the goal is to build customer relationships and add value to the customer. Using segmentation is one of the best marketing strategies in the food and beverage industry. To understand this, the author needs to know that no strategy is made independent without thinking about the competition and who they are, what they do and how they do it. The four strategies that competitors use are specialization, differentiation, segmentation, and concentration—the author researches in detail how marketers divide customers accordingly.

This is the key to business. All business strategy is differentiation strategy; the competitive advantage is how business is different from competitors. Human beings are always wanting to buy the right products at low prices. Being different and being the best is what compels customers to buy from the best for the lowest prices for high-quality products. In business, it is about giving the customer the very best. Convey to the customers the competitive advantage, so sales are high. The area of excellence should be superior to others. (Kotler & Armstrong 2012, 73.)

Segmentation is the specific customers in the market who value the area of differentiation and pay more for the field of specialization than anybody else pays. All markets today are segmented. It is identifying the people who are most likely to buy, and they purchase fast. Segmentation is identifying people who appreciate the area of superiority. These customers are happy to buy; they are returning with friends; they give testimonials and recommendations to others. The demographics are things one can observe from the outside, which is a nationality, religion, age, gender, occupation, location, income, education, and family status. If the demographics change then the whole packaging and selling approach changes. (Kotler & Armstrong 2012 73.)

Specialization is determining where one can specialize in products and services. This can be a service, a customer, or a product or a market are to focus. As an illustration, McDonald's is where customers want to eat fast, and they want cleanliness, efficiency, value, and price. They are continually looking for products possible for customers to eat quickly, whether it is a salad, or drink a milkshake or a cup of coffee. The company is always innovating new ideas for that target group who are busy and who are rushing to go. They are continuously testing products for quick efficiency to keep the customer satisfied. (Tracy 2011.)

Through concentration marketing or niche marketing, the firm achieves a strong market position because of its more excellent knowledge of consumer needs in the niches it serves and the exceptional reputation it acquires. Concentration strategy is focusing on time, money, and resources clearly on the segmented consumers. By contacting through different ideal ways and not just by advertising or promotions but also through efficiency and focusing the message on the target customer for the best response and better profits. Best possible media now is the internet. (Kotler & Armstrong 2012, 226.)



Figure 1: Customer-driven marketing & the marketing mix (Kotler & Armstrong 2012, 72.)

Figure 1 shows the customers are in the center. The goal is to create customer value for consumers and build profitable customer relationships. Next is a marketing strategy, the marketing logic where the company hopes to create customer value and achieve beneficial relationships. Then the company decides which customer it will serve and how it will serve that is segmentation, targeting, differentiation and positioning. The company identifies and divides the total market into smaller segments. Then selects the most promising sectors and focuses on serving satisfying customers in these segments. (Kotler & Armstrong 2012, 72.)

Guided by the marketing strategy, the company designs a marketing mix under its control product, place, price, and promotion. To find the best marketing strategy and marketing mix, the company engages in marketing analysis, planning, implementation, and control. Through these activities, the company watches and adapts to the actors and forces in the marketing environment. (Kotler & Armstrong 2012, 72.)

### 3.2.1 Customer-driven marketing strategy

The technique used by marketers to get to grips with the diverse nature of the market is the market segment. Market segmentation identifies the similarity of individuals or organization's characteristics, which have significant implications for the determination of the marketing strategy. (Jobber & Fahy 2009, 109.)

In this section, the research is in-depth about using marketing strategies by segmenting customers geographically, demographically, by gender and psychographically since one cannot keep all customers happy. Trying to serve all can mean serving none. In segmenting customers, marketers can focus on the target groups and identify market segments so that they can develop particular products tailor-made for that segment. Without stereotyping, significant variables are utilized in segmenting consumer markets. Segmenting the market is narrowing its targeting and sharpening its positioning. Market segmentation is by keeping customer-centricity. The four variables are Geographic section, demographic section, gender section and psychographic section. The goal is to identify its best customer and serve them in ways that no discount or online competitor could.

Consumers in the market are different in their wants, resources, buying attitudes and buying practices. They differ in one or more ways. Through market segmentation and with smaller segments, consumers can be reached more effectively and efficiently with products and services that match their unique needs. This is customer-centricity strategy. This strategy serves its best customer segments better, and business always jumps and sees success. Segmenting is a force for good, in using it the right way. Champions favour the connected minds. (Kotler & Armstrong 2012, 214.)

### 3.2.2 Geographic segmentation and demographic segmentation

There is no single way to segment a market. A marketer must try different segmentation variables, alone and in combination, to find the best way to view market structure. Many companies today are localizing their products, advertising, promotion, and sales to fit the needs of individual regions, cities and even neighbourhoods. Some companies have developed different formats tailored to specific types of geographic locations. Many super-sized companies like Wal-Mart are localizing their products, promotions, and sales efforts to fit the needs of individual regions, states, cities, and neighbourhoods. Some banks offer different mixes of branch banking service depending on neighbourhood demographics. (Kotler & Armstrong 2012, 215).

Demographic segmentation divides the market into segments such as age, gender, family size, family life cycle, income, occupation, race, generation, and nationality. Demographic factors are the most popular bases for segmenting customer groups. One reason is that consumer

needs, wants, and usage rates often vary carefully with demographics variables. Another reason is demographic variables are more accessible to measure than most other types of variables. Consumers needs and wants change with age. Some companies use age and life cycle segmentation offering different products or using different marketing approaches for different age and life-cycle groups. (Kotler & Armstrong 2012, 215-216.)

#### Gender segmentation and psychographic segmentation

Gender segmentation is practiced in clothing, cosmetics, toiletries, and magazines. One needs to achieve its strong association with a male or female. A specific gender in the point of view of the consumer is important to make a brand or product. In creating a male or a female image of a product, companies try to make it attractive for men or women and then promote and advertise the product strictly within the created image that men and women have fundamentally different lifestyles, which affect how they decide to purchase. This behaviour is essential when creating, promoting, and selling goods. Thus, gender roles become an important economic factor. (Gender marketing & consumer behaviour 2018.)

Psychographic segmentation divides buyers into different segments based on social class, lifestyle, or personality characteristics. Marketers always segment their market segment by consumer lifestyles and base their market strategies on lifestyle appeals. Psychographics is what motivates this target group to buy because the consumer has a want or a need, finding out their goals and ambitions so the product can help consumer fulfil their hopes desires, dreams, and aspirations. This is a breakthrough to finding out the consumers' fears, doubts, and worries. Psychographics is finding out the one significant doubt that stops the consumer from buying and alleviate this fear. People buy products and services to help them find solutions to a problem. Goal unachieved is a problem unsolved. A need not met is a problem unsolved. Solving the problem is the focus of the business. This should be clear around a consumer. (Kotler & Armstrong 2012, 212-224.)

#### 4 Social media marketing strategies

In this chapter, the author explains the importance of optimizing social media marketing strategies. Companies sending messages to customers as audiences is traditionally a one-sided affair. However, in the Social era, there are multiple ways to market and promote a business. Internet connects the world, allowing customers to be in control. The author comes to understand that if novel strategies to marketing are not implemented in this fast-developing digital economy, then it will be difficult to anticipate and leverage on these unprecedented disruptive innovations. This section explains the social media marketing strategy for business. For future Cafeteria, a balance between traditional and online marketing is a smart way to go

since both methods support each other in a digitally transitioned world. It is necessary to have a website and use the web to interact with the customer base. This is a thriving practice to keep up in today's world.

#### 4.1 Importance of social media marketing

Businesses today should adapt to the new reality of online marketing strategies. Customers search for more information about anything on social media with a smartphone. This practice is termed as web rooming in the digital era. Customers have become increasingly mobile, channel-agnostic moving from channel to channel, and expect seamless and consistent experience without a noticeable disconnect. Unfortunately, traditional marketing channels are not always organized to allow smooth cross-channel transitions. (Kotler et al. 2017, 139.)

Social media marketing is the most robust strategy today. It is one of the best ways to promote business and make profits. One must have an online presence on Facebook, Instagram, and other channels because it is visual. Instagram allows users to share photos and videos and has expanded to give businesses a way to market their products and services to the world. The network reached 1 billion active users in 2018. (Jenkins 2018.)

Take Facebook as an instance for publishing advertisements such as Google ads. Nearly 2 billion users use Facebook. On social media, businesses must set goals that address the most significant challenges, research the audience, establish the most critical metrics, understand what competitors are doing, create and curate engaging social content, make timelines a top priority, access what's working and what isn't and improve Using Facebook demographics. (Jenkins 2018.)

#### 4.2 Social media influencers

Fifty years ago, no one knew the term Social Media. This term has become common knowledge in society in all age groups. It is a new platform for people to exchange comments, opinions, thoughts, personal information, and photo interest. New social media appears every year with far more exciting services that users can enjoy and post on the internet. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Customers are already interacting with brands through social media, and if there is no direct speaking to the audience through Facebook, Twitter, Instagram, or Pinterest, there is much to miss. Great marketing on social media can bring remarkable success to the business, creating devoted brand advocates and even driving leads and sales. (Mohsin 2019.)

Staying on top of the latest social media statistics will help plan the interactions of the business with social media and enhance the marketing strategy. Also, with popular social media platforms growing in terms of size, each platform has a unique audience, catering the content



to the specific audience on social media platforms either through Facebook, Instagram or TripAdvisor business will be successful. (Mohsin 2019.)

### 4.3 Facebook & Instagram

Facebook is a specific kind of social medium known as social network site SNS, a term defined by Boyd and Ellison (2007) to distinguish it from the more widely used label, social networking site. The authors note that the primary purpose of an SNS is not to network or meet strangers, but rather to enable users to articulate and make visible their existing social networks. Most contacts on SNS are between users who already have some sort of offline relationship. Facebook makes the social experience perusable, like pages in a book, by providing a structure and setting users to view and traverse their social links. The web-based services allow individuals to construct a public or a semi-public profile within a bounded system. They articulate a list of other users with whom they share a connection and then view and traverse their list of connections and those made by others within the system. In short, a core function of SNS is to visualize relationships in the user's extended social network. (Good 2012.)

Facebook is an internet-based social network, which hosts a community of users, making it easy for users who want to get connected and communicate with other users. Facebook enables users to share experiences and helps to get connected with friends, families regardless of geographical barriers. Mark Zuckerberg launched Facebook in 2004 while he was a student at Harvard. Initially, the name was The Facebook, and the target group for Facebook was originally for college students to connect and socialize online with other students. Understanding the opportunity beyond the college surrounding Facebook started to school students in 2005, and later to all age groups above 13 years old. (Miller 2016, Getting to know Facebook on the web.)

Instagram was a start-up idea whose beauty is in its simplicity. Take a single photograph of where the location is or whatever someone is doing and share it in real life with friends and family for visibility and give an easy button to push for likes, that is Instagram. This simple idea is now a global community. There are 700 million active monthly users on Instagram, which started in 2010 by Kevin Systrom and Mike Krieger. In a social environment plagued with bullying and negativity, Instagram works hard to bug the trend, always adding new user tools. Users have control and can filter out negative comments and block people out if users are uncomfortable. Instagram allows people to see pictures of many cafes, restaurants, hotels, whether it is food, beverage, desserts, any products, the inside decorum, and decide. Instagram is a way of communication through photos, and this makes people lives better professionally and personally. (Blystone 2019.)

The number of Instagram followers one has is used as an estimate of visibility. To maximize visibility, one needs to get as many followers to engage in looking at the posts regularly. Influencers also identified a cyclical relationship between engagement and follower counts. In Instagram's algorithms reward engagement with exposure, which increases the chances of being seen and thus, gaining followers, in turn, leads to broader exposure, which increases possible sources of engagement. The perception of Instagram's algorithmic architecture is both powerful and mysterious. Some might think that influencers seem to be kneeling in the worship of the algorithm because of the omnipotence of the algorithm and the role in regulating visibility and they cope with perceived powerlessness by attempting to understand the logic of the Instagram's algorithms, in other words, learning the rules of the game. (Cotter 2018.)

A few years ago, taxi companies and hotel chains would not imagine competing for passengers and guests with technology start-ups such as Uber and Airbnb. Now any business should start with customers objectives and consider potential alternatives. Customers in the past were easily influenced by marketing campaigns. But research shows that most customers believe more in friends and ask advice from strangers on social media. Customers now trust families, Facebook fans, Instagram, twitter than in marketing communications. This era, the proliferation of social media enables customers to respond to those messages. It also allows customers to converse about the messages with other customers. Customers have conversations and offer evaluations of brands they have used and interacted with, on Yelp and TripAdvisor. In recent years, the trend has spurred the growth of communal rating systems such as TripAdvisor and Yelp. (Kotler et al. 2017, 12.)

Together, these processes of learning the rules of the game demonstrate that it is not enough for influencers to know that Instagram uses algorithms, influencers feel obliged to understand how the algorithms work. The chosen algorithm makes sure computer will do the given task at best possible manner. Essentially, they need to learn the rules of the game to win. This is reflected in one influencer's critical analogy that influencers seem to be kneeling in the worship of the algorithm. In other words, learning the rules of the game and realizing, an algorithm is important in optimizing a computer program according to the available resources. (Cotter 2018.)

#### 4.4 Digital marketing strategy

The most updated version of marketing is digital marketing. It is more advantageous than traditional marketing. This can target a local and international audience. The world of digital marketing will evolve if the technology is advancing. Products or services marketed through digital technologies, mobile phones, displays, advertising is part of digital marketing. For carrying out this strategy, there are methods like the SEO Search Engine Optimization, SEM

Search Engine Marketing, PPC Pay Per Click management, mobile marketing, email marketing, e-commerce marketing. (Admin 2018.)

Traditional marketing is referred to any type of promotion, advertising or campaign that has been in use by any business for years and has proven success rate. Communication through traditional marketing includes tangible items such as business cards, printed ads, newspapers, or magazines. It can also include word of mouth, distributing pamphlets, banners, posters, commercials on TV and radio, billboards, and brochures, and so communication becomes one-way. Using this strategy, one can easily reach the local target audience, such as playing a radio ad in one location, region, or city. Another illustration is, materials that are used for traditional marketing can be kept; customer can have a hard copy and can read the newspaper repeatedly. Thus, the communication here becomes one-way communication. Traditional marketing does not give the audience a choice. (Admin 2018.)

Search engines include websites, social media mentions, YouTube videos, and banner ads. Google is the most popular search engine with the stunning 87.35% market share. The top 5 search engines are Google, Bing, Yahoo, Baidu and Yandex. The goal of digital marketing is for people to find the company. Customers search online for a cafeteria, a company or business on a social network or by reading content that is published as a blog or an article. The more they see the content, the more familiar they become with the brand. There is a direct contact between the customer and the business, which means that the business can get valuable consumer feedback. Therefore, communication through digital marketing is a two-way communication. (Admin 2018.)

#### 4.5 Green marketing strategies

There is a paradigm change in public choices. Green marketing strategies are one of the best practices that customers respond to on social media or anywhere. The interest in the environment was always growing. The government legislated and environmental groups campaign for changes in humanity's relationship with the natural world. Some business leaders and business scholars were realizing the importance of sustainable practices. Green products, generally meaning products that are less damaging to the environment or human health than traditional equivalents began to emerge. Companies such as Tom's of Maine developed a line of all-natural personal care, environmentally friendly products beginning with phosphate-free detergents, toothpaste soap, and mouthwash. Marketing and management thought leaders began to incorporate the limitations of the natural world into their theories. Rather than considering the environment, society, and profits as separate, competing interests, innovative business thinkers developed holistic propositions such as the triple bottom line, to simultaneously increase the economic, environmental, and social value of a business. (Martin et al., 2012, 10.)

At the beginning of the second decade of the millennium, a consciousness of sustainability has made significant inroads into the mainstream business strategies and practice. Some observers believe that society's awareness of the need for sustainability has finally reached a tipping point. Green marketing or sustainable marketing is the process of creating, communicating, and delivering value to customers in such a way that both natural and human capital is preserved throughout. Sustainable marketing must provide a competitive advantage to an organization through superior performance in meeting the needs of target customers. The definition refers to both natural and human capital. Natural capital consists of all the resources nature provides, including materials and ecosystem services. Human capital is the resources that people offer, including labour, talent, and creativity. (Martin et al., 2012. 11.)

Aligning business with green practices is a high selling point for small-medium enterprises. The concept of green has created a whole new line of product and service opportunities for small businesses to explore. This creates opportunities for business to market themselves as environmentally conscious. (Seltzer 2019.)

Green marketing or sustainable marketing has two key objectives concerning the environment and social sustainability. First, sustainable marketing means marketing in a sustainable manner. This aspect of an organization's marketing is directed inward such that all the marketing processes are environmentally and socially benign. Secondly, sustainable marketing means marketing sustainability as a concept, as a cultural value, and a set of practices. In other words, sustainable marketing's outward function is to help bring about a society in which striving for sustainability is the norm. (Martin et al. 2012, 11.)

## 5 Research methods

The goal of this research paper is to use marketing strategies for a successful future Cafeteria. The best way to achieve this is by researching different methods. The key to doing this is by conducting qualitative research methods. Qualitative research is focused on the micro-level of social interaction that composes daily life. The purpose of qualitative research is to investigate meanings, processes, and relations of social life. This method produces descriptive data because the focus is on everyday life and people's experiences. This method is using eyes, ears, and intelligence to collect in-depth perceptions and descriptions of targeted populations, places, and events. These findings are obtained through a variety of methods. The three methods used in this research paper are net scouting, observation, and interview. While observation is to collect data from on-site customers, the same theory is applied to net scouting by gathering data from online reviews and feedback. Through the interview method, data is gathered from the owner or manager of the cafeteria.

Qualitative research methods are a combination of multiple steps and processes to follow. It is a triangulation of various sources of data. It includes a short theory of net scouting, the definition of observation and stages of observation and process. Different approaches are utilized, and the collected data will be presented. The first method is Net Scouting which is, collecting customer review data about cafeterias from their websites. These methods have been used to collect different information so that the researcher can find answers related to the research topic, which is marketing strategies. The second approach is to visit a cafeteria and use non-participant observation; the author had to be mindful of the café surroundings and was a complete observer. And the final method was collecting information through a semi-structured interview with the manager from a cafeteria. For the interview and observation, different days were selected at different shifts, and questions were prepared differently ahead of time.

### 5.1 Net scouting definition and process

Internet is an essential tool for the author to find out data needed for the research. When doing this net scouting process, the author must collect information and data relating to the topic from many sources. To review sources on the internet in this age is dominant. This shift is a breakthrough to get numerous information from any outside sources to get more affluent research done. Internet connection has become an umbilical to the outside world. Many advantages are switching to the internet, and they prevent hundreds of hours of data entry. Internet-based data collection, if utilized correctly, can reduce costs, and make unfunded projects feasible, internet, yield more abundant and more representative samples. It gives a substantial historical and up-to-date resource.

Regardless of how vast printed sources gather information, there is data that is not reported continuously. This is where websites from different locations, update latest news and customer reviews about new shops, new cafeterias, and unique shopping updates. The researcher needs to collect data relating to the topic from online sources. This is called Net Scouting. Given that marketing strategies projects involve new variants and conditions, Net Scouting is an excellent initial way of establishing an understanding of the market conditions and environment. Net scouting is connectivity evolution. It is relatively straight forward. (Moritz 2005, 194.)

Net scouting helps identify different development trends and identify new markets. The internet is a plethora of information for anyone who is researching data from any generation. However, clear questions and parameters must be used as the basis of this understanding method as the information is so broad. The researcher needs to check sources for authenticity, quality, and legalities. Also, take a step further to find if the relevance of the project is

connected to the research topic. Take into considerations that every point has a counterpoint in the findings. (Moritz 2005, 194.)

The net scouting criteria is to collect information about selected cafeterias that cannot be found in books and articles. There is data that can be viewed publicly continuously that is located on the internet through reviews and other internet platforms. People who visit cafeterias often share feedback about their good and bad experiences either by posting photographs on Instagram or through comments, customers compare cafeterias about food and service through feedback or even through blogs and videos. Net scouting method is the best strategy to read reviews every day that customers post. By understanding the posts, it helps owners to improve the business. The author selected three different cafeterias for this method. There were listed to gather data and general information through customer comments from various social media platforms. The aim was to focus on the reviews by separating each chosen Cafeteria for their particular themes and unique ideas of each cafe. The author had to visit each café websites for customer experience through feedback comments, history of the café, menu, seating reservation methods, products, contact modes, services. The next step was to gather more details by reading and analyzing specific café website by separating the customer reviews. By implementing this strategy, the author could collect the differences of each cafeteria with the different comments, including international customers, since their feedback also becomes relevant.

## 5.2 Observation definition and process

Observation is qualitative, and its emphasis is on discovering the meanings that people attach to their actions. Observation can be rewarding and enlightening to pursue, and it adds richness to the research. Saunders & Lewis & Thornhill (2009) describe it as, observation involves the systematic viewing of other people's actions and the recording, description, analysis, and interpretation of their behaviour. It provides an evaluation of their systematic actions. Observation surpasses people's opinions and self-interpretations of their attitudes and behaviours towards an evaluation of their actions in practice. In other words, observation allows going beyond what the eye can see.

Observation can be structured or unstructured; it can be fully participant or non- participant. The author used the non-participant method. In selecting this method, there was concentration to follow a systematic list so that there is no confusion in understanding the strategies used in the cafeteria. This allows the reader to know the future vision of the author is of similar taste. The on-site observation went meticulously well with sharp detail as it was essential to accrue data step by step to get a thorough knowledge for this research.

In the covert observation, the researcher is a non-participant observer sitting in the café as just another customer enjoying a sandwich. The central intent of this method is to generate data through observing and listening to customers in their inherent behaviours and discover their perceptions, insights and interpretations of their activities. In collecting data through observation, it is inevitable to face difficulties. (Gray 2014, 421.) According to Stickdorn (2018), this is an advantage since researcher pretends to be a customer without affecting the people enjoying inside the cafeteria, this allows the researcher to stay focused and minimizes the risk of people being affected by the presence of a researcher. In a non-participant observation, this method is a willing choice.

The Cafeteria selected for observation was Wayne's Coffee at Myyrmanni Shopping Center in Vantaa. The coffee house is located in Isokuja 3 A 1,01600 Vantaa. Opening hours are from 8 a.m. until 8 p.m. To conduct the research and to select the right cafeteria, the author had to visit many coffee places and cafeterias around Helsinki, Espoo, and Vantaa, and then decided on Wayne's coffee house.

The decision for observation inside the cafeteria was made with the permission of the cafeteria manager. The time selected to conduct the observation was on weekends and weekdays at different shifts. The observer tried to sit in the same spot for the best view for observing purpose. Time spent on each visit was two hours and sometimes almost three hours. The author chose to visit the cafeteria during peak hours, rush hours, and opening hours to observe different strategies being used at different shifts to measure customer expectation and customer needs being met. The main criteria behind the observation process were to understand the marketing strategy practices in Wayne's Coffee. Observing reactions of customers with sustainability practices at Wayne's Coffee and their interactions between employees and customers.

To achieve the best results from the observation, the second stage is to make notes of detailed observations either on the laptop or notepad. It is good to get rid of all unfamiliar tactics that will ruin the process. It is essential for the author not to video-record the observation and distract any customers. In doing this, the observation will be smooth and will save time. In this research paper, video recording would only affect the quality of observation by minimizing the actions of customers from being natural. In another situation, filming people without permission could violate customer privacy, and the observer will be in an awkward position.

The observer had the conditions, in this case, to look at the observation situation in a more comprehensive, objective, and unbounded manner of what is happening in the observation subject of interest. This way, customers are not affected by the presence of the author. None the less, this method can be considered unethical when people are not aware of being observed and unwilling to participate in the research. Adhering to this protocol, the observer

respected the cafeteria customers and attempted not to videotape anyone or take any pictures without their permission. And the focus of the observation was not on any individual's behaviour. As such, there was no invasion of privacy.

Furthermore, the observation was in no way a violation of anyone's personal space which could cause anyone to be uncomfortable. Customers in action were observed, the observation was in proximity of the staff and customer movements just to see reactions and sometimes overhear comments of what they do, how they do, also gain cafeteria insights of the ideas that are implemented. Observation processes included understanding customer needs by observing what problems customers face, finding out what products each customer buy, are the customers satisfied; observation included understanding customer experience and the customer's awareness of the services and products.

The next stage of the observation methods is to develop a checklist. This is recommended by all professionals to design a checklist. Before visiting the site, a checklist should be prepared. This can be made by going on Wayne's websites and collecting information and getting familiar with all their strategies. Also, the list reflects on the author's point of view about the expectation of the customer. The importance of a checklist is to be organized so that nothing is forgotten in the observation process. The checklist also helps to move forward with the observation without any chaos. The author observed the research subjects in a covert method, which is discreet and unknown by other customers. In all, it was a non-participation observation.

In the action stage, the observer prepares everything carefully and visits Wayne's Coffee, where the actual data awaits. At this stage, it is recommended that the observer be polite not to interview or videotape anyone by using cell phones. Following the checklist is essential while observing so that nothing is missed while writing the notes. To be a complete observer, one must not reveal the purpose of the activity to those who are being observed neither should one participate in any activities as an observer. The author became a customer with the purchase of food and beverage to understand the customer journey. The author then selected a seating, which was accessible to view every activity of the customers, manager, and staff. The observer's seat was perfectly suited to observe all interactions between staff and customers.

The final stage of the observation is to examine and present the results which answer all the checklist questions. At this point, the observer will determine every detail of the observation and include the reasons for the observation and the results of the observation method. Under typical situations, the observer can interview the people involved to make sure if the observations and the conclusions are accurate if possible. This is important to create a connection between responses, reactions, interactions, behaviours, and other occurrences. (Gray 2014, 408-416.)



The main criteria of the observation area is to understand what are the effects of the marketing strategies, which marketing strategies are popular with the customers and if the marketing strategies used in the café are flexible enough to change with the trends. The purpose of the observation method is not to intrude on the natural behaviours of the experience of customers in the café. A laptop was used to document all the observed actions of different customers. This was repeated every fifteen minutes. To have consistency in the accounts, a checklist was modelled according to the designed questions. Permission was given to take a panoramic picture of the entire space, a picture of the menu displayed on the wall was taken, and a final photo of the purchased products by the observer. The observation was to understand the usefulness and importance of marketing strategies.

The author has selected the observation methods based on the goal of this thesis since they are appropriate to collect the required information. This information was collected in stages over a period. It did not happen in a day. The author has used the role of a complete non-participant observer in this research. Observation can be different such as, which checkouts do customers choose, how do they select their products, what are their preferences, how much interaction is there between other customers and the cashier, how are their reactions to the attitudes of the cashier, what levels of impatience is displayed when delays are experienced. The observer can be located near the checkout area unobtrusively. The patterns of behaviour revealed may be the precursor to research by structured observation (Saunders et al. 2009, 294.)

The purpose of the observation was to find out Wayne's marketing strategies and understand the front of the house and the backstage operations of the cafeteria, which includes staff and customers. To identify customer actions and behaviour through observation helps identify different marketing strategies and ideas used in a café. The process of this method begins from watching coffee buyers at the cafeteria, documenting notes accordingly to a pre-written checklist and process ends with examining the data from the discovered answers. The cafeteria chosen for observation is famous among the residents of Vantaa because of the organic specialty coffees and healthy sandwiches and store baked treats. Thus, observing in Wayne's Coffee in an appropriate amount of time results in extraordinary insights in marketing strategies. The checklist for observation purpose is presented in the Appendix

### 5.3 Semi-structured Interview definition and process

The purpose of the interview is to understand the marketing strategies used in the success of Wayne's Coffee. The advantage of the interview is to collect detailed information from the manager. To understand the value being added to customers who enter the Cafeteria. Interviews provide flexibility to the interviewers, such as, if the question is misunderstood, it can be repeated. The questions should follow a systematic pattern as it was listed so that none of

the questions escape or if there is any disconnect to the previous question. Interviews have a better response rate than mailed queries. The interviewer can control the flexibility of the questions. Unlike the ones conducted through emails, which can have a completely different environment, the interviewer can decide the place for an interview in a private and silent place, (Sociology Group, 2019.)

The author had selected the semi-structured interview method, and the participant was the manager, the participant in the interview was prepared ahead, and the questions were prepared ahead of time. The advantage of an interview is allowing the author to collect detailed information about the research topic and conducting it flexibly. The interview is a method that is considered as providing an in-depth exploration of research subjects than methods such as surveys and questionnaires. Therefore, interview methods are used to get clear detail information from the Interviewee. Through this method, the author was moving forward and pursuing the idea throughout the session. There was flexibility by doing follow-up with other extra questions. The communication was two-way.

Semi-structured interviews are used to gather systematic information about a set of central topics, while also allowing some exploration when new issues or topics emerge. Semi-structured interviews allow discretion on the number and order of predefined questions posed to the participant. This type of interview involves the use of both open-ended and close-ended questions and can provide both quantitative and qualitative data. Semi-structured interviews last from half an hour to two hours which includes introductions, rapport building, and winding down at the end. Interviews that are too short may not provide enough time to establish rapport and cover the topic in enough depth. (Wilson 2013, 24-25.)

There are strengths in choosing semi-structured interviews. It uncovers previously uncovered issues, and the focus is on complex topics through clarifications, it can raise additional concerns, this method allows redirecting conversations that stray too far from the central theme, it also requires less training time since the interviewer has a set of specific questions available as a starting point. When a location is selected to conduct an interview, the reason is often trying to understand the culture. Each site is filled with artefacts, objects that have work of cultural significance, that can help the researcher understand users and their environments. In semi-structured interviews, such artefacts give freedom to the interviewer to explore new paths and ask questions. (Wilson 2013, 25-26.)

The author decided to use a semi-structured interview to understand the marketing strategies implementation in Wayne's Coffee. By conducting this method, the author could diverge freely to pursue an idea during the interview. This allowed the Interviewee to speak freely with open-ended questions. More specifically, semi-structured interviews provide the researcher with the opportunity for learning. The information obtained from such interviews offer not only responses but also the reasons for reactions. Conducting a semi-structured

interview also allows the researcher the freedom to add some follow-up questions during the interview. (Wilson 2013,26.)

Activities	Comments/Questions	Approximate time
Introduction	Brief the Interviewee Introduce self  Explain the goals of the interview  Review interview method, use of data, confidentiality and so on	10 minutes
Structured topics	Background and concept of the business  Context of work  Use of marketing strategies  Additional questions	40 minutes
General questions and open dialogue with the Interviewee		30 minutes
Closing comments and completion of other questions		10 minutes

Table 1: Rough Outline of a Semi-Structured Interview Guide

Table 1 is a sample as an interview guide with general questions and necessary guidelines to avoid irrelevant questions that do not relate to a research goal. The table also shows a sample of the time limit so that the interview is not too long or too short, and no one is under pressure since it affects the quality of the content. Questions must be relevant to the hypothesis of the project. It should be possible to connect each question to a clear business goal. The first few minutes with the participant are likely to set the stage for the success of the interview.

The questions helped the author focus on what kind of marketing strategies are in practice, also contributed to gain information if the customers return for the value being offered and who is the highest value given to, and how is the company reaching the customer and how does the company appeal to every customer who selects this cafe? The open-ended questions had to be carefully prepared so that the Interviewee had enough time to investigate his laptop for precise, accurate answers. Questions were on diversified marketing strategies such as green marketing, eco-friendliness, and social media influences. Keyword research is the primary tool for search engine optimization plans. The content is the primary tool for optimizing effectiveness is just about every online channel customer use. Content is the key to social media sharing, even if it is offline and online marketing.

There were stages to the interview from start to completion, depending on the availability and accessibility of the participant. Interview questions were prepared ahead of time based on the research work and prior investigation of Wayne's coffee. Being prepared with questions for an interview is essential to collect accurate data for the research topic. The goal to interview was to understand the different strategies and ideas in this business. It was to get insights into a green market and their sustainable marketing efforts and the marketing tools they use to promote their business. The author had initially studied Wayne's coffee website to be familiar with the restaurant driving force and its concept.

The purpose of the interview was first to build trust with the interviewee to get into the depth of conversation, which gives a roadmap to their heart, and this gives the power to influence. This power helps to serve other people in the future. The purpose was to obtain knowledge about sustainable developments in the Cafeteria as well as their motivation of implementing a sustainable cafeteria concept. The researcher selected Wayne's Coffee because the data collected about the Cafeteria follow the concept of sustainable practices. The central theme of the interview was mainly focused on different marketing strategies, social media marketing strategies and sustainable practices. Other topics such as services and products were included in the interview and their methods of approach to customers, and the market demand for using marketing strategies in the cafeteria industry.

#	Questions
1.	Who are your ideal customer and your target market?
2.	What core problem do you solve for ideal customers?
3.	What are some examples of properties in your portfolio that best describe eco-friendly design and operation?
4.	Explain briefly about the cafeteria concept?
5.	How different is your product from other cafes?
6.	How do sustainable practices affect the pricing strategy?
7.	What target keywords do you want to rank in Google?
8.	Is it just a trend people follow sustainability, or do customers genuinely care for a greener planet?
9.	What means and methods does the company use to promote green marketing?

Table 2: Interview questions

Table 2 briefly explains questions which are piloted around marketing strategies. The questions were directed towards target customers and their demands. They are solving their problems by providing the expected beverage and food. The concept of the Cafeteria and if they practice what they advertise. Questions were directed towards the concept and pricing strategy and the power of social media marketing. And finally, the question was towards the sustainable marketing strategies of the Cafeteria.

## 6 Results

The description below explains the results from the three different processes of net scouting, observation, and the semi-structured interview. It is the outcome produced to get the answers from the checklist, interview questions and the café websites.

### 6.1 Net scouting results

In this chapter, the results of net scouting process and received knowledge will be presented. Results from Wayne's Coffee, Robert's coffee and Moomin's café will be described. These three cafeterias are chosen for net scouting because of their successful marketing strategies infused in their business. Online marketing strategies are embraced by all three cafes. The illustrated pictures will be attached in the Appendix.

#### Moomin Caffè net scouting results

The original creator of Moomin is Tove Jansson. Jansson had written Moomin novels, and they became famous. Moomin's are a fictional troll family. They are a large, white, and roundish family with broad snouts. Moomins are more than a tourist attraction to the Finns. It is a National icon and part of the Finnish identity. Moomin Caffè is the first children's Moomin café in Finland and the whole of Europe. It is designed for children and their needs. Children are the priority, and they will be seen and heard. Moomin café is located at Liisankatu 21 in Helsinki with its 70 seats. There is a Moomin café pointing near the Fabianinkatu. The restaurant has different kinds of treats such as popcorn, white chocolate, caramel and Moomin special with Marshmallows on top. The café has delicious cakes; blackberry crumble, chocolate cake, cheesecake, meringues, they have hot chocolate with reasonable prices. The cafes have books in English, Swedish and Finnish. Moomin Caffè welcomes all Moomin fans to enjoy the warm but cheerful atmosphere near the Helsinki Cathedral. Moomin Caffè's service concept is children as a priority. The unique concept combines the well know Moomin brand with the Scandinavian furniture design, and for children who may not be interested in the design, there are other options. (Pearce 2020.)



Figure 2: Moomin's cafe at the airport (source: Cafe website 2020.)

Figure 2 explains the concept of Moomin's café and infrastructure. It has a display of food items, signage to read the menu and a colourful seating arrangement designed for children where adults can enjoy as well.

The Moomin Kaffe brand is a combination of Moomin brand with Scandinavian design. Their slogan is "Café, where children come first" which clearly explains children come first. Moomin Kaffe is suitable for a family meeting, Christmas parties and other celebrations, presentations, shows and so on. There is a playground in the café premises for children to exercise play and, they can read books in different languages such as Finnish, Swedish, and English. There are Moomin Kaffe branches in Helsinki. Moomin Kaffe Kruununkatu was the first Moomin café on Liisankatu 21 street near Kruununkatu. Other Moomin cafes are in Fabianinkatu 29 street near Esplanadi Park, Korkeavuorenkatu 19 highway which is shut down permanently, another Moomin Kaffe is in Mechelininkatu 3 in Etu Töölö area, and there is one other branch in Stockmann on the 5th floor. There were many reviews for this café praising the Moomin decorations, coffee, and lovely pastries. Some other reviews were related to Moomin accessories, quiches, and coffee. Moomin café is mainly designed for children, but parents and adults go and enjoy the playful atmosphere. The menu has an impressive food list for children, and even adults can indulge in the food. The café has different kinds of treats such as popcorn, white chocolate, caramel, and Moomin special with Marshmallows on top. The café has delicious cakes; blackberry crumble, chocolate cake, cheesecake, meringues, they have hot chocolate with reasonable prices.

#### Robert's Coffee net scouting results

The first Robert's Coffee was opened in Helsinki in 1992. It has gone global with venues in Finland, Sweden, Estonia; Turkey and Japan. There are one hundred thousand Robert's Coffee shops. In Helsinki, Robert Paulig, an innovative Finnish coffee expert, founded the first, small

micro coffee roastery in Helsinki. His family was already in the coffee business for six generations; the art of roasting was in his every vein and blood. Inspirational stories build legends around the first entrepreneurs of Finland, which led to a brand ‘Robert’s Coffee.’ They serve freshly made handcrafted bread. Their philosophy is high quality, seasonal ingredients, that goes into selected sandwiches, salads, smoothies, cinnamon buns, cakes, and the highlight in Robert’s coffee is the coffee, tea, and gelato. The ratings of Robert’s Coffee at Kaisniemenkatu 3, Kluuvi Helsinki is 3.5 according to yelp Food & Services (Robert’s Coffee Website.) the Trip advisor page in the same location has 123 reviews, and the ratings are 4.0 over five. Most of the visitors have a word of praise for their tasty homemade sandwiches. The reviews have keywords such as chef-d’oeuvre, lovely, clean, decent prices, incredible décor, magnificent and delightful gourmet coffees. (Trip Advisor 2020.) They have the perfect menu as the name suggests; their speciality is making gourmet coffee and regular coffee to keep all segments of customers happy and satisfied. (Robert’s coffee website 2020.)



Figure 3: Robert's Coffee food display (source: Robert's Coffee website 2020.)

Figure 3 shows a display of the best of Robert’s coffee products which are always fresh, delicious and hand made. They use simple, high quality and seasonal ingredients to satisfy all the customers who visit the Coffee shop.

#### Wayne’s coffee net scouting results

This chapter is the results of Wayne’s Coffee. Wayne’s Coffee is situated on the top floor, located in Myrmani, Isokuja 3 A 1, 01600 Vantaa. It is a Swedish based coffeehouse founded in Kungsgatan in 1994, and it is privately owned. It is a Scandinavian’s leading cafeteria coffee

shop chain with around 40,000 customers served every day. It is one of the largest Franchise companies in Scandinavia. Wayne's coffee is an international chain of coffee shops with roots in Sweden that sets the standards for the Modern European coffee shop concept. The concept is the very image of how, where and when customers drink coffee in the urban environment. In 2016, Wayne's, Coffee became Sweden's first KRAV-registered chain of coffee shops. Since 1985 KRAV is the key player in the organic market in Sweden. The KRAV label is well known among Swedish consumers. The aided awareness is 98% KRAV label stands for the sound natural environment, reliable care for animals, good health, and social responsibility. (Wayne's Coffee Website.)

Net scouting results prove the smart move in incorporating green marketing strategies appeals to the ladies and the health-conscious males. The products are made with genuine ingredients, it is always fresh, delicious, organic, and locally produced. By drinking coffee at Wayne's, society is fighting deforestation. The company's philosophy is to care for guests, the planet and support organic farming which means free from pesticides. Wayne's gourmet coffee is called supercino; it combines the best of two worlds; it is made with super healthy plants and cappuccino like softness. Supercinos are gluten-free, vegan drinks that are rich in health effects. The products served are taste and quality-oriented; they offer easy-going services such as catering. There are many positive and negative reviews for Wayne's Coffee, some comment says, 'best experience in the world' 'coffee wakes me up' 'it has a living room flair', and some comments are 'too pricey' and 'excellent coffee taste.'

Currently, Wayne's Coffee has multiplied during the last couple of years and has opened 38 new cafes in 2019, more than ever before. Now Wayne's launched a new café concept which means brand new look with smart solutions with an in-built bakery and a new section with prepacked food. This marketing strategy has ensured success to the company in recent times. (Wayne's Coffee Website) The café has a variety of sandwiches and Bagels. Customers order their exceptional coffee and purchase a 250 gram of coffee beans to enjoy at home.

They specialize in vegetarian and vegan selections of Bagel fillings. Wayne's coffee is always crowded for their famous Matcha tea. There are many positive and negative reviews for Wayne's Coffee, some comment says, 'best experience in the world' 'coffee wakes me up' 'it has a living room flair', and some comments are 'too pricey' and 'excellent coffee taste.' Some reviews call this place a calm haven; others think it is the best place to work and study on the laptops. Some find this place as a living room flair where seating is not difficult to find. The menu includes quiches, croissant, pastries, soft drinks and supercinos which is another word for Cappuccino. (Wayne's Coffee Website, 2020.)

In essence, through net scouting, an in-depth look at the post-purchase step that lets the author know how the customers decide and evaluate their visit by going through café history, café popularity and online reviews. Firstly, through net scouting, the author analyses that



findings are informative. It is customer empowerment. Customer is in control of giving feedback positively or negatively. Customer is empowered with choosing their cafes and can make reservations or cancellations online without depending on service staff. Customer can order food online and give feedback about delivery services. Customers go on a virtual online tour and assess the products, atmosphere, facilities, location, menu, employees, and interior decorations.

Unlike the interview and observation process, net scouting does not allow the author to understand the psychology of the customer during their visit to the cafeteria. Net scouting strategies are essential for Robert's café, Mumin's café and Wayne's coffee. Net scouting methods are valuable to understand the post-purchase of each customer, and this also gives the author a detailed picture of every cafeteria's theme, mission, and vision. Based on the online information, the author compares and confirms to understand if each cafeteria performs precisely what they describe. For all three cafeterias, net scouting was a pivotal part of expressing the uniqueness of the theme, products and services which cannot be collected through observation. According to net scouting results, customer reviews are essential to the success of every café since customers read every detail posted on the internet about any café before they visit. This helps the café owners to innovate, calibrate, change the marketing website designs, engage customers with more visually attractive pictures of food and beverage and create content according to customer needs. By continually reviewing feedback, the café owners get updated and stay on top of the market competition and improve their services so that customer experiences a premium level of quality experience.

The benefits of net scouting are many; customers are always active online, either checking their cell phones or computers and laptops where it is accessible. By creating online content that customers anticipate will make a difference. Customers look for coupons, discounts, and children's corners, these are some incentives that attract people to visit cafeterias. By updating online marketing strategies to keep cafeterias open and attract new customers and build a profitable business. This can be achieved by strategically creating content that is interesting on social media platforms. Cafeterias can start their activity on social media even before opening the real place. Also, tactfully using marketing strategies by paying attention to reviews being made on the internet about the quality of products and services. Incorporating valuable, sustainable marketing strategies to improve brand image. Understand and observe the existing strategy in the café industry and add innovative strategies and ideas to keep the business thriving. This leads to café owners and managers improve their marketing strategies efficiently from all the reviews that come in regularly, thus enhancing customer experience and repeat customers.

## 6.2 Wayne's Coffee Observation results

This chapter is the observation results from Wayne's coffee. Based on the observation checklist, the results are written by understanding marketing strategies used in Wayne's Coffee and finding answers to all the questions on the list.

Wayne's Coffee is situated on the top floor, located in Myyrmanni, Isokuja 3 A 1, 01600 Vantaa. Locations add to the comfort and appeal to all customers, not to mention the products served are taste and quality-oriented; they offer easy-going services such as catering. Tired shoppers, groups of friends, hungry students, business people who work online visit this Coffee shop for comfortable seating and healthy food and organic drinks. The brand positioning in Wayne's Coffee is a compelling promise that the company conveys to win the hearts and minds of customers with unique design and music concept.

The employees at Wayne's Coffee are competent and knowledgeable. They know the company mission, theme, and stand by the values. The cashiers are friendly and skilled, they speak in Swedish, English, and Finnish. For the new customers, there is a menu listed boldly in signage and carte du jour everywhere, and the staff helps explain the cuisine. They serve quiches, sandwiches, cinnamon buns, Swedish pastry, berry smoothies, mango lassi, coffee, cheesecakes which is reasonably priced. Everything that is prepared in Wayne's Coffee is organic and made from scratch. They use genuine ingredients in their products made in-store freshly and deliciously. By drinking coffee at Wayne's, customers are supporting in fighting deforestation and organic farming, which is free from pesticides.

The customers who visit Myyrmanni Café in Vantaa are loyal to Wayne's Coffee brands. Regular customers know their brand and select their items without questioning. Payments and take-away food quickly follow this step. Customers who choose to drink their specialty drinks either opt to sit or take it with them. This activity was observed by the observer seated near the cashier. The visibility of all customers and staff movements were not disturbed. During the observation, customers begin to enter for breakfast. Wayne's Coffee is opened inaccessible hours which makes it busy and noisy during rush hours. Customers wait patiently in line to select products and buy them. Some customers choose their speciality foods and gourmet coffees by looking at the flashing menu signages and colourful advertisements on the walls and the placement cards on the table. Sometimes there are new items included for customer attraction, and small samples are served at no costs, the customers can taste before purchase. Staff is friendly and greet every customer at the payment registers. The cafeteria is well organized, maintained clean, and every ingredient is of high quality. Employees are helpful to answer any question when the customer is in doubt.

Many menus hang from the ceilings; menus cards are lined up on food counters, to make it even more comfortable, some name tags are displayed on every single food item with clear price tags and specify organic coffee. This made observation rather easy-going. Customers sit

longer and enjoy the show stealer, the coffee or the supercino, which is a cappuccino. The selection of coffee drinks is extraordinary. They range from cold-brew-organic-coffee, espresso drinks, Latte drinks hot and iced, supercino Matcha, chai Latte, chocolate, iced fruit tea with different flavours, Wayne's tea comes with multiple flavours of mint, fruits, and berries explosion.

The results of the observation show that customers are lovers of organic drinks and food. They come regularly and find their specific needs met. They enjoy a satisfying selection of food and their favourite beverages. During the observation, the author has noted the customers who enter are smiling, happy, confident, and select healthy items. Another observation result is Wayne's Coffee practice segmentation strategy. Some customers come in pairs, and some come to visit their friends and eat lunch or early dinner and even a takeaway. They are of different age groups, different income brackets and different ethnicities. The target group prefer to choose eco- friendly products for protecting the environment.

On weekends the café gets too crowded, and people wait politely to be seated only because of the freshly baked food items and the sustainable practices. Green marketing trend is what Wayne's coffee has adopted. This is cleverly implemented in Wayne's coffee house to draw target groups and narrow down select guests who appreciate organic food and drink. Observation results prove the smart move in incorporating green marketing strategies appeals to the ladies and the health-conscious males. The products are made with genuine ingredients, it is always fresh, delicious, organic, and locally produced. By drinking coffee at Wayne's, society is fighting deforestation. The company's philosophy is to care for guests, the planet and support organic farming which means free from pesticides. Wayne's gourmet coffee is called supercino; it combines the best of two worlds; it is made with super healthy plants and cappuccino like softness. Supercinos are gluten-free, vegan drinks that are rich in health effects. (Wayne's coffee Website).

Wayne's coffee aims to offer guests the most natural meeting place and an assortment of high-quality products. This is an ingenious marketing strategy, to begin with, understanding the massive consumption of coffee, the company attracts customers with their organic blends, store baked products and locally grown vegetables and fruits. Customers support protecting the environment. Their marketing strategies are simple. They are known for their simplicity. One of the most crucial strategies is its concept. A Swedish Fika is a concept, a state of mind, which means making quality time for friends and colleagues to share a cup of coffee, or tea and something to eat, often a cinnamon bun, pastry, a ginger biscuit or a sandwich. Fika can happen at any time, morning as well as evening, or with someone special. Fika is an experience at Wayne's coffee. This strategy has added many fans to this concept and increased their business.

The strategies used in the seating style is to offer comfort and lasting experience for every customer. The seating style is both contemporary and traditional. The seating arrangement is as good as a living room at home. This, the strategy only helps the customer come back repeatedly to relax at Wayne's Coffee. This selection in furniture pleases all age groups. The furniture includes three different sizes of armchairs and sofa sets which have separate coffee tables that can be moved around for comfort. This comfortable furniture attracts students who want to charge their phones and laptops. The fabrics used in Wayne's Coffee is a soft fabric to create an inviting environment and a pleasant experience. The strategic placements of food display, seating arrangement, taking drink orders, managing take-outs, restocking drinks and food efficiently was an essential part of the observation. Also, cleanliness of gadgets being used after using coffee machines, juice machines and wiping furniture and recycling and clearing garbage was noted, the observation included, Wayne's coffee shop's regular target group who visited the Coffee shop for the values and the consistency of the quality of products and services.

The author chose to visit the cafeteria during peak hours, rush hours, and opening hours to observe different strategies being used at various shifts to measure customer expectation and customer needs being met. Through observation method, the author could comprehend why marketing strategies are so important and influential in a cafeteria; these strategies genuinely help the business attract customers to visit and make the profits frequently.



Figure 4: Wayne's Coffee at Vantaa (Source: picture taken by the author 2020.)

Figure 4 is a picture of Wayne’s coffee taken at the Vantaa Branch. The figure shows the display of organic products which are self-prepared at the bakery. All the food is keeping with the quality level of co-operating standards. The name tag is visible on every item. Entrance is visible and accessible for all users. The cashier at the entrance welcomes some guests by their names. All payments were made before eating, and they were free to sit anywhere. Customers had the freedom to pay by cash or credit cards.



Figure 5: Wayne’s organic food and slow-roasted coffee beans

Figure 5 explains through picture forms the strategic ways of putting up attractive pictures on the internet and site. The image illustrates Wayne’s dark roast blend of coffee beans in the centre. Coffee beans are a full-bodied dark roast blend of mountain-grown Arabica from Central America. Slow roasted for outstanding body and smoothness. A subtle hint of chocolate, berries, caramel, honey, and gentle spices. The food at Wayne’s Coffee House is organic as the picture shows. The food is locally grown, and the quality level remains the same all over the world.



Figure 6: Wayne’s social media Facebook performances of coffee fans statistics

Figure 6 shows clearly the statistics of fan followers increase the rate and the industry average. By far, Wayne's coffee house has a thriving, marketing strategies being implemented continuously. But now, fans stopped visiting, and the cafeterias are closed except for taking-out services.

The author evaluated a variety of café POS (point of sale) systems and compared them based on price, customer service tools and order taking, to determine the best overall, and the results Observation was not limited, it was extensive. The pace in which the staff moved was a significant difference compared to other cafeterias, at Wayne's coffee everything is slowed down, guests eat slowly, coffee is savoured cosily around friends. Meeting here is a social function where dark winter days bring people together to enjoy hot beverages and food in warm relaxing environments. Added to this, it was the concept of FIKA that was highlighted most importantly, that is the strategy which was cafeteria's selling point. Besides all the above, observation result in Wayne's coffee house is adding value to each customer by promoting a Swedish coffee culture to cure those mid-winter blues.

With the help of the checklist, the results of the observation were determined, which clarifies all answers to every question from both the staff and the customer's point of view. The data collected in this observation method was reviewed and analyzed within a day from the observation, to maintain the accuracy of the information. From the results of the observation method, the author captured the different marketing strategies utilized to understand the insights of customers. The marketing strategy in the observation result is to offer an organic coffee which is considered an eco-friendly coffee. Understanding their target market, their second strategy is adding value to most customers who lean towards a green lifestyle; hence more people visit Wayne's coffee house for eco-friendly coffee. The third strategy is, they only use high-quality raw material.

In summary, Wayne's Coffee gains immense popularity because of organic products being freshly store-made. This is unique; the selling point has a value proposition. This is one of the marketing strategies that is enabling success to Wayne's coffee house. Second marketing strategy and the most important strategy is using online marketing through social media and refreshing the content daily. This is a way to engage target customers who are willing to pay extra for organic products. Segmentation was an important observation, by segmenting the company knows the customer's specific needs. And the third smart strategy in the list is the excellent facility location and consistent standards Wayne's coffee house maintain. Wayne's coffee is organic enthusiasts; they are growing in business, and they give others a chance to grow in money through franchising strategy. Franchising helps in demographic segmentation, and more customers are visiting the cafeterias in different regions. Based on the observation checklist, all the questions were answered. The author figured out the stages in the process of customers who visit the cafeteria. The strategy is, when customers expect reliable business

without disappointing them, the cafeteria will gain repeat customers, and business will thrive in every Wayne's Coffee branch.

### 6.3 Interview results

The interview was conducted in Wayne's Coffee on February 18, 2020, with the manager. Analyzing qualitative data is challenging, especially for an inexperienced bachelor student. There were some limitations in time and resources. The collected data from the interview was based on knowledge, opinions, and experience. Nevertheless, the researcher overcame all obstacles by a well-prepared research plan which brought significant results for the study,

The interview confirms the philosophy of Wayne's Coffee is smartly using marketing strategies. The long-term strategy is to have all the food and drink in their cafes to be organic. The goal of the company is to have fewer additives, smaller-scale cultures and the elimination of pesticides that give a better aftertaste. It means not just keeping customers satisfied but also bringing positive change in the environment and people's lives. It means contributing to make the planet greener.

Some questions were proposed towards recycling at Wayne's coffee. The coffee cups and menu cards are made from recycled papers. As much as possible and to a great extent recycling concept is used to make their napkins, and they avoid all plastic waste by not selling water in plastic bottles instead they serve distilled water and aerated water in the cafeteria.

Wayne's Coffee has developed a fully grass-based, biodegradable, and much less energy-consuming cup. Besides, waste is sorted at source, organic products are composted, and they strive to reduce energy consumption in all their cafes. The discussion with the manager about Wayne's coffee philosophy confirms the initial research is, they work mainly with the local suppliers who apply the sustainable farming method and are preferably small-scale farmers. Besides this, the manager emphasized that they try to reduce food waste as much as possible and recycling is one of the first efforts in their sustainable goals.

According to the interviewee, they take reducing the food waste seriously; they try to reduce food waste as less as they can, they do not sell plastic water bottles; instead, they serve water in their recycled cups. The company avoids any use of plastic, and recycling is their top-most priority. These are the efforts on sustainable goals. The culture of casual, cosy coffee shops is nothing new in Sweden, and the Nordic nation is renowned for its adoption of sustainable and ethical principles. The manager said it is more a hygiene factor for companies in Sweden to be organic and look after the environment when they are doing business. They ship organic products from Sweden to keep the quality level the same, and they also pursue aggressively with the local partners, who are vital to the process. Some questions were aimed at

sustainable supplies. A visit to Wayne's coffee house is a statement. The idea is to protect the planet and have the local farmers supply the organic fruits and vegetables without artificial supplements. Sometimes the company face challenges with suppliers. The company must plan one year with the suppliers to maintain the quality of fresh fruits, herbs, and vegetables. The trained employees prepare everything freshly in the store every day.

The goal is to have customers enjoy everything that Wayne's coffee prepares locally. Every dish on the menu is made in the store. Wayne's coffee house Wayne's espresso blend is Rainforest Alliance and EU green organic certified. Their ingredients are Arabica beans and Robusta beans. Rich Espresso blend is of mountain-grown beans from Central America. Slow roasted for full-bodied aroma. It is a satisfying aftertaste of chocolate, berries, caramel, honey, and gentle spices.

Other questions were directed towards the target customers. The target customers and the regulars who visit the cafeteria are people of average income who can enjoy a decent meal at affordable prices. This smart strategy attracts customers to dine frequently at Wayne's Coffee and leads to a high rating in TripAdvisor. Also, this strategy allows the city tourists living in hotels to visit the cafeteria. This itself is a boost to the business profits. According to the manager, Wayne's coffee is not the first food company to have made a sustainable report to promote sustainable efforts. Besides choosing a delicious coffee, the customer is choosing an experience for both body and the awareness of protecting the planet. Wayne's coffee house concept is 'Made in Store'. The customer's concern was about the ingredient sourcing whether the ingredient used was organic or not. The only way the customers could get any information was from their websites and social media.

Some questions were aimed towards the plant-based drinks that Wayne's Coffee house prepares. Supercinos which is a plant-based cappuccino, these are delicious and healthy drinks and shots. By selecting any product at Wayne's coffee house, customers choose to stay healthy and preserve the eco-friendliness, which gives a sense of security. The coffee beans come from select plantations in Brazil, Colombia, and Nicaragua. They all carry the EU organic logo. Their filter coffee and espresso are 100% KRAV labelled, 100% Rainforest Alliance certified, and 100% Organic certified. This shows a passion for sustainable development. Wayne's Coffee House also supports other organizations that want to make the world a better place, such as the collaboration with the Pink Ribbon Campaign, for such a cause, the cups are dyed pink every year, and they assist with cancer research.

Wayne's coffee uses some common marketing channels like their websites and social media channels to promote the business and rely on word of mouth instead of direct advertising. They believe they can attract customers by providing exceptional services with high-quality products with competitive pricing strategies. The owner focuses on creating content on Instagram and their websites by creating baking videos and other service-based videos on



Instagram, which drew more than 250,000 views and attention from Instagram viewers. In this area, marketing strategies on social media is more relevant than just relying on word of mouth since most of the target population is looking at reviews on the internet. With social media booming in business, other competitors have the edge over Wayne's coffee since there are many more prominent brands in the same game.

Recapitulating marketing strategies from the interview answers. Wayne's Coffee increases brand awareness through different internet platforms by increasing the mentions in the press. They set meaningful marketing goals; they continuously research the target audience; they analyze the competition. The company drive traffic to their website and generate leads with connections from customers, suppliers and new online users which is beneficial for their business. Wayne's coffee is building their community around their business; they provide social customer service and boost brand engagement. They grow revenue by signups or sales. Also, the company assess results and optimize time to improve productivity.

Leading the way to be kind to the planet is Important for Wayne's Coffee. The company's philosophy is to care for guests, the earth and support organic farming which means free from pesticides. They simply show how good they are by setting examples of saving the environment. The company hopes to encourage the whole food industry to follow their lead and move in the same direction. Beverages and drinks are organic with fewer additives, smaller-scale crops and absence of sprays to give better taste and coffee that tastes fresh always. Wayne's coffee is a special place where anyone can get healthy alternatives to choose from. (Wayne's Coffee Website.)

The thesis began as an attempt to understand the marketing strategies in Wayne's Coffee by conducting an interview. The company takes actions through a holistic approach, such as sustainability practices. The interviewee added that people are more concerned about the sustainability movement. The answers given were awareness of sustainability amongst target groups, considering issues like plastic straws, takeaway containers are biodegradable and compostable, considering switching from disposable water bottles to reusable ones. Businesses that serve food have a unique role to play like the world is developing ways to live sustainably and Wayne's Coffee advocate for a more sustainable global society.

## 7 Marketing Strategy ideas for future Cafeteria in Helsinki

To own a successful business in the future, it is crucial to start with a company's mission, values, and vision. This step helps the author to visualize the elements to consider before opening a cafeteria. The author attempts to use marketing strategies and ideas as effectively as possible from both theory and methods section. To run a successful business with highly motivated staff, it is essential to understand the target audience. Catering to the coffee needs of

the Finnish community is a priority in Helsinki since the Finns are the largest in the ratio that consume coffee. Besides the Finnish society, it is essential to know about the common attributes of the prized and loyal customers. This strategy will leverage this information to understand better who is served their specific needs and how to better communicate through social media channels.

In developing a theme, a mission, and a vision for a cafeteria, it determines a position in a competitive market. This is the foundation for the marketing strategies to be implemented. Due to a theme café, the influence of the theme will affect the interior design, lighting effects, music, menu, ambience, staff uniforms, seating arrangements, services, and other products. Most of all, the theme provides a distinctive dining experience. This step includes ideas to offer free WI-FI, offering deals in the local newspaper is another bonus to get new customers inside the cafeteria.

The second step is the location of the restaurant. For a new start-up company, the site makes a difference; if it is poorly selected where there are no target customers, the business is sure to fail. If there is a University location, the students will be the majority, if it is a neighbourhood, then the mother's group or a book reading club will visit. These target groups will like portions of the menu. Location is an important marketing strategy to attract people. People that have preferences select cafeterias in the neighbourhood that suit their demands and visit cafes that are easily accessible through public transportations. Investing money with the right partners and opening a cafeteria in the right place not only adds value to people's lives but also increases business.

The third stage is to secure all the website domains. Secure the name of the cafeteria, get all the social media accounts and the licensing secured. Also, it is a good practice to consider all the laws and regulations in Finland. There are different certifications and licenses to go through, such as food hygiene and alcohol certifications. Marketing strategies through segmentation is another steppingstone to ensure success. The value of segmentation is vital for both the end-user and the company. Keep the segmented target groups motivated by giving gifts for regular visits during Christmas season. Improve on the quality of pictures with a professional photographer, and take photos of products, edit images by displaying them in the cafeteria, indoor and outdoor signages, tables, walls, and menus. By segmenting the groups and using different strategies on these groups, the author can focus on keeping customers in this group satisfied. This would improve the revenue; such strategy plays a vital role in guiding through each stage of developing and managing the cafeteria. These ideas can be a road map to organize further, plan, run the business and expand into franchises. The social media marketing strategy is a crucial step. It is worth paying attention to Google, to market the future cafeteria business so people can find the cafeteria on search engines. 42% of the world's population use social media which is 3.2 billion people who are users. This avenue cannot be neglected. Social media is about engaging customers. Start a conversation and create posts

that encourage customers to visit the page. Net scouting into three different café websites helps the author understand the magnitude of the internet users. In Helsinki alone, at least 1 million people are internet savvy. Know the target audience and craft a specific message for the audience. Narrow the audience and just deliver the appropriate content to the target audience. These people will be loyal customers. It is wise to learn the keywords that people use to find Cafes and include the main phrases in the content in a natural way.

It is time to target the audience by monetizing social media presence and positioning the café as an authority in the industry. Marketing and branding are essential because customers go to cafeteria website and look at the Facebook page and the Instagram page and instantaneously make an opinion. Create unique hashtags and beautiful pictures. Actively reconnect with people every day after reviewing. Pay attention to details on the reviews and follow-up with better solutions. Keep solutions simple. Keep to the criteria and focus on the target group always. Increase visibility and content creation strategies. Create a website for customers with information about cafeteria that includes menu, catering orders, sustainable attempts, events and accepting online food orders. The goal is to create interest and maintain customer loyalty continuously. Using strategies such as rewards for social sharing will keep customers loyal. This is a strategy to build trust with new and existing customers. This makes a relationship with new customers, creating a sense of transparency with the cafeteria. The idea is for the customer to feel connected to the cafeteria and be brand ambassadors for the cafeteria.

The market trend in 2020 is headed toward a more sophisticated customer. The patrons of a cafeteria are more sophisticated in several different ways. They expect food quality to have high-quality ingredients with an increasing number of options, the quality of conversations should suit the cafeteria settings, and the cafeteria should come with excellent staff who are highly trained and customer attentive. The future cafeteria will incorporate these strategies, which was attained through observation methods. Customers further search cafes thoroughly by reading other customers reviews and then decide to visit a cafeteria. The owner needs to keep up with social media trends, understand the competitors, improve the marketing content, and use the platforms that customers visit.

Internet is an effective media to publicize high sustainable products with the selected target group that is interested in sustainable practices. Create social media presence before the cafeteria opens, communication with business partners, communities, friends and posting pictures on the Facebook page is engaging. This is an important marketing strategy. If customers follow the coffee trend, the cafeteria website will describe the perfection of the roasted coffee beans, the origin of the coffee bean and the quality of the coffee beans on the internet.

Adding a menu to other reviewing sites is the best way to promote the cafeteria locally. Such strategies are competitive ideas for the profitability of future cafeteria. Customizing a product for the customer is an important marketing strategy. Whatever specific needs the target

group has, the mention of sustainability will be at the heart of the company's vision and practices. The cafeteria will offer gluten-free, lactose-free, vegan drinks and food for all age groups who have allergies and who are conscious of sustainability.

Employees are the ambassadors of the brand and everything the business stands for. Value for the customer is given first through the service staff. Marketing strategies in the food industry is excellent customer service. Interaction with employees creates first impressions. Hiring people with the right attitude is better than skills. Skills can be achieved with time, but people with a proper manner will draw in more customers. This is an essential step for the employees to be clear about the cafeteria goals. Communication between staff and the cafeteria owner should have options such as suggestion box, popular suggestions from employees can be acted upon for employee motivation. Also, it is essential to recognize an employee for a job well done by giving an award or an appreciation certificate.

The next point is to find the best equipment, spend money on high-tech equipment, so the business is smooth flowing. Find the right vendors who give discounts on products, especially with espresso machines and roasting machines; they will also service the products if devices do not function. Look for local farmers for fresh produce and the coffee suppliers. Go for trade shows, and there is an excellent chance of meeting new connections with innovative ideas. Learning from others is also an asset to move the business forward. Third-party vendors for the cafeteria play an essential role in a successful business. The leading suppliers are the coffee bean. Coffee is the main attraction, and the best quality of coffee is a high point to optimize productivity. Using these strategies are essential for success and future profitability. By researching the pages of history, the author has concluded that the Arabica coffee is of superior quality since it is mountain-grown, it is cultivated in a higher altitude making the flavours delicate and complex. If coffee beans are selected from a higher elevation and if it is from one farm, it has a distinct flavour, and these beans are used in specialty coffees. With high-quality coffee bean, the taste of gourmet coffee will attract more customers. The menu will include Americano, Ristretto, Latte, Demitasse, Cappuccino, espresso, macchiato, affogato, mocha, Irish coffee, and Bailey's. Selection of coffee bean is the best marketing strategy for coffee lovers in Finland and visiting tourists. Thus, coffee gets the priority in Finland when it is strategically incorporated in the menu with all other items.

However, no matter what the cafeteria theme is or where it is located, food quality and consistently high service levels are the critical determinants of success. A diner's bad experience can be quickly posted on cafeteria review sites, discouraging new customers from trying to visit. To avoid this, follow up with the disappointed customer by giving a free meal for the next visit and communicate to check how the cafeteria can improve. Take pictures of customers enjoying the meal and publicizing the good reviews with their consent.

## 8 Conclusion

The solution for small enterprises such as cafeterias and bakeries to stay open successfully is utilizing different marketing strategies into a business. The primary outcomes of the thesis are to find marketing ideas and strategies for a future cafeteria in Helsinki based on the theoretical background and practical research implementation results. To achieve this, the theoretical knowledge was built on History of social gathering around coffee drinking and the understanding of marketing strategies, marketing segmentation, the importance of green marketing strategies and social media strategies. Results from practical research implementation in this thesis paper only prove that marketing strategies and ideas play an essential role in the success of any food industry.

This report is a compilation of different cafeteria stories, who use marketing strategies in their businesses. The thesis outlines their food practices and engagement strategies, allowing people to think about the indulgence of social gathering and the practice of sustainability. This research project confirmed that there are significant changes taking place in the dynamic café sectors, and consumers advocate for the initiation of sustainable practices. The research outcomes are in the findings of a vision to cater to the customer needs by realizing the target market. Target audience is vital if the cafeteria is in a specific area. This way, the customer invests in the company by visiting daily. Serving the particular target is winning customer loyalty. By creating a niche, creating a quality brand, living by the values, and having a passion for the business, any cafeteria is more likely to see the business thrive.

Qualitative research methods through net scouting, observation and interview are employed during the research implementation. The purpose of this thesis project was to select successful cafeterias, which had values that resonate with the target group by employing different marketing strategies and using different methods. The project started in January 2020. Multiple methods were employed to gain more insights by creating a checklist for observation, creating a questionnaire for the interview and surfing café websites for information through net scouting. Non-participant observation is carried out to figure out the target customer if they are conscious about sustainability practices, are the customer's active users of social media platforms, are they satisfied with products and services and do they revisit the cafeteria?

With the outcomes of the strategies implemented, the sustainable societies seemed satisfied with the offered services and products. The idea of eating organic, healthy food was the highlight in the cafeterias. When the customers watch their favourite drinks made in front of them, they were satisfied with the high quality of ingredients in their beverages; they come back for more because of the sustainability practices and the timely service. Customers can closely observe the customization and the preparation process of the ordered items while enjoying a friendly conversation with the employees. Marketing strategy is building trust in

customers. This is a strategy that the author can adapt in the future cafeteria and can survive in a competitive food and beverage industry.

The observation was carried out to figure out the target groups and their interactions in the café environment. The target group know what they want; they know their seats; they rely upon the chosen cafeteria to satisfy their specific needs; they understand the language. They are confident to enter, exit and use restrooms and washrooms, which are easy to find. The process of visiting a favourite cafeteria by customers are found out based on the answers of the observation checklist. Using marketing strategies is considered as the outcomes of the research implementation combined with the theoretical background. The main idea behind doing this research is to understand the different ways of employing marketing strategies and leaning to be productive and profitable.

Through the net scouting methodology, it is easy to find out the customers opinions, likes and dislikes about a cafeteria on the internet platforms. The research paper investigated the importance of social media marketing strategies, which is valuable if applied regularly. Net scouting method is the post-purchase step that lets the author know, how the customers select a cafeteria and on what basis customers evaluate their visit to the cafes through online reviews. Customers assess the physical evidence before deciding to visit a cafeteria.

The customer takes a virtual tour and sees all tangible things in the café on the internet. The customer can see the recycling routines, the use of no plastic bottles, cups and straws; the customer sees the building exterior, entrance, interior furniture, correctness of the cafeteria, products, staff workstations, service actions, employee uniforms, menu. If the café has a video commercial, then decisions are made because of the attractive videos. Front-of-the-house steps are all visible to the customer who watches the video and makes a decision based on the interaction of an employee's friendliness giving a full, friendly service of greeting, taking food and drink orders and serving food at the table.

Net scouting through social media channels is a strategy to pay attention to people who use different platforms such as Instagram, Trip Advisor, Facebook, organic LinkedIn, and Twitter. By reviewing customer comments on these platforms, help cafeteria owners to understand the actions to be taken to improve the cafeteria. However, with too many positive reviews, some owners can get complacent, it is better not to go for the social dopamine. Vanity metrics does not pay the bills, trust does. It is important to begin to attract target audience. Truth be told, modern television commercials, new print ads and latest radio ads are overpriced, and the Facebook, Instagram, YouTube, and Spotify are all underpriced. Using strategies that do not cost much is another strategy for profitability. Social media marketing strategy is a powerful tool. It is all about knowing the audience and creating accurate content with the perfect message. The message must resonate with the customer's beliefs, tastes, needs and values.

In drawing things to a close, practical research implementation is a breakthrough to understand the right marketing strategies of opening a cafeteria. Using the cafeteria interview has given the researcher, a newfound toolset to have a meaningful, authentic conversation from a complete stranger to a longtime friend. The most crucial marketing strategy for a cafeteria to implement is to shift the focus to serving others. Followed by the next strategy to keep the brand simple, focus on the theme and pay attention to the sustainable societies. Make sure the fresh produce is local and support the product, service and friendliness and this will help with a trustworthy brand. Also, social media platforms must send out good content with a business mindset. With just a name and a logo, there is no connection to people. Cafeteria business is all about connecting with people; people are receptive to the messages, connecting with the right messages is important in hospitality business. It is about relationships and bringing people together. At a cafeteria, there is a place of engagement between a barista and a customer to communicate. Effective and thoughtful communication is the thread that runs through all the important points.

Reminiscing history, the social gatherings were around a coffee seed. This concept began in Ethiopia and spread across the globe. This little coffee seed has this enormous political, social, and economic impact on human beings. Coffee is one of the most complex and popular drinks in the world. The experience of coffee has altered cultures and lives. Coffee transformed the world. Wherever coffee was introduced, it has brought revolution and change. Customers visit a cafeteria to enjoy a cup of coffee, so the product and service must score. Customers visit a cafeteria with high expectations. It is crucial to keep the service, brand, and mission consistent. In recognizing coffee as, a social, romantic beverage and drinking it is a theatrical experience, serve the prized customers with the top-quality coffee bean. Give them valuable, reliable service. This is a unique service proposition and easy to deliver. Hence this, research has allowed the author to get a deeper understanding of marketing strategies and recommends the use of it to not only achieve success but to give customers a cup of pure joy.

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## Appendix 1: Observation checklist

Which marketing channels are popular with customers?
How is this cafeteria different and better from their competitors?
Do customers know the philosophy of this cafeteria? Do the customers really care about environment?
What means and methods do you use to promote the green marketing practices
What is the specialization in this cafeteria, who are the target customers?
Is there a clear competitive advantage? Is there an area of excellence in this business?
What is the competitor's selling point?
Is the staff punctual, prepared, friendly, do they appear presentable and clean, do they follow up, are the strategies updated, do the cafeteria staff connect with customers. Do they take a supreme effort to have a high-quality relationship with their target customers?
Do they focus on the demographics and the psychographics of the customers