

**INDEPENDENT COFFEE CAFE MARKETING IN THE  
NETHERLANDS: A SOCIAL MOTIVATION APPROACH TO  
OPTIMIZE CUSTOMERS AND SALES**

**BY**

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“ THERE MUST BE PLACES WHERE INDIVIDUALS  
MAY COME AND GO AS THEY PLEASE, IN WHICH  
NO ONE IS REQUIRED TO PLAY HOST, AND IN  
WHICH WE ALL FEEL AT HOME AND  
COMFORTABLE. ”

- **RAY OLDENBURG**

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## **MANAGEMENT SUMMARY**

The purpose of this report was to research how to optimize customers and sales for independent coffee cafes in the Netherlands. By researching the main motivations of Dutch consumers to visit a coffee cafe and current marketing methods used in other coffee cafes, an advice marketing plan is offered.

First, shopping behavior- and visiting coffee cafes theories were analyzed. Secondly, in-depth data was gathered through face-to-face interviews with three coffee cafes. Further data was collected through a questionnaire of 100 respondents with Dutch consumers.

Major findings from the research were the main motivations of Dutch consumers to visit a coffee cafe: (1) relaxation, (2) diversion and escape, (3) social contact and (4) sense of belonging / community. This proves that not coffee, but the coffee cafe itself is the product.

The most favored marketing methods were suggestion from family and friends and social media. From the overall research it became evident that independent coffee cafes have a unique selling proposition that is overlooked by big brands: offering a coffee culture that creates opportunity to socialize and the feeling of community.

To be able to increase customers and sales, an independent coffee cafe needs to make use of its unique selling point. Coffee cafe going is a form of informal public life and can offer many functions to a community and its society. Therefore, independent coffee cafes functions go beyond just serving coffee; the product is in the cafe itself.

By using relationship- and socially responsible marketing methods, an independent coffee cafe is able to attract and retain customers. This marketing plan involves, customer orientated staff, active involvement in the community, offering local artists space, social media, creating a coffee cafe club, creating opportunity for socialization by various activities and events.

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## CHAPTER 1: INTRODUCTION AND BACKGROUND

This research paper will focus on the marketing methods used for coffee cafes in the Netherlands. It will try to establish which of these are suitable for Dutch independent coffee cafes, while keeping the motivations of Dutch consumers to visit a coffee cafe in mind.

### 1.1. Background

The first coffee cafe in Europe opened in England in the 17th century. Coffee cafes were spaces where people could come together, talk and learn about political and social affairs. These common places were also referred to as Penny University and offered functionalism to the society; for the cost of a penny people from all levels of society could come together in a democratic sphere (sober) and create a sphere of conversation (KCTS9 Public Television, 2012). People came together and could read journals out loud. According to Haine (1996), the journals and periodicals were the basis for talk in this public life. Since coffee cafes and reading periodicals were interlinked, some coffee cafes even had post boxes where letters to editors could be submitted directly. Coffee cafes quickly became places where topics such as the state, national events of the day, politics and civil etiquette were discussed and argued over.

At the moment the three biggest coffee specialty branches in the Netherlands are Douwe Egberts, Coffee Company and Starbucks (Volkskrant, 2011). The Rabobank numbers & trends report shows how specifically coffee cafes in the Netherlands have increased since 2010 (Rabobank, 2014). The report describes the new Dutch consumer as someone that wants 'value for his or her money' and wants to enjoy 'consciously'. Especially consuming consciously is an important factor in the Dutch coffee market. About 40% of all the coffee that is sold, is certified as sustainable (KNVKT, 2013).

According to the Royal Dutch Association of Coffee and Tea (KNVKT), the Netherlands is one of the biggest coffee drinking countries in the world. Dutch people drink an average of 3,2 cups a day per person. The most traditional Dutch coffee consumers are in the age category of 35 and older. The younger generation does not belong to a big part of the coffee consumers. This might be

explained by coffee's bitter taste. With this knowledge producers are adding new kinds of coffee tastes to get the attention of this younger audience. Coffees with sweet and new exciting tastes are introduced on a regular basis. Douwe Egberts is also reaching out to the younger generation by having a presence on festivals such as Lowlands. All these changes are expected to attract the younger generation more into coffee cafes (Van Spronsen & partners, 2012). Despite the high growth of coffee cafes, according to Van Spronsen & partners (2012), 71% of the coffee is still mostly drunk at home.

## **1.2. Description of the problem situation**

Now the demand of coffee in the Netherlands is growing, coffee cafes are growing with this popular demand. Branded coffee cafes such as Starbucks and The Coffee Company are opening new cafes each year. Also, companies such as Douwe Egberts have seen their profit double from 2009 to 2010 (Volkskrant, 2011). This naturally resulted to more coffee being drunk outside. It is also useful to note that Dutch coffee drinkers are often specialized in coffee and are willing to pay higher prices if it meets their needs (CBI, 2011). Naturally, the rapid growth of big coffee cafe brands results in high competition, which is a problem for independent coffee cafes. Although the growing coffee culture is positive, it also becomes more difficult for independent coffee cafes to compete in the market.

Ultimately, this research designs a marketing advice for entrepreneurs to pick up on the growing coffee drinking trend in the Netherlands and to successfully attract customers to their coffee cafe.

## **1.3. Definitions**

In order to obtain a better sense of understanding of this study, some terms need to be defined.

### **1.3.1. Coffee cafe**

A coffee cafe is considered to be a place where coffee is served and drunk. Most coffee cafes offer tea and some food in addition to espresso and coffee drinks. Consumers tend to either buy a drink to consume elsewhere (to- go) or drink at the cafe.

### **1.3.2. Independent coffee cafe**

In this research, an independent coffee cafe is considered a coffee cafe that is owned by an individual or small group of individuals.

### **1.3.3. Barista**

A barista is a person who is specially trained in the making and serving of coffee drinks in a coffee cafe.

### **1.3.4. Fair Trade**

When speaking of fair trade in this research it means that the product, which is spoken of, is purchased and sold while contributing to sustainable developments. By offering better trading conditions to secure the rights of marginalized producers and workers makes a product, in this case coffee, fair trade. (World Fair Trade Organization, 2013)

### **1.3.5. Place attachment**

Place attachment is a set of feelings that emotionally binds people to a particular place. It is defined by Brown and Perkins (1992) as: "Place attachment involves positively experienced bonds, sometimes occurring without awareness, that are developed over time from the behavioral, affective, and cognitive ties between individuals and/or groups and their sociophysical environment" (Waxman, 2006).

### **1.3.6. Marketing method**

In this research, marketing methods are referred to as the methods coffee cafes are using to create brand awareness and promote their activities. A few examples of marketing methods are: online advertisement, social media.

## **1.4. Problem definition**

It is clear that the Dutch coffee culture is growing and more people are having coffee outside their homes. With big coffee cafe brands such as Starbucks making their entry into the Netherlands, it is important to know how independent coffee cafes can survive and have a good share in the market.

For the purpose of this assignment motivational reasons for visiting a coffee cafe will be examined and already used marketing methods in Dutch coffee cafes will be analysed. It will also look at the marketing methods that are used to attract consumers and create place attachment for independent coffee cafes. The needed data is collected through research, a questionnaire for Dutch consumers and interviews with Dutch coffee cafes. With this information a conclusion can be drawn on what the best suitable marketing method is for Dutch independent coffee cafes.

Therefore, the following policy question is included:

*How can independent coffee cafes, by optimizing current marketing methods, increase customers and sales in the Netherlands?*

In order to guide the policy question, a research question was developed:

*Which marketing method is best suitable to increase customers and sales for independent Dutch coffee cafes?*

To do so, it is important to understand what motivates and encourages people to visit coffee cafes. The following sub questions would help to answer the policy and research questions:

- *What are the motivational factors for Dutch customers to visit a coffee cafe?*
- *What gratification factors do Dutch people look for in a coffee cafe?*
- *Which method can be used to create place attachment for a coffee cafe?*
- *Which marketing methods are used in coffee cafes?*

To answer the research question a mixed method approach will be used. Both qualitative and quantitative research will be applied by means of interviews with Dutch coffee cafes and a questionnaire for Dutch consumers. An extensive explanation of this method is offered in chapter three.

### **1.5. Justification**

Although there have been other researches done on how to market coffee cafes, there hasn't been one specifically for independent coffee cafes in the Netherlands. From the numbers it is clear that the Netherlands has a coffee culture that keeps growing. Doing this research can be helpful for smaller entrepreneurs who want to make their entry in this specific growing market, or to gain market share. The research can help to understand what is important for the Dutch consumer when visiting a coffee cafe and offer an advice that can fulfil this consumer need.

### **1.6. Restrictions to the research**

When reading this research, one should keep in mind the following constraints and limitations. First of all, this research has been done in the Netherlands among the Dutch market. Therefore, one of the first constraints to this study is that it cannot be linked to any other country or market. Another point of limitation of this study is that the sample is too small to generalize. The people that have participated on this study were chosen by availability sample. This means that the participants were chosen because of availability and convenience. Keeping these restrictions in mind, the results of this study can therefore not be generalized.

### **1.7. Chapter division**

This research paper begins with an introduction to the topic, current situation and problem definition. Chapter two comprises the theoretical framework of the study. Followed by chapter three, the methodology is addressed and in chapter four the findings are discussed. In conclusion, overall recommendations and detailed advice for suitable marketing method is formulated. The paper ends with an appendix that includes all the original data.

In this chapter the growing coffee culture in the Netherlands was highlighted. Naturally more and more brands are trying to have a share in this market. This makes it hard for independent coffee cafes to compete and attract customers to their coffee cafe. This research paper will look into what marketing strategies could be implemented for independent coffee cafes in order to optimize customers and sales.

## CHAPTER 2: THEORETICAL FRAMEWORK

In the first chapter the growing coffee culture in The Netherlands and competition in the coffee cafe market was discussed. This chapter discusses literature, theories and concepts that relate to visiting coffee cafes. They will then be analyzed and linked to the study. There is a lot to learn from previous research done on coffee cafes. Also, theoretical frameworks will be discussed to help answer some of the sub questions. The theories that have bearing in this study includes: shopping motivation theories, shopping patronage theories, the third place theory and the holistic marketing concept.

### 2.1. Personal and social shopping motivation theory

There has been a lot of research done on what motivates a consumer to purchase a product. Understanding the motivation of people to consume can help to answer the following sub question:

- *What are the motivational factors for Dutch customers to visit a coffee cafe?*

To be able to answer this sub question it is important to first look at universal motivations for people to spend money. From a psychological point of view for visiting a store, Tauber's (1972) theory on shopping motivations can be taken into account. It is clear that products are purchased when they are needed, but Tauber (1972) also established other purchase motivations:

*"If the shopping motive is a function of only the buying motive, the decision to shop will occur when a person need for particular goods becomes sufficiently strong for him to allocate time, money, and effort to visit a store. However, the multiplicity of hypothesized shopping motives suggests that a person may also go shopping when he needs attention, wants to be with peers, desires to meet people with similar interests, feels a need to exercise, or has leisure time. The foregoing discussion indicates that a person experiences a need and recognizes that shopping activities may satisfy that need." (Tauber, 1972: 48)*

The major finding is that shopping does not only happen to acquire a product, but also for satisfying personal and social needs. Tauber then identified the following six personal and five social motivations to shop:

### **Personal motivations**

- Role-playing: This applies when people shop with learned and expected behavior as part of a position or role within society: mother, student or husband.
- Diversion: Shopping also offers diversion from routine of daily and therefore can be a form of recreation.
- Self-gratification: Different emotional states may be useful to explain why someone goes shopping. When bored or depressed people tend to spend more on themselves.
- Learning about new trends: Combined with daily activities, shopping and products can serve as a symbol reflecting attitudes and life styles. The individual learns about trends, movements and symbols that support him / her when visiting a store. For example, learning about product innovations. Getting new ideas does not mean they would buy it, but they are more likely to do so.
- Physical activity: Walking from shop to shop or in big warehouses, it can provide a great amount of exercise.
- Sensory stimulation: The shopping environment may influence the decision to choose a specific store. Factors such as background music, scents or prepared food outlets could all be considered enjoyable.

### **Social motives**

- Social experiences outside the home: Shopping has been the center of social activity. It offers great opportunity for social interaction whether with friends or just 'people watching'.



- Communication with others having a similar interest: Common interests are a major link for communication. Many hobbies centre on products or services. People like to talk with others about interests and sales personnel to get special info.
- Peer group attraction: Patronage desire to belong to peer / reference group. Hang out places where (young) people 'develop' an interest for the product.
- Status and authority: Some people enjoy to be served. When shopping they command attention and respect. The consumer attains feeling of status and power.
- Pleasure of bargaining: Enjoy process of bargaining goods. Person perceives himself as wise shopper when being able to get a product for less money.

These motivations show that it is possible for consumers to buy a product that is actually not needed. This means that shopping is not necessarily linked to purchasing a product, but could merely be done to enjoy the activity itself.

Stone (1954) has identified four categories for shopping motivation: 1) Economic consumer: is concerned with price, the assortment and quality. 2) Personal consumer: seeks social and personal relationships while shopping. 3) Ethical consumer: has moralistic concerns and is an ethical consumer. This consumer is willing to give up lower prices or a larger assortment to help out the little retailer. Lastly, 4) the apathetic consumer: is not interested or involved in shopping and only consumes out of necessity (Stone, 1954). The economic- and personal consumer motivations are closely related to Tauber's motivations. Having mentioned this, the theory does offer insight on the ethical consumer. This might especially be interesting to relate to Dutch consumers since the desk research revealed them to be conscious product purchasers.

Although these theories are certainly useful, it is important to note that the motivations, especially the social motivations, can be somewhat outdated. For

instance, nowadays people do not have to visit a store or coffee cafe to be able to socialize. With the growth of various media tools such as mobile phones and the Internet, socialization can find place through various type of mediums. Social media and forums are good examples of media that helps to easily communicate and get in touch with people who have same interests. Therefore, it should be noted that the social motivations in these theories do not always apply.

Lastly, it is also important to take into account that there are many people with different cultures and beliefs and therefore with different motivations. Thus, it is evident that the motivation theories might not apply to all situations and people.

## **2.2. Shop patronage theory**

Closely related to the motivation theories, the criteria for choosing a shop should also be taken into account when trying to understand purchase behavior. Theories that could help are shop patronage theories. These theories establish beliefs of why a consumer buys at a particular store. This could help to gain understanding on which determinants are important for customers to come back or choose for a specific purchasing place.

Engel, Blackwell, and Miniard (1995) developed a consumer decision-making process model. This model can be applied to all decisions made by consumers. The model shows individual and environmental factors that affect consumer behavior. The individual factors include (1) consumer resources, (2) motivation and involvement, (2) knowledge, (3) attitude, (4) personality values and lifestyle. The environmental factors are (1) culture, (2) social class, (3) personal influence, (4) family and (5) situation.

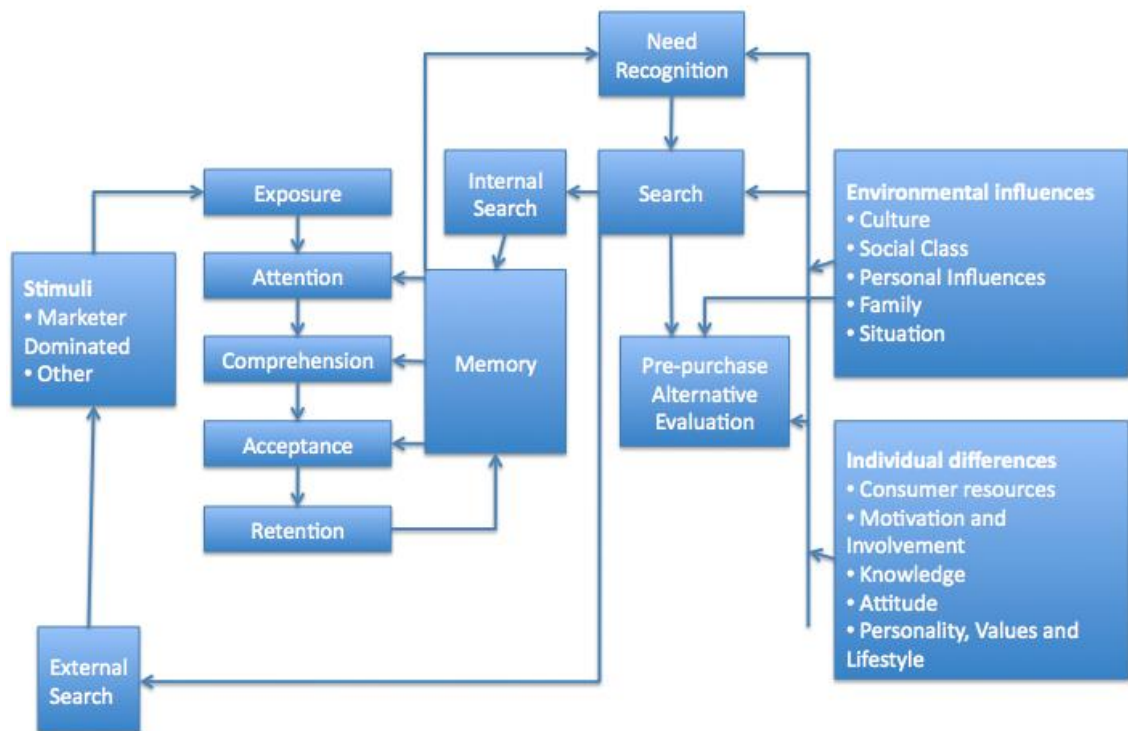


Figure 1. Decision making process model

The model suggests that the process of selecting a store involves matching customer's characteristics with the shop's characteristics. The personal values and lifestyles of consumers play a role here. According to Engel, Blackwell, and Miniard (1995), personality is: *"Sometimes related to the self-concept or the ideal self that individuals would like themselves to be, including Maslow's hierarchical theory in which people seek to achieve their fullest potential of self-actualization."* (p. 434). This quote suggests that when choosing for a particular place to purchase, customers form their perception of the store with attributes they find important. Secondly, they select the store that best suits their needs and believes, which in turn helps to achieve to be their ideal self. Values are also an important factor affecting consumer choice. Values are defined as beliefs that determine a person's attitude and behavior. This is why values are believed to also guide the consumer's behavior. These values can include elements such as choice of product, brand, organic products and so on (Kasnaeny et al., 2013).

Another important element in the consumer decision- making process model for store patronage is the post-purchase alternative evaluation. The question here is: are buyer's expectations met and their needs fulfilled? If the expectations have met the performance then the consumer is satisfied. This, in turn, can lead to future evaluation when wanting to visit a store and possibly store patronage.

Other researches focused and indicated the importance of the depth, breadth and quality of assortment as a determinant for store choice. An example of this importance is the growth of specialty stores who are able to present a strong assortment in their stores. A study on store image presented (James, Durand, Dreves, 1976) the following attributes as store choice determinants: (1) Price, (2) Assortment, (3) Personnel, (4) Atmosphere, (5) Service, (6) Quality. There is an emphasis on the price determinant that varies by type of product (Engel, Blackwell, Miniard, 1999).

Another theory that could help to understand store patronage is the socialization model of retail patronage (Bellenger and Moschis, 1982). This model suggests that there is a close link to store patronage and socialization. The model explains how socialization in a store can have mental and behavioral outcomes that could lead to store patronage. First, socialization happens with a socialization agent. This could be any person, organization or information course that comes in contact with the consumer. A few examples are: advertising media, store personnel, family, friend and other sources of information and influence that the consumers come in contact with. Secondly, the consumer gains cognitions and behaviors from these agents by:

- Modeling - imitation of agent's behavior
- Reinforcement - reward or punishment mechanism by the agent
- Social interaction - learning with direct impact on relationship between agent and learner (Bellenger and Moschis, 1982: 373)

Thus, socialization agents ensure cognitive orientation toward stores, also known as store image. According to Bellenger and Moschis (1982), these cognitive orientations can affect patronage shopping and have a more direct impact on shopping patterns and store choice. The individual shopper has a perception and looks at the features they think are important in a store. This could also be linked

to Engel, Blackwell, Miniard (1999) theory who suggests that consumers compare their characteristic to the store when choosing a store. The retail socialization patronage theory assumes that cognitive orientations towards shopping are learned by the consumer.

The shopping patronage theory shows a clear relation between the social aspect while shopping and buying patronage. Although this relation exist, it is important to note that the intention of the consumers is most important when thinking of store patronage. Furthermore, elements such as price and location should also be taken into account. Even if the social interaction within a store was enjoyable, the consumer should be able to afford this frequently. Therefore, this theory cannot be applied to all shopping decisions and choices.

### **2.3. Third place theory**

The theory of Oldenburg (1999) offers an understanding on the social importance of coffee cafes. Oldenburg (1999) described coffee cafes as a third place. This is a place where people go after they have been home or at work. He explained that home is the 'first' and work the 'second' place. These are places we have to be, with people that have to be there. In contrast, a third place is where we go to enjoy company, hang out, it is inexpensive and conversation is the main activity. It is often visited by regulars, but also brings different people together in a mix. It is a form of informal public life.

Third places have many functions. It does not only benefit its visitors, but could also benefit a whole society. A third place gives release from everyday roles. Another study showed that people who work in third places have an increased productivity level (Oldenburg, 1999, p.10). It can also function as a mutual aid to society; it provides a place to get to know people from a mix of occupations educational levels. Naturally, such a place enjoys diversity and welcomes other people to learn from one another.

This theory is a sociological approach of coffee cafes as it looks at the functionalism of coffee cafes within a society. It is also consistent with Tauber's (1972) social motivations for visiting a coffee cafe. Strangers can come together to draw conversations and regulars who come back become acquaintances.

Overall coffee cafes are good for conversation, socializing and aids the society in multiple ways. This seems to reveal that the coffee cafe is about more than just coffee; perhaps the place in which it is consumed is important in itself.

The shopping motivation theory combined with the shopping patronage theory and third place theory is a great tool to determine the target audience's profile; who are they, what do they value in a coffee cafe and what are their needs, motivations and expectations? Taking this knowledge of the target audience into account, a consistent and direct approach of recommendations and advice will be formulated.

#### **2.4. Research: Factors that influence or play a role in place attachment in the coffee cafe**

Previous research done in coffee cafes on social and physical factors influencing place attachments has shown interesting findings. Place attachment is a set of feelings that emotionally binds people to a particular place (Waxman, 2006). These types of researches show the importance of store atmosphere and its influence on consumer behavior. The term store atmospherics is defined as: *"the conscious designing of space to create certain effects in buyers"* (Engel, Blackwell, Miniard, 1999: 856). This research could help to answer the following sub question:

- *Which strategy can be used to create place attachment in a coffee cafe?*

Environmental dimensions are physical store attributes such as air quality, lighting, layout, aisle placement and width, temperature, noise, and background music used to form store image and influence store choice. A few examples of how environmental dimensions are able to influence a customer are: music on a low volume may encourage more social interaction between shoppers and sales staff. Color can effect perceptions of the store. Some colors, such as red and yellow, are more activating and may stimulate impulse buying and a other color, such as green, would be more suitable for places such as waiting line as it has a lower lever of activation (Engel, Blackwell, Miniard, 1999: 867).

Store atmospherics are important for companies because unlike situational influences they are able to influence consumers as soon as they are in the store. It can lead to many-desired behavior like the duration of being in the store and their attention. This then can lead to buying products that would otherwise go unnoticed (Engel, Blackwell, Miniard, 1999: 799). According to sociology professor Dr. Beau Weston (2010), a good example of changing store atmospherics is Starbucks. When they first started they created a market for good coffee. They quickly learned that if people stay, they buy more coffee. This is why they created coffee places where people would want to hang out.

The purpose of the coffee cafe study was to see what qualities, both physical and social, encourage people to gather in those coffee cafes and develop an attachment to those places. According to the study, to successfully design spaces that serve as third and community places, designers should understand the social and physical characteristics that enhance the experience. By understanding these factors designers can create spaces that promote comfort, a sense of belonging, and a bond between people and place.

The key findings of the physical characteristics showed the top five designs included: (1) cleanliness, (2) appealing aroma, (3) adequate lighting, (3) comfortable furniture, and (4) a view to the outside. Also, each coffee cafe had a unique social climate and sense of belonging, territoriality and ownership, productivity and personal growth, opportunity for socialization, support and networking, and sense of community. The survey from coffee cafe regulars showed a positive correlation between patronage and their sense of attachment to the community. Another interesting aspects of this study included the number of people, who were satisfied to sit alone and despite the lack of verbal interaction, felt they had had a social outing. This is important to note, since it shows that engaging in social verbal interaction is not a necessity in a coffee cafe.

## **2.5. Holistic marketing approach**

Holistic marketing is a strategy that emphasizes the importance of a business's role in the economy and community. It considers the impact it has on their consumer's lives. In holistic marketing everybody is involved and part of the

marketing team: the staff, local business, local community, customers and online media tools.

The concepts explains how four marketing approaches improve efficiency on all departments, increase customer loyalty and satisfaction and ensure that a business remains respected and values part of society. Keller and Kotler (2006) defined holistic marketing as: *“The design and implementation of marketing activities, processes, and programs that reflect the breadth and interdependencies of their effects. Holistic marketing recognizes that “everything matters” with marketing –customers, employees, other companies, competition, as well as society as a whole –and that a broad, integrated perspective is necessary”* (Keller and Kotler, 2006: 300).



Figure 2. Holistic marketing model

The model consists of four following elements:

### 1. Integrated marketing

Integrated marketing links the product, price, place, people and promotion in a marketing plan. These factors should all support the needs of the customers. All



marketing communication should deliver the same message about the offerings of the company. This helps to create a consistent brand image for the customer.

## **2. Relationship marketing**

Relationship marketing is about forming a long-term relationship with staff, customers and surrounding community. The goal here is to accomplish the need of the consumer and the company and in turn build a long-term support with consumers. This objective can be reached by consumer-orientated staff, but also by offering customers other experiences. This is especially important to turn single time visitors in regular visitors. In conclusion, this aspect of the model emphasizes the importance of customer loyalty.

## **3. Internal marketing**

The internal marketing of the model refers to all the employers and employees. This aspect influences the staff members to be consumer centered. The idea is to engage and motivate employees at all levels. Employees who are emotionally invested in the company's products would more likely want to help and promote products in the community and hold high standards of customer service and satisfaction. This should be evident throughout the whole company. To be able to this, the company needs to hire and train the employees.

## **4. Socially responsible marketing**

A social responsible company ensures that the products and services are committed to the community, environment and nature. The company should consider its impact on the surrounding community and society (Kotler et al., 2008). Therefore, it should take steps to remain socially responsible and environmentally aware.

In conclusion, this chapter approached psychological and emphasized the sociological theories on cafe going behaviour. The focus of this chapter was first to understand the motivations for visiting a coffee cafe in the Netherlands. Secondly, certain elements that play a role in visiting a coffee cafe were highlighted such as the physical environment. Lastly, the theoretical framework discussed the holistic marketing model that could help to formulate suitable recommendations and advice for independent coffee cafe owners.

In the following chapter the methodology of this research will be discussed. It includes the methods, techniques and procedures that were used to collect and analyze data. The research approach is a mixed approach of both qualitative and quantitative data.

## **CHAPTER 3: METHODOLOGY**

In order to be able to answer the sub questions, different types of research needed to be conducted. First theories were discussed on purchasing products and coffee cafes. Then a mixed method approach was used to conduct research, which is a combination of both quantitative and qualitative research. Coffee cafe visitors were asked to fill in a questionnaire about their motivations to visit coffee cafes. Lastly, an owner, a barista and a manager of three different coffee cafes were interviewed to get insight on how other coffee cafes work and which marketing methods they use. Most of the data of the primary research was quantitative and collected through a questionnaire. With the collected data the research questions will be answered and an advice can be offered.

### **3.1. Research approach**

#### **3.1.1. Interviews**

With the theoretical framework offering an understanding on different marketing and communication methods for coffee cafes, it was possible to formulate relevant interview questions. The interviews were conducted face-to-face in three different coffee cafes located in different cities. The full transcripts of the interviews can be found in the appendix 1.1.

First of all, the goal of the interviews was to gain insight on how coffee cafes in the Netherlands work and what marketing methods they use. This type of research is a qualitative approach of data collecting. Open questions are asked which result to in-depth and open answers. This research method allows the interviewees to share their beliefs and values without restrictions regarding working in a coffee cafe.

##### **3.1.1.1. The Village Coffee & Music, Utrecht**

The Village Coffee & Music has been awarded the best coffee cafe in the Netherlands of 2013 (DUIC, 2013). This coffee cafe opened its doors in 2011 and is not only specialized in coffee making but also a hang out spot. It does not belong to a certain brand and instead of branded coffee they serve coffee

from beans that are best in their opinion. According to co-owner Angelo, The Village is all about quality coffee, attention for ingredients and customer friendly personnel. Besides serving coffee, the cafe also sells hand picked music records and art from local artists. The Village clearly has a different approach in their coffee cafe and are successful in doing so. To have an understanding of what aspects make The Village such a success, an interview was conducted with the owner.

### **3.1.1.2. Coffeecompany, Amsterdam**

Coffeecompany (CC) is one of the biggest coffee cafe chains in the Netherlands. With 37 locations in big cities such as Amsterdam, Rotterdam and The Hague, it is fair to say that the CC definitely has its share on the market (Coffeecompany, 2014). The CC does not only serve good coffee, by their trained baristas, but also makes sure that the atmosphere in every cafe is enjoyable. By offering workshops and having occasional music performances they make sure a visit to one of their cafes is well worth it. The educational factor is constantly worked on through their website (KoffieTCacao Magazine, 2014). Although the CC is not an independent coffee cafe, because of its growth and active approach in the market, it could provide useful insight on the competitive coffee cafe market.

### **3.1.1.3. Lola Bikes & coffee, The Hague (invoegen dat het wel bekend is in Nederland en succesvol)**

Lola Bikes & coffee is a coffee cafe that is successfully well known in the Netherlands. The owners both have a passion for coffee and bikes. This is noticeable by all the coffee-, bikes and bike accessories in the cafe. On their website, Lola Bikes, is defined as “a coffee cafe for real stories, honesty and sincere motives”. The coffee cafe distances itself from false stories, making money at the expense of others or quality. Overall, Lola is critical and always on the search for quality. Lola strives for quality instead of quantity (Lola Bikes & coffee, 2014). An interesting aspect of the cafe is that a Douwe Egbert's cafe is located directly across the street. This shows a perfect example of an independent coffee cafe successfully competing with a big branded coffee cafe.

After having conducted the interviews, all collected data was categorized in preset and after in emergent categories (Taylor-Powell and Renner, 2003). The categorization of data gave insight on the different marketing methods that are used. It also gave an overview of important factors for the coffee cafes. Furthermore, it offered new ideas on approaches used by coffee cafes with a fair share in the market. Lastly, the interviews helped to answer the following sub-question:

- *Which marketing methods are used in other coffee cafes?*

### **3.1.2. Questionnaire**

From the desk research and theories a questionnaire for Dutch consumers was formulated. This type of research was chosen because it allows a collection of high amounts of data of people's opinions. This in turn helps to produce facts and statistics to guide the research.

The questions for this questionnaire were based on the secondary and theoretical based research done before. The goal of the questionnaire was to find out whether hypothesis in the theories applied for consumers in the Netherlands. The questionnaire included questions about consumer's motivations, expectations and preferences in regards to visiting a coffee cafe.

Since there is no particular age group for this research, the target audience is based on the age probability of visiting a coffee cafe. As mentioned before most coffee drinkers in the Netherlands are 35 years and older. Next to this, a younger generation is actively being targeted by coffee cafes brands. This was taken into consideration when defining the age group for this research. Therefore, the target group was set from 18 to 65 years old. The calculated sample size is 384, but agreed with the supervisor of this research that there is no "golden" number. Therefore, a total of 100 respondents is sufficient for this study.

Overall, the collected data offered an understanding on the motivations, values and fulfillment factors for customers. It also gave insight on what should be taken into account when pleasing the Dutch coffee cafe customer.

The questionnaires were filled in through [www.thesis-tools.com](http://www.thesis-tools.com) and by handing them out in different coffee cafes. These coffee cafes were chosen because of convenience and the variety of customer's ages, in order to have a representative sample of the target group.

After having collected all the questionnaires, the data was put into SPSS in order to find relationships in variables. The found relationships made it possible to formulate some recommendations.

### **3.3. Data analysis**

The research was first built up by desk and secondary research. These findings helped to create the research design. Relationships between variables were formed and further research took place. In turn this led to building the primary research, which were interviews with an owner, baristas, a manager of coffee cafes and a questionnaire for coffee cafe consumers.

All data was analyzed, compared and relationships between variables were made. The qualitative data from the interviews was analyzed by making categories and identifying patterns and connections (Taylor-Powell, E., & Renner, M., 2003). The quantitative data retrieved from the questionnaires was analyzed by means of SPSS. This led to certain findings and conclusions, which in turn lead to recommendations for the advice plan.

### **3.4. Conclusion**

The methodology used for this study will help to offer a solution to the introduced problem. The most important factor in the methodology is the mixed method data collection from different coffee cafes combined with consumers. This type of research approach offers understanding of data collection from important sources. In conclusion, through different fields of research useful data was collected to write a suitable advice.

The next chapter will discuss the specifics of the findings from the mixed method research. Both the interviews and questionnaire findings are listed and discussed.

## CHAPTER 4: FINDINGS

In this chapter the findings from the interviews with three coffee cafes will be discussed. The relationships between answers and different variables will be drawn and finally a conclusion will be made.

### 4.1. Interviews findings

The interviews were held with an owner, a barista and a manager in three different coffee cafes. The full transcript of the interviews can be found in appendix 1.1. Also, a list of the categorized data and relationships are found in appendix 1.2.

#### 4.1.1. Coffee cafe atmosphere

From the interviews it was clear that every coffee cafe pays a lot of attention to their atmosphere. The atmosphere is an important determinant for the success of a coffee cafe. The atmosphere in a coffee cafe includes the interior, the music and the way they serve their customers. Good service, living room interior and making customers feel at home are key factors when creating an inviting atmosphere. The following answers were giving in regards to managing the atmosphere in the coffee cafes.

Coffee cafe	Atmosphere answers
The Village	<i>We also have a lot of art hanging in the cafe that we sell in collaboration with local artists</i>
	<i>We wanted to create a place where everybody would feel at home</i>
	<i>We want people to feel at home</i>
	<i>I hope they come back because they feel The Village is a shared place</i>
	<i>When we hire new personnel, most important is that they are friendly and have that spark for coffee. We hire open and outgoing people</i>
	<i>We decided not to offer Wi-Fi in the cafe because we like people to talk and be social in the cafe</i>

	<i>I often hear customers talking about how they met each other in The Village. It is a meetings place</i>
<b>CC</b>	<i>It is important that it is accessible, that everybody can step inside</i>
	<i>You don't have an uncomfortable feeling; they can just sit there and work on their laptop</i>
	<i>It also has a social side to it, people are working together on one big table, and they are not alone</i>
	<i>For many regulars coming by is routine and with social contact in the cafe</i>
<b>Lola Bikes</b>	<i>The setting is a cosy living room atmosphere where you can work and read</i>
	<i>They come in here in the morning to start up with a newspaper, sometimes half an hour before going to work</i>
	<i>People come together here a lot. It's a place where you'd like to be, a second home</i>

Table 1. Coffee cafe atmosphere answers

#### 4.1.2. Interior and facilities

As mentioned, interior and facilities are an important factor to determine the atmosphere in a coffee cafe. The coffee cafes sincerely want their customers to feel at home and have a good experience. Measurements such as designing the interior in a cozy living room style and creating main spaces where customers could feel at ease working in the coffee cafe. A few examples of consciously created spaces are: the CC having a big table where people who come in alone work on their laptop. The Village has small tables with some chairs and chose not to offer Wi-Fi so people would sit together and talk. Another offered product in the coffee cafes were newspapers and magazines for customer to read. Lola Bikes has exclusive race bikes, cycling accessories and books. This results in people not only entering for the coffee, but also to have a look at the bikes and other products. From this it is understood that the interior in a coffee cafe can indeed create certain behavioral effects in customers.



<b>Coffee cafe</b>	<b>Interior and facilities answers</b>
<b>The Village</b>	<i>Wanted to go for a living room atmosphere</i>
	<i>We also have a lot of art hanging in the cafe that we sell in collaboration with local artists</i>
	<i>We wanted to create a place where everybody would feel at home</i>
<b>Coffeecompany</b>	<i>I think it does, the big table in the cafe is important for people who like to work</i>
	<i>The brew bar is new, this is where filter coffees are made and customers can watch along while the filter coffee is made</i>
	<i>They are able to work on their laptop without having the feeling that they have to leave</i>
	<i>read a newspaper</i>
<b>Lola Bikes</b>	<i>The setting is a cosy living room atmosphere where you can work and read</i>
	<i>At Lola we expect that people who come in for the first time are surprised. That moment of excitement ensures that they are taken out of their daily routine and surprised</i>
	<i>People also come to make use of Wi-Fi</i>

Table 1. Coffee cafe interior and facilities answers

#### 4.1.3. Marketing methods

All the coffee cafes that were interviewed were active in and out of the coffee cafe. Especially the independent ones wanted to expand the brand as much as possible by using various activities and collaborations as marketing methods. Although they all use various marketing methods, the interviews made clear that the coffee cafe itself is the biggest marketing. The interviewees believe that as long as everybody that works in the coffee cafe is doing what they like, actively involved and passionate people will pick this up and enjoy visiting. The interviews resulted in some interesting marketing methods that were not thought of before. It seemed that offering the customers a positive experience, which goes beyond just serving coffee, was one of the most important marketing methods all the cafes used.

#### 4.1.3.1. Indoor experiences

Indoor activities are evident in all coffee cafes. The Coffee Company and The Village both organized live performances and had exhibit some kind of art in their cafes. Lola Bikes actively organized readings about coffee and bikes. Furthermore, workshops seemed to be popular in Lola Bikes and CC. When asked why they organize these kinds of events, the experience and education of the customer was the most outspoken answer. The outcome of workshops like these is that the customers get educated about the coffee cafe's values, story and way of working.

Coffee cafe	Indoor marketing answers
<b>The Village</b>	<i>We also have a lot of art hanging in the cafe that we sell in collaboration with local artists.</i>
	<i>We also have 3voor12 sessions in the cafe.</i>
<b>Coffeecompany</b>	<i>The cafes are already the marketing.</i>
	<i>The brew bar is new. This is where filter coffees are made and customers can watch along while the filter coffee is made. This is not only a nice experience the cafe, but also educational.</i>
	<i>Workshops like: how to make your own filter coffee, tea workshop, cupping (tasting)</i>
	<i>Our branch especially has also performances and photography expositions</i>
<b>Lola Bikes</b>	<i>We have workshops for customers who can apply for it every last Thursday</i>
	<i>(...) we have Lola Late, which is an evening where stories are told about coffee and biking . Just four evenings a year to keep it special and where senses will be triggered and the visitors really get an experience with something tasty and where they will see and hear something beautiful</i>
	<i>The Lola cycling club bikes three times a week starting from the cafe where they start with an espresso</i>

Table 3. Coffee cafe indoor marketing answer

#### 4.1.3.2. Outdoors experiences

Taking the coffee cafe outside also seemed to be a popular marketing activity for all cafes. The Village made it clear that they wanted to expand their brand name as much as possible by collaborating with local companies. When asked what kind of activities they all answered serving coffee on festivals and events. Lola Bikes went further and created Lola cycling club. The club exists of 60 - 70 members who go on bike tours that start at Lola Bikes cafe. Anyone who is interested can join and participate on the cycling tours they organize three times a week.

Coffee cafe	Outdoor marketing answers
<b>The Village</b>	<i>We work together with many different companies in Utrecht. A few examples are Bakkerswinkel in Utrecht, serving in stores through Tivoli and providing 3voor12 with a place and/or coffee</i>
	<i>We really want to expand our brand, that's why we have a lot of collaborations with local spots in Utrecht.</i>
	<i>(...) we sometimes collaborate with Tivoli when they have an event we serve their coffee. We are active on nine festivals such as In to the great wide-open and Best kept secret</i>
<b>Coffeecompany</b>	<i>(...) and on coffee festivals.</i>
<b>Lola Bikes</b>	<i>Lola cycling club is a club of bikers with their own Lola bike uniform. The Lola cycling club bikes three times a week starting from the cafe where they start with an espresso. There are no attached costs; it's more like an experience.</i>
	<i>Coming Saturday we will be at a bike festival that is organized and we will serve the coffee</i>

Table 4. Coffee cafe outdoor marketing answers

#### 4.1.3.3. Socially responsible marketing

All the interviewed coffee cafes want to be involved in society. Methods such as offering local artists space in their coffee cafe and donating revenue to charity. A variety of marketing methods were used to promote their socially responsible character.

<b>Coffee cafe</b>	<b>Socially responsible marketing answers</b>
<b>The Village</b>	<i>We work together with many different companies in Utrecht. A few examples are Bakkerswinkel in Utrecht, serving in stores through Tivoli and providing 3voor12 with a place and/or coffee</i>
	<i>We also have a lot of art hanging in the cafe that we sell in collaboration with local artists.</i>
	<i>(...) we sometimes collaborate with Tivoli when they have an event we serve their coffee.</i>
<b>Coffeecompany</b>	<i>Our branch especially has also performances and photography expositions. (...) Because there is a possibility to do this and it's also nice to give people a chance like this.</i>
<b>Lola Bikes</b>	<i>We are involved in the entire process. The bikes that we sell are also all unique and are bought from small suppliers.</i>
	<i>We have two coffee roasts that we sell and the revenues are donated to charities.</i>
	<i>A group of people will also do a bike tour in Italy to raise money for charity organization Kika, we will go with them and serve them double shots of espresso</i>

Table 5. Coffee cafe socially responsible marketing answers

#### 4.1.3.4. Social Media

The CC has a Facebook page, but next to this almost all CC's in the Netherlands have their own separate page. Both The Village (over 7000 followers) and Lola Bikes (over 5000 followers) have an active Facebook page. These pages are used to update their followers about the coffee cafe's activities. The Village updates their Facebook page with information on activities in and outside of the coffee cafe. Lola Bikes also ads updates on happenings in the coffee and bike world. Anything that is interesting, in their opinion, is shared.

Coffee cafe	Social media answers
<b>The Village</b>	<i>We are active on Facebook and have over 7000 followers, which is insane for me, but cool. It shows that people want to follow what we do</i>
<b>Lola Bikes</b>	<i>We use Facebook and Twitter. We use it especially to communicate about coffee and bikes</i> <i>We have people with a lot of knowledge about biking and when they see something, or something happened around this topic, this is shared.</i>

Table 6. Coffee cafe social media answers

#### 4.1.3.5. Other promotion tools

Other promotions mentioned were stickers of the coffee cafes logo. This is a simple logo sticker that people can stick on their bikes or laptops, which results in free marketing for the coffee cafes. Lola and CC mentioned they have coffee cards that customers buy beforehand to get discount on drinks. Furthermore, CC makes use of KoffieTCacao magazine and their own website to advertise. Lastly, Lola also handed out free coffee cards to invite people to come in and have a free drink in the cafe.

Coffee cafe	Other promotional tools answers
<b>The Village</b>	<i>we also have our own cafe's stickers that customers stick on their laptop, bikes</i>
<b>Coffeecompany</b>	<i>Now the CC website is also used and sometimes we appear in the KoffieTCacao magazine</i>
<b>Lola Bikes</b>	<i>Yes, we also have Lola hearts as stickers</i> <i>We also have coffee cards that we hand out when somebody bought a bike or that are handed out in a bike shop further down the street. With the card they can come in and have a coffee.</i> <i>We also have discount coffee cards. The cards are bought and eventually you paid less for your cups of coffee.</i>

Table 7. Coffee cafe other promotional tools answers

#### 4.1.4. Products and quality

All of the coffee served was managed and specially picked out by the coffee cafes. It is clear that coffee cafes want to be on top of their coffee and products by being as involved as possible in the process of making these. Both Lola Bikes and CC made clear that the coffee process was in their own hands. The Village talked about roasting their own coffee very soon. In the product quality section, Lola Bikes is a step ahead from the other cafes. Lola cafe does not only serve organic products but also own a cow (different location) whose milk they use for their coffees. Furthermore, they bake their own cakes. Another notable point was that the coffee cafes told a story about the production of their coffee, being involved in every aspect of the process: from farmer to cup. Lola Bikes and CC supplied themselves with coffee from farmers and mentioned the fair process of buying and the honest prices for farmers.

Coffee cafe	Product quality answers
The Village	<i>(...) quality of the coffee and we make our coffee with more passion.</i>
	<i>We sell light roasted coffee. This is intentionally, because coffee is a fruit and we don't want the original taste of the fruit to be burned. We buy specialty coffee. From drip coffee, aeropress to espresso coffees</i>
	<i>Soon we will also roast our own coffee beans</i>
Coffeecompany	<i>Focus on really qualitative coffee</i>
	<i>From the farming to the cup of coffee is in process by CC and they know very well what they want</i>
	<i>Also the bean tasted more like the bean: fruity and sweet and less like the roast process</i>
Lola Bikes	<i>(...) we have our own coffee that we are involved with from the growing- to the cup process</i>
	<i>We have our own cow that we use milk of</i>
	<i>Never comes from mass production,</i>
	<i>And products that match well with coffee. We bake the cakes and all our products are organic</i>

Table 8. Coffee cafe product quality answers

#### 4.1.5. Staff and service

When asked about the expectation of staff members in the coffee cafes, one specific answer was seen back in all cafes: they need to have a passion and interest for coffee. As long as this factor is present, the interviewees were sure that the passion and joy would show through in the cafe. Other important aspects are that the staff members need to be friendly and outgoing. All of the employees were given or had been given barista trainings before starting to work. The CC also made clear that being progressive and educating in coffee making is an important element for staff members.

Coffee cafe	Staff and service answers
<b>The Village</b>	<i>First of all the personal attention. We are not a chain, which makes it more personal</i>
	<i>When we hire new personnel, most important is that they are friendly and have that spark for coffee. We hire open and outgoing people</i>
	<i>Next to this we also participate in coffee making competitions a lot. We are very involved in the coffee scene. I am also a judge in the Dutch barista championship</i>
	<i>(...) we also give them barista training</i>
<b>Coffeecompany</b>	<i>The love for coffee shines through in the cafe, the passion is very clearly present</i>
	<i>The quality of coffee making is also important. All CC employees get a two day barista course before starting to work</i>
	<i>It is also important to that you interest and educate yourself about coffee</i>
	<i>Another success factor is the innovation of coffee making methods and creating new tastes is on top</i>
<b>Lola Bikes</b>	<i>The policy is that you are employed by what you like to do, because when you like to do something, you enjoy it</i>
	<i>The baristas that work here most of the time are already trained and have work experience</i>

Table 9. Coffee staff and service answers

#### 4.1.6. Social engagement

Social engagement in the cafes is encouraged as much as possible. Engagements such as positive contact with staff members, being able to involve in workshops, possibility to join the cafes community (cycling club). CC in Amsterdam mentioned their cafe sometimes feels like a neighborhood canteen where many locals come together. Lola Bikes talked about being a friends meeting place and being a starting point for many bikers and clubs. The Village mentioned how they wanted the cafe to be social and therefore not offering Wi-Fi. They also often heard of friends having met in their cafe.

Coffee cafe	Social engagement findings
<b>The Village</b>	<i>First of all the personal attention. We are not a chain, which makes it more personal</i>
	<i>When we hire new personnel, most important is that they are friendly and have that spark for coffee. We hire open and outgoing people</i>
	<i>We decided not to offer Wi-Fi in the cafe because we like people to talk and be social in the cafe</i>
	<i>I often hear customers talking about how they met each other in The Village. It is a meetings place</i>
<b>Coffeecompany</b>	<i>It also has a social side to it, people are working together on one big table, and they are not alone</i>
	<i>Sometimes the cafe feels like a neighbourhood canteen</i>
	<i>For many regulars coming by is routine and with social contact in the cafe</i>
	<i>The brew bar is new. This is where filter coffees are made and customers can watch along while the filter coffee is made</i>
<b>Lola Bikes</b>	<i>The Lola cycling club bikes three times a week starting from the cafe where they start with an espresso</i>
	<i>Also people that meet here a lot with friends, it's a meeting place</i>

Table 10. Coffee cafe social engagement answers



#### 4.1.6.1. Social belonging

The starting point of coffee cafe is that everybody is welcome. All the coffee cafes wanted to make their customers feel at home mostly by furnishing the coffee cafe in a living room kind of atmosphere. The Village hoped to achieve a feeling of a shared place for their customers. The CC mentioned that they were situated in a local area, which also attracted more locals than other customers. This showed that their customers like to come back and have a feeling of belonging. Lola Bikes created social belonging in their cafe by having their own cycling club with members. Also, people with an interest for biking and / or coffee like to visit regularly.

Coffee cafe	Social belonging findings
<b>The Village</b>	<i>We wanted to create a place where everybody would feel at home</i>
	<i>We want people to feel at home</i>
	<i>I hope they come back because they feel The Village is a shared place</i>
<b>Coffeecompany</b>	<i>It is important that it is accessible, that everybody can step inside</i>
	<i>It is a spot for locals, which is why we also have a lot of regulars</i>
	<i>You don't have an uncomfortable feeling; they can just sit there and work on their laptop</i>
<b>Lola Bikes</b>	<i>Lola cycling club is a club of bikers with their own Lola bike uniform</i>
	<i>They believe in the cafe hobby and like to experience and be part of it</i>
	<i>They come in here in the morning to start up with a newspaper, sometimes half an hour before going to work</i>
	<i>The cycling club is here regularly. Especially for bikers this is a fixed conduit</i>
	<i>People come together here a lot. It's a place where you'd like to be, a second home</i>

Table 11. Coffee cafe social belonging answers

Even though a small number of coffee cafes that are located in different cities were interviewed, the interviews showed many similar opinions, marketing methods and values. The factors that the coffee cafes especially highlighted were making customers feel at home, the social community function of their coffee cafe, taking active part in the society and offering customers an experience in and outside of the coffee cafes.

#### **4.2. Questionnaire findings**

In this part of the research, the findings from the questionnaire will be discussed. The results can be found in detail in appendix 2.1. By means of charts and percentages the findings of the questionnaire will be listed. Overall 100 respondents participated on the questionnaire.

#### 4.2.1. Demographics

In total 60% of the respondents were female and 40% male. The majority age group answering the questionnaire was between the ages of 18 – 24 years (41%). Followed by the age group 25 – 34 (24%) and 35 – 44 years old (16%).

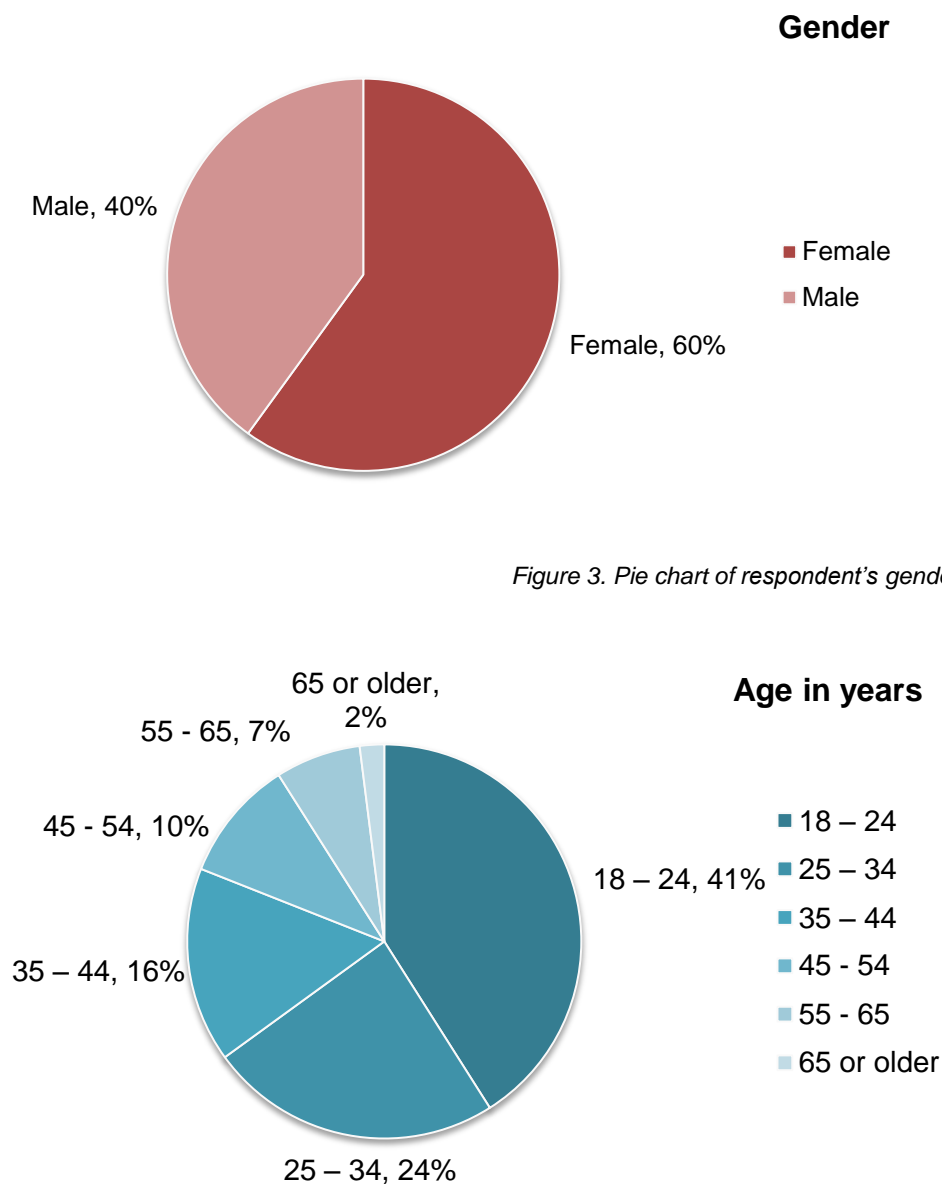


Figure 3. Pie chart of respondent's gender.

Figure 4. Pie chart of respondent's age groups.

Most respondents (61%) visited a coffee cafe with friends or alone (28%). The biggest group of respondents visits a coffee cafe weekly (43%), followed by monthly (25%) and less than once a month (17%).

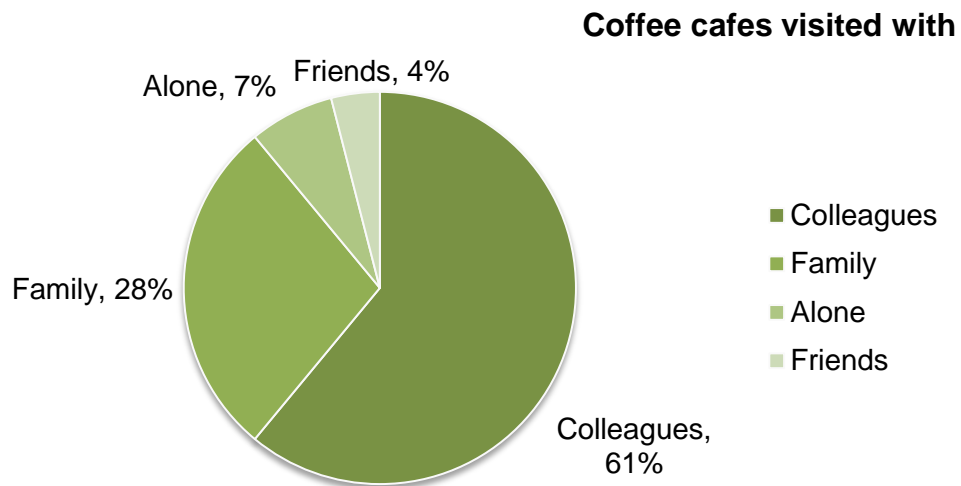


Figure 5. Pie chart of who respondent's visit coffee cafes most with.

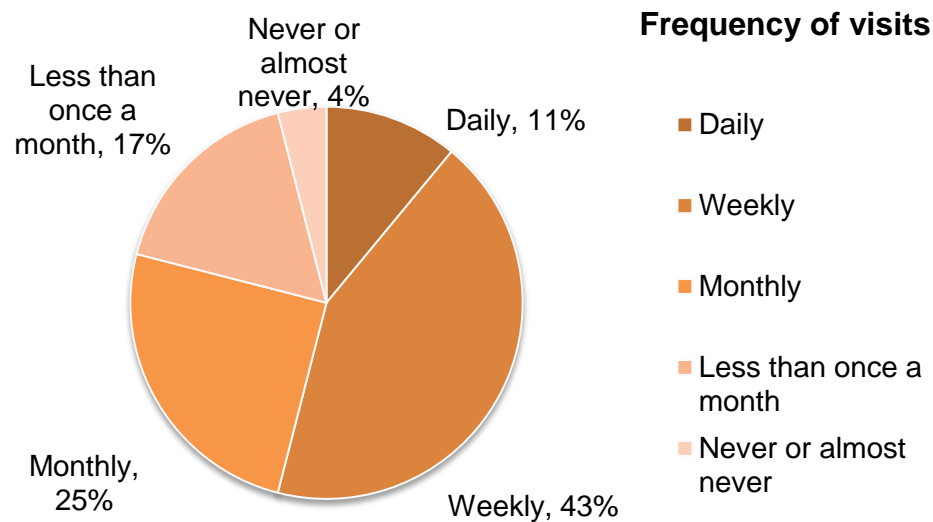


Figure 6. Pie chart of respondent's frequency of visits to a coffee cafe.

The biggest group of respondents were students with 40%, followed by 33% full time- and 20% part time employees. Just over half of the respondents (51%) have a monthly income between €0 and 1499. The second biggest group, with 28%, has a monthly income starting from €1500 and more.

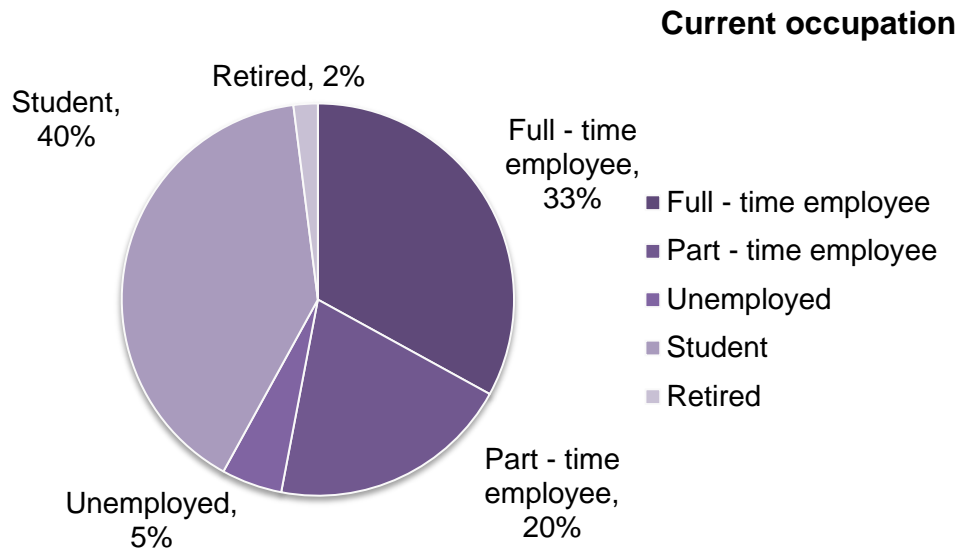


Figure 7. Pie chart of respondent's current occupation

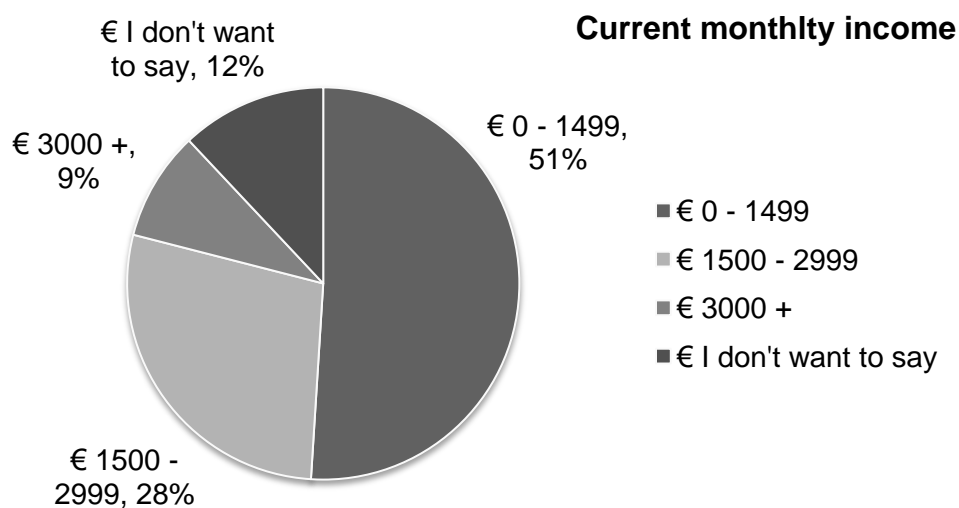


Figure 8. Pie chart of respondent's monthly income.

#### 4.2.2. Motivations

In order to understand what motivates people to visit a coffee cafe, questions with various motivation options were given. These options were based on the findings from the theoretical framework. The following motivations were measured on importance level. The percentages were calculated by combining the ticked scale values “often” and “always”.

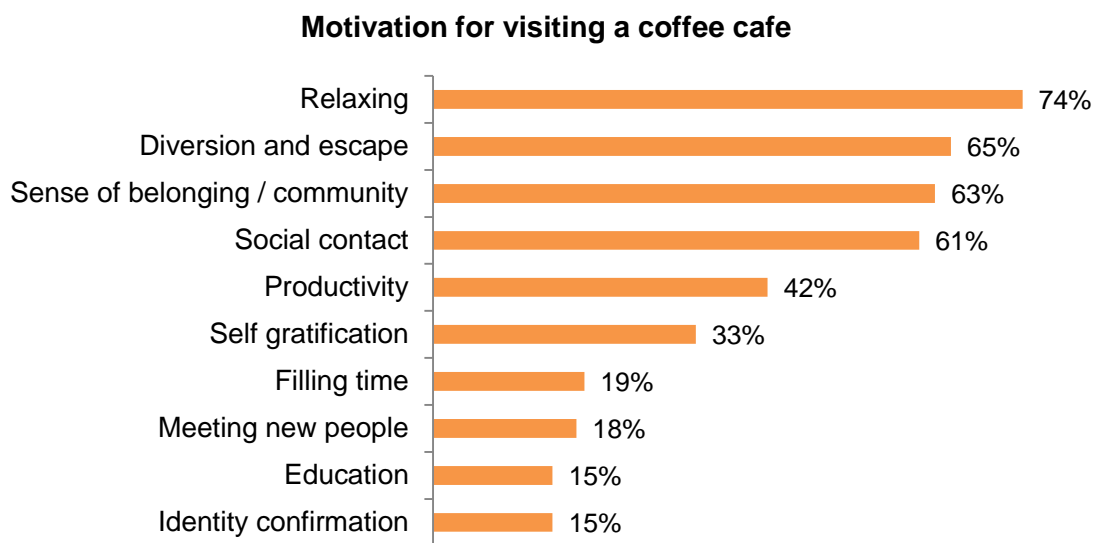


Figure 9. Sorted bar graph motivations for visiting a coffee cafe.

##### **Sense of community**

When asked how often sense of community and belonging was a motivation to visit a coffee cafe, 47% answered often and 16% answered always. This is a total of 63%, which means that this specific motivation is often a reason to visit a coffee cafe.

##### **Social contact**

The social contact is also often and always a motivation for 61% of the respondents. As mentioned in the theoretical framework, socialization is a big part of visiting coffee cafes. In total 41% of the respondents answered this often to be a motivation to visit a coffee cafe and 20% answered this always to be a motivation.

### **Meeting new people**

The motivation to meet new people was a total percentage of 18% of which 13% answered often and 5% answered always. The biggest group in answered this to be sometimes (27%) a motivation to visit a coffee cafe. A big group of these people visited the coffee cafes weekly (21%). Another interesting finding is that males more often (26%) thought of this as a motivation than woman (13%).

### **Productivity**

For productivity 33% often visits a coffee cafe and 9% always. Most of these people were students (57%) and part time workers (50%).

### **Relaxing**

The highest motivation was to relax. In total 75% of the respondents answered that they often or always visit a coffee cafe for relaxation.

### **Education learning about new products / trends**

The motivation education was rated as one of the lowest motivators to visit a coffee cafe. Overall, 10% answered they often visit a coffee cafe for education and only five percent answered always. The highest ticked answer was 31%, who said this never to be a motivation to visit a coffee cafe. Another 23% answered sometimes.

### **Diversion and escape**

Diversion and escape from daily routine is a popular motivation to visit a coffee cafe. A total of 65% made it clear that diversion and escape is 55% often and 10% always a motivation.

### **Identity confirmation**

Motivation for identity confirmation was another low motivator to visit a coffee cafe. In total 13% answered they often motivated by this and 2% always. The biggest ticked variable was never with 45%.

**Filling time**

Filling time is not a popular motivation for people to visit a coffee cafe. Overall 15% answered this often to be a motivation and 4% always. The highest response was 19% with sometimes.

**Self-gratification**

When asked how often self-gratification, to treat their selves to coffee with shared principles and values, is a motivation 28% answered often and 7% always. Especially women 39% thought this was a good motivation to visit a coffee cafe.

<b>Most notable demographics</b>	<b>Motivation</b>
Visit with family	Self- gratification
Visit alone	Relaxing, sense of community / belonging, productivity
Women	Self- gratification
Students	Productivity
Full time workers	Relaxing, diversion and escape, sense of community/ belonging
Part time workers	Social contact, relaxing, productivity
Weekly visitors	Meeting new people
18 – 24	Relaxing, social contact, diversion and escape
25 – 34	Sense of belonging, social contact, relaxing
35 – 44	Relaxing, sense of belonging, diversion and escape
45 – 54	Sense of belonging, diversion and escape
Daily	Sense of community belonging and social contact
Monthly	Social contact, diversion and escape

*Table 12. Most notable motivations and demographics motivation*



### 4.2.3. Marketing methods

By knowing what marketing methods are most preferred and effective a couple of options were given to the respondents. The various marketing options were retrieved from desk research, theoretical framework and the interviews held with three different coffee cafes. The participants were asked to define how important various marketing method were to know about the existence of a coffee cafe, before deciding to visit. These answers will help to define a suitable marketing advice for (future) independent coffee cafes. The percentages in the below bar chart were calculated by combining the ticked scale values “important” and “very important”.

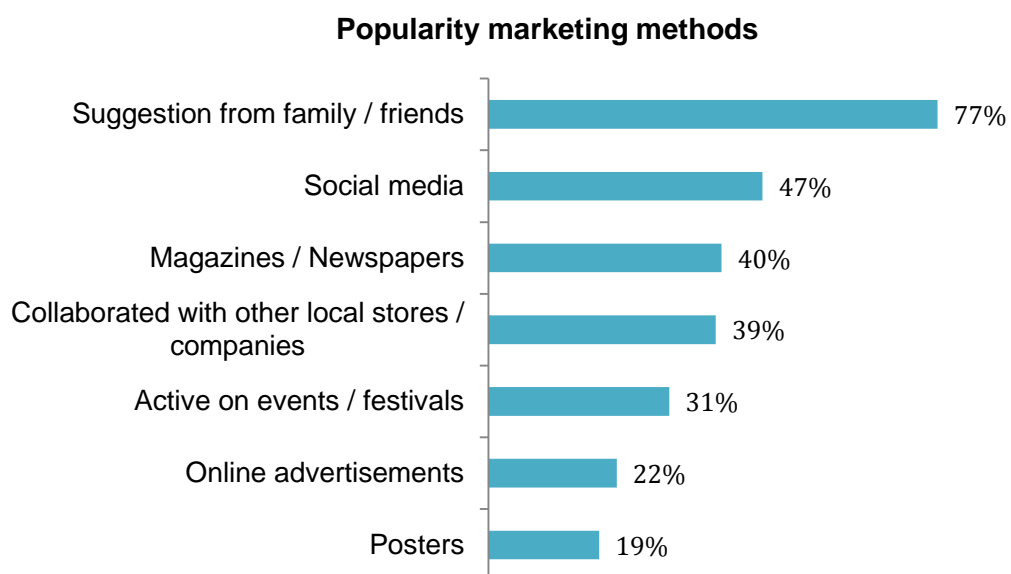


Figure 10. Sorted bar graph of popularity of marketing methods.

#### Suggestion from family / friends

From the answers it was clear that word of mouth marketing is most popular form of knowing of the existence of a coffee cafe and considering to visit. In total 49% said this to be important and 28% stated this to be very important. Most of these respondents were between the age of 18 – 24 and 25 – 34 years old.

#### Magazines and newspapers

Magazines and newspapers is the third most popular form of advertising. Most respondents (34%) ticked this to be important. What is notable is that specifically

the respondents who visit a coffee cafe monthly think this kind of marketing is important or very important (56%).

### **Online advertisements**

The highest ticked scale for the importance of online advertisement was not important. A total of 18% thought this was important and 4% answered this to be very important.

### **Posters**

The highest ranked answer is 28% who think posters are not important with another 28% who think posters are fairly important. Another 16% ranked poster to be important.

### **Social Media**

Social media was the second most popular tool ranked as being important. A total of 32% ranked social media to be important and another 15% consider this to be very important.

### **Cafe is active on events / festivals**

The opinions of whether a coffee cafe that is active on events and festivals would be important were divided. In total 29% answered this not to be important while another 23% and 8% thought this was important or very important. The biggest group that voted this tool to be important was in the age of 18 – 24 years old.

### **Cafe collaborates with other local shops / companies**

The importance of a coffee cafe collaborating with other shops and companies were also divided, but a slight preference to important was noted. Overall 27% and 12% ranked this to be important or very important.

<b>Demographics</b>	<b>Marketing preference</b>
Monthly visit	Family and friends, social media
Weekly visit	Family and friends, social media, collaborated with local stores and companies.
Daily visit	Family friends, social media,

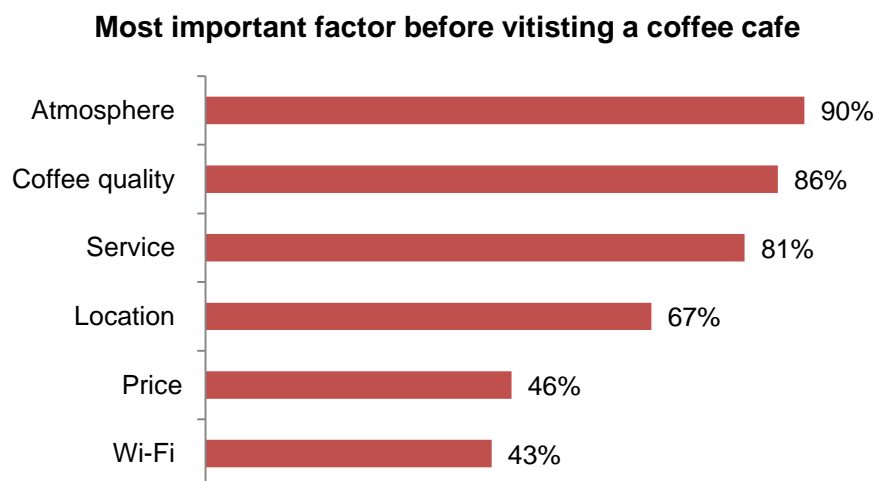
## Independent Coffee Cafe Marketing In The Netherlands

	collaborated with local stores and companies.
Unemployed	Magazines and newspapers
Students	Family and friends, social media
18 – 25 years	Family and friends, social media, collaborates with local stores and companies.
35 – 44 years old	Family and friends, magazines / newspapers, collaborates with local stores and companies.
55 – 64	Magazines / newspapers
Males	Family and friends, social media

*Table 13. Most notable motivations and demographics marketing preference*

### 4.2.4. Important coffee cafe factors

To help understand on what level certain coffee cafe factors influence the choice to visit, the respondents were asked to rate the importance of various option. An interesting finding was that both men and women had ranked the factors equally. Below a bar graph according to first and last important factors when choosing a coffee cafe:



*Figure 11. Sorted bar graph of level of importance before choosing to visit a coffee cafe.*

### **Atmosphere**

The most important factor when choosing a coffee cafe was atmosphere. In total 90% of the respondents thought this was important or very important when choosing a coffee cafe.

### **Coffee quality**

The coffee quality in a cafe was rated as one of the most important factors to consider when choosing a coffee cafe. Overall 44% of the respondents ticked important and 42% ticked this to be very important.

### **Service**

Considering service in a coffee cafe 42% answered important while 39% of the respondents thought this is a very important factor

### **Location**

Location seemed to play a big factor when choosing a coffee cafe. In total 41% answered important and 26% answered very important.

### **Price**

The prices in a coffee cafe were important for 32% of the respondents. Another 14% ranked this to be very important.

### **Wi-Fi**

The opinions of Wi-Fi availability was somewhat divided. In total 43% thought this was important or very important, while 29% answered this not to be important. Most respondents who think Wi-Fi is important or very important were between the ages of 18 – 34 years old.

#### **4.5.4. Interior aspects of a coffee cafe**

From previous research done on the affects of interior in coffee cafes, it became clear that this played an important role for people to visit. To understand the importance of these aspects for the Dutch consumer, the questionnaire included some interior related questions that the respondents needed to rank by importance. The following factors are listed by importance:

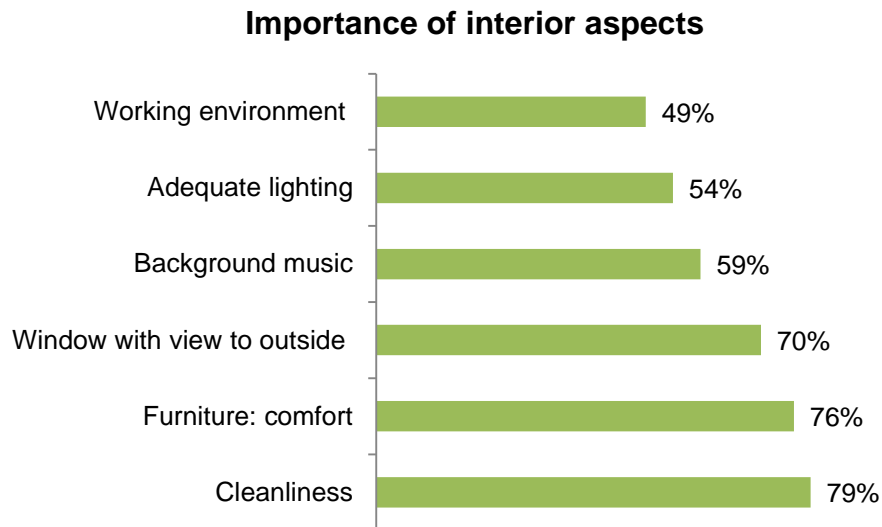


Figure 12. Sorted bar graph of importance of interior aspects in a coffee cafe.

#### 4.2.5. Coffee quality

To have an understanding of what quality of the coffee is expected in coffee cafes the following bar chart was calculated by combining the variables “important” and “very important”.

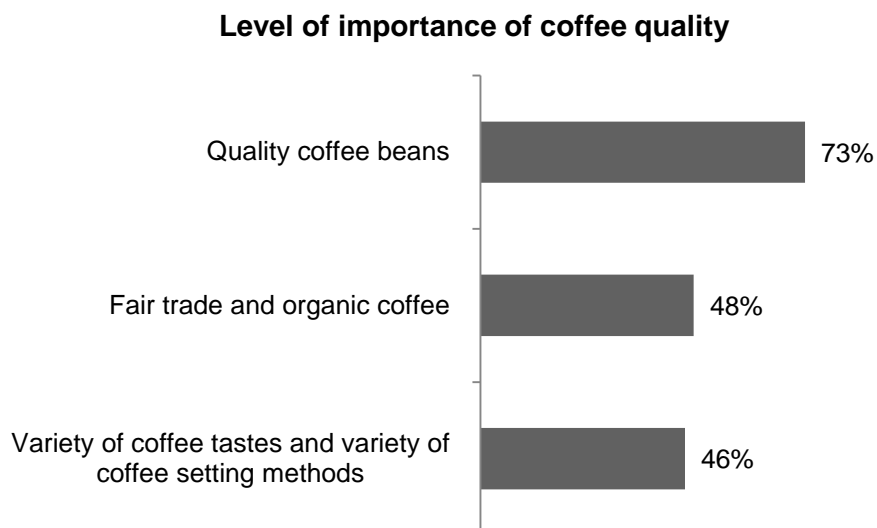
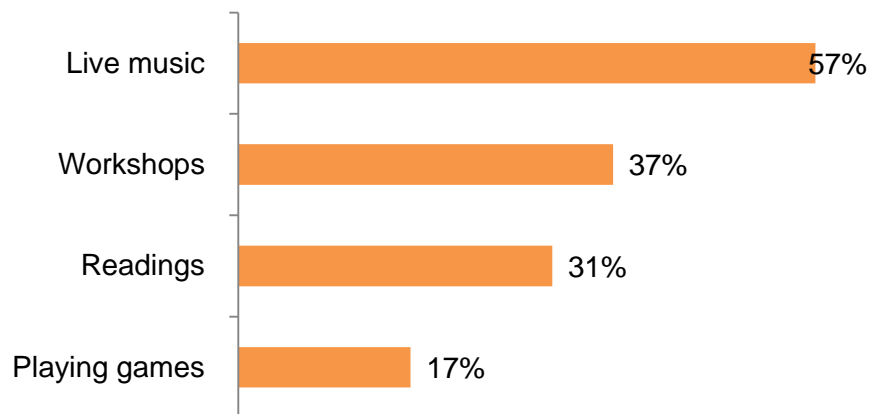


Figure 13. Sorted bar graph of level of importance of coffee quality in a coffee cafe.

#### 4.2.6. Other favoured activities

From the interviews with coffee cafes it became clear, that they often organize activities for their visitors. The respondents were asked which of the following events they would appreciate in a coffee cafe. The percentages were calculated by the ticked variable yes. Most popular activity is live music and the biggest group in favour of this was between the ages of 18 – 34 years old.



*Figure 14. Sorted bar graph of other activities that would be appreciated in a coffee cafe.*

#### 4.2.7. Measured attitudes

To gain understanding on attitudes from the Dutch consumer on certain coffee cafe related topics some statements were proposed. The respondents could agree, disagree or be neutral on the topic. The following attitudes were measures on big coffee cafe brands, collecting points and fair – trade and local products.

### Big coffee cafe brands

When asked whether the respondent cares about big coffee cafe brands 55% answered they do not care and 34% was neutral.

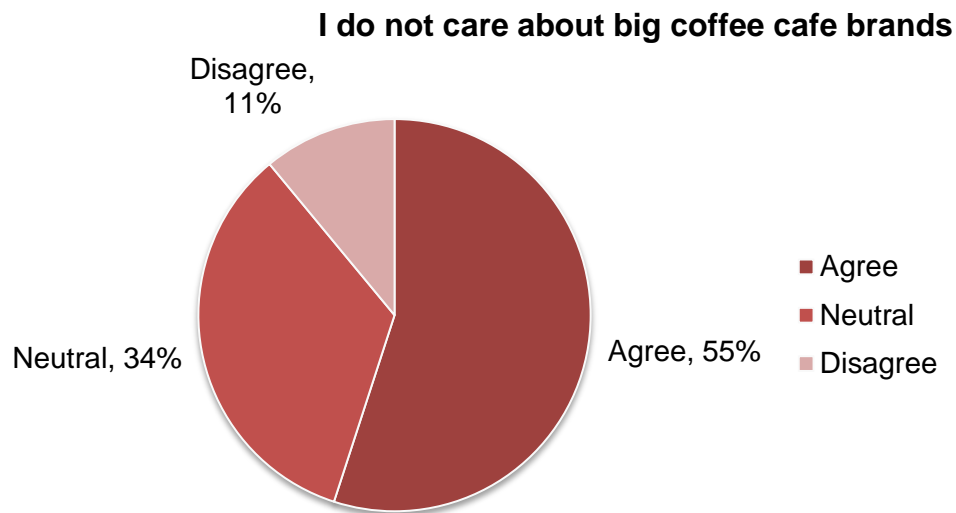


Figure 15. Pie chart of "I do not care about big coffee cafe brands".

### Collecting points

When asked if collecting points for a free drink would motivate the respondent to visit a coffee cafe, little over half (53%) agreed with the statement where as 47% of the respondents disagreed.

### Collecting points motivates

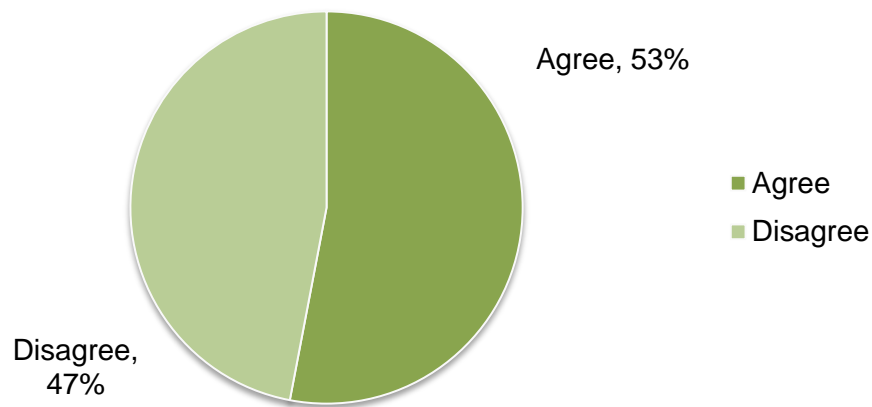


Figure 16. Pie chart on "Collecting points for a free drink would motivate me to visit a coffee cafe".

### Fair trade and local products

When asked if a coffee cafe with only fair – trade and local produced products would motivate people to visit 71% of the respondents agreed.

### Fair - trade and local products motivate

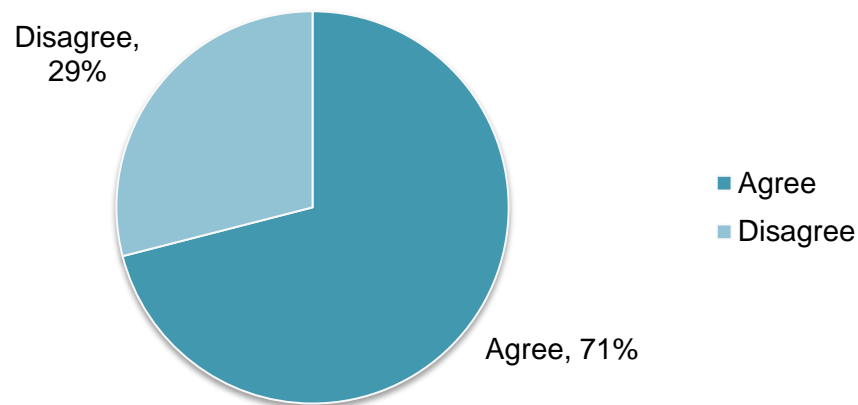


Figure 17. Pie chart on "Fair – Trade and local products would motivate me to visit a coffee cafe"



## CHAPTER 5: CONCLUSIONS

In this chapter the sub- and research questions will be answered and discussed. After having conducted the needed research, the answers to these questions can now be given. By making use of findings from different types of research, conclusions can be formed.

### **5.1. What are the motivational factors for Dutch customers to visit a coffee cafe?**

The most important motivational factors resulted from the questionnaire were (1) relaxing, (2) diversion and escape, (3) sense of community and (4) social contact. These answers show that Dutch people do not visit a coffee cafe necessarily to consume a drink, but are motivated to visit a place where they can escape from daily life and engage in social interaction.

From these answers it can be concluded that the coffee cafe itself is the product. Other interview findings that add to this are the coffee cafes wanting to create a living room-like atmosphere. Furthermore, they all organized events and activities to enhance the social level in their cafe. A few examples are: Lola Late night readings, the CC's brew bar, The Village offering live music performances and so on. All of this can be linked to the third place theory of Oldenburg (1999), who suggests that coffee cafes are the third place people go when they are not home or at work. Coffee cafes invite strangers to come together, draw conversations and regulars become acquaintances. Third places are for where people go to enjoy company and hang out. Oldenburg emphasized the importance of social engagement when visiting coffee cafes.

The social aspect seemed to be an important motivation for the Dutch consumer to visit a coffee cafe. This was also consistent throughout the research: the theoretical framework mentioned the socialization model of retail patronage and Tauber's social motivations (1972).

## **5.2. What gratification factors do Dutch people look for in a coffee cafe?**

The answer to this question did not reveal any valuable information. The respondents consider atmosphere (90%), coffee quality (86%) and service (81%) as most important gratification factors when deciding to visit a coffee cafe. Although these factors were rated to be important, it does not offer any additional valuable information. It is clear that coffee quality and service are of importance when visiting a coffee cafe. Therefore, the advice will be focused on the most important motivations of Dutch consumers instead.

A gratification that could be useful is the preference of local and fair – trade products. As the desk research revealed, 40% of all coffee that is sold, is certified as sustainable (KNVKT, 2013). These results show that Dutch consumers are concerned about the origin of their products. Furthermore, 71% of the questionnaire respondents answered that a coffee cafe with fair-trade and locally made products would motivate them to visit. This can be linked to Stone's (1954) shopping motivation number three: the ethical consumer; their motivation to shop is built on moralistic and ethical issues.

Although the gratification results are not useful advice, it is important to note that atmosphere can be determined by factors such as staff and coffee cafe's activities. The following answer will elaborate on this.

## **5.3. Which method can be used to create place attachment for a coffee cafe?**

Half of the questionnaire respondents have a favourite coffee cafe. When asked why this was their favourite coffee cafe, 48% of the respondents mentioned they enjoyed the atmosphere.

As mentioned in the theoretical framework, store atmosphere is important because they are able to influence the customer in the store. If done right, it can lead to a longer duration in the store (Engel, Blackwell, Miniard, 1999, p. 799). This can be linked to Engel, Blackwell, Miniard (1999) *"the conscious designing of space to create certain effects in buyers"* (p. 856).

The results of the interviews emphasized what was mentioned in the theoretical framework. Each coffee cafe had a unique social climate, sense of belonging, territoriality, opportunity for socialization and support networking (Waxman, L., 2006). Interesting findings regarding place attachment were revealed. The Village mentioned their cafe to be a shared place and this would be the reason for customers to come back. The CC mentioned being located in a neighbourhood to play an important role as many locals visited the coffee cafe on a regular basis: “(...)sometimes the coffee cafe feels like a neighbourhood canteen.” They also mentioned it to be daily routine for social contact to many regulars. Lola Bikes also mentioned their coffee cafe to be part of daily routine for many customers: “They come in here in the morning to start up with a newspaper, sometimes half an hour before going to work.”

Another interesting aspect of Lola Bikes was their own-formed biking club. Not only did they make sure the club meets regularly in the café, but also mentioned it to be a common place for other bikers to meet: “Especially for bikers this is a fixed conduit.” Lola Bikes formed a biker’s community who feel at place when being in their coffee cafe.

It is important to note that staff can influence the atmosphere in a coffee cafe greatly. Almost half of the participants, who mentioned they have a favorite coffee café, also mentioned the service to be their motivation to go back. This was also the focus of the interviewed coffee cafes. They try to manage their store image by hiring enthusiastic people and training them. By organizing events, workshops and activities the coffee cafes are able to enhance social engagement.

#### **5.4. Which marketing methods are used in other coffee cafes?**

The three interviewed coffee cafes gave insight on several used marketing methods. The theoretical framework already made clear that a coffee cafe is not only about the coffee, it’s about the place and experience. The interviews proved this to be right. All coffee cafes try to create a memorable experience for their consumers by engaging them in activities and events.

These types of marketing efforts have a high socialization level. By joining and organizing social events and activities they create opportunity for social engagement. It creates brand awareness, but also links positive feelings towards the coffee cafe. This in turn influences the process of future store choice, which can lead to loyalty. The main marketing methods used in all three coffee cafes can be divided in two categories: indoor- and outdoors marketing.

Another interesting point of marketing was the coffee cafes wanted to contribute to the society. This can also be referred to socially responsible marketing (Kotler et al., 2008). They did this by offering space for local stores / companies and artists in their coffee cafe. But also, by communicating how they are involved in the products and its environment. Furthermore, Lola Bikes donated part of their revenue to charity and a biking club in Africa. This type of marketing could be effective as theory described consumers choose stores by comparing and looking at features they think are important and best fits their believes (Engel, Blackwell, Miniard, 1999).

Lastly, all interviewed coffee cafes make use of social media to update followers on their activities. The following table presents the marketing methods used in the interviewed coffee cafes:

#### Experience marketing

Indoor marketing	Outdoor marketing	Social responsible marketing	Other promotional tools
Workshops	Collaborating with local companies / stores	Sponsoring a club that is important	Logo stickers
Art exhibitions	Serving coffee at festivals / events	Donating revenue to charity	Discount coffee cards
Live music performances	Coffee cafe club active outside the coffee cafe	Providing local stores / companies / artists with space to organize event in coffee cafe	Free drink coffee card
Readings		Social media	Website
			Magazines

Table 14. Marketing methods used in other coffee cafes.

### **5.5. Which marketing method is suitable to increase customers and sales for independent coffee cafes?**

To develop a suitable marketing plan, the motivations for visiting a coffee cafe and current marketing methods should be taken into account. As mentioned before the current marketing methods offer opportunity for socialization. At the same time, the social aspect also seemed to be an important motivation for Dutch consumers.

Independent coffee cafes are able to fulfil the need of this market, that big coffee cafe brands have overlooked. The findings show that an independent coffee cafe can have functions to benefit a society by engaging with the community. Creating a place where people can come together can do this, locals are supported and people can engage in social activities. By doing this the independent coffee cafes create a unique selling point and can offer a coffee cafe culture to fulfil the need of a niche market within a community. This also offers unique experiences that cannot otherwise be experienced in daily routine.

The marketing advice plan will therefor focus on the importance of creating a unique social coffee cafe climate in an independent coffee cafe. To do so, the holistic marketing model can be used to offer a suitable advice-marketing plan. The two most important aspects for the independent coffee cafes are: relationship marketing and socially responsible marketing.

In this chapter, the importance of a social coffee cafe was highlighted. The theories, questionnaire and interviews all discussed how social activity is one of the main reasons for people to spend money, or in this case, visit a coffee cafe. In the following chapter, a detailed marketing plan focused on this social aspect will be offered as advice for independent coffee cafes.

## CHAPTER 6: RECOMMENDATIONS AND ADVICE

In this chapter all the research and findings will be combined to answer the policy question and offer the best suitable advice. A table overview of this chapter can be found in appendix 3. The goal of this research is to increase customers and sales for independent coffee cafes in the Netherlands. The recommendations and advice are based on theories, motivations from a questionnaire and current marketing methods from interviews with coffee cafes. In this chapter the following policy question will be answered:

*How can independent coffee cafes, by optimizing current marketing methods, increase customers and sales in the Netherlands?*

As mentioned in the conclusions, the research shows that visiting coffee cafes is more than about the coffee. One of the most important findings from the research was the social aspect. Consumer's most important motivations to visit a coffee cafe are relaxing, looking for diversion and escape from daily routine, social contact and sense of community / belonging. This acknowledges that not the coffee, but the coffee cafes itself are the appealing product. Therefore, naturally this should be the focus of marketing efforts. Other findings that will be taken into account are the importance of atmosphere, service, quality coffee, fair-trade and local products.

Independent coffee cafes have the advantage to offer a special point of difference: being part of the community and contributing to society. They are able to offer opportunity for social interaction whether this is with friends or just "people watching". Even if people go alone they can experience a form of social outing. Therefore, the independent coffee cafe can implement a marketing plan that fulfils the need of a niche market that has been overlooked by big brands: a shared place where people can escape from daily routine in a social culture.

There is a need for people to feel at home and have the opportunity to socialize during their visit. Therefore, an independent coffee cafe should focus on creating a place where people can come together on a regular basis and interact.

To do so, it is important for an independent coffee cafe to first research the community they are located in: what are their interest, what are they missing? Independent coffee cafes have the opportunity to personalize their marketing methods and should make use of this as much as possible. Below a table of independent coffee cafe's customers and their needs:

What needs?	What customers?
<ul style="list-style-type: none"> <li>• Relaxation</li> <li>• Diversion and escape</li> <li>• Social contact</li> <li>• Social belonging / community</li> <li>• Local and fair – trade products</li> </ul>	<ul style="list-style-type: none"> <li>• Adults</li> <li>• Young adults</li> <li>• Seniors</li> <li>• Single time visitors</li> <li>• Regular visitors</li> <li>• Students</li> <li>• Families</li> <li>• Locals</li> </ul>

*Table 15. Independent coffee cafes and their customers and needs*

In order to write a meaningful marketing advice plan, the holistic marketing concept will be referred to. As mentioned before in the theoretical framework, in holistic marketing everybody plays an important marketing role: the coffee cafe, staff, other local stores / businesses, the local community, customers and so on. Secondly, it should also be taken into account that the research resulted in (1) suggestion from family and friends and (2) social media as two most preferred ways to learn about the existence of a coffee cafe. All of these components will therefore be integrated in the advice. The two most suitable elements of the model will be used to guide the marketing advice: relationship marketing and socially responsible marketing.

### 6.1. Relationship marketing

Relationship marketing is about forming a long-term relationship with staff, customers and the surrounding community. In turn, build a long-term support with consumers. The goal with this type of marketing is to fulfil the needs of both consumer and coffee cafe. This objective can be reached by consumer-

orientated staff, but also by offering customers other experiences next to drinking coffee. Giving them an experience is especially important to turn single time visitors in regular visitors (Kotler et al., 2008). The following methods offer coffee cafes the opportunity to establish strong relationship marketing:

**1) Hire and train employees who love what they do**

By hiring employees who love what they do, they will want to help promote products and keep high standards of customer service and satisfaction. This is especially important to attract and retain customers. Knowing this is key to build strong customer relationships for independent coffee cafes. In total 23 out of 50 people with a favourite coffee cafe mentioned that service and baristas is the reason for them to come back. Also, from the interviews it became clear that all coffee cafes employ new people that have a passion and “spark” for coffee making and working in a coffee cafe. Bellenger and Moschis (1982) mentioned the importance of socialization agents to form store image. According to the study, this type of cognitive orientations can affect store patronage and have a direct impact on store choice.

**2) Start a coffee cafe club to create community**

Lola Bikes created a club of which the members come together every week and involve in activities together. This is a great tool to make sure that customers become regular visitors. It offers opportunity for networking and a sense of belonging from the customer’s perspective.

**3) Organize events / activities that create opportunity for socialization**

Popular activities in other coffee cafes were live music performances, workshops for coffee making and readings. This is the type of marketing that offers diversion and escape from daily routine. Next to this it also creates opportunity for customers to socialize. Also mentioned before, the socialization in a coffee cafe has a positive influence on store patronage (Bellenger and Moschis, 1982).

**4) Social media**

Social media is a great tool to create loyalty and retention. The interviewed coffee cafes use social media to remind, communicate and update customers on their activities. The most important social media tool was Facebook for these coffee



cafes. Facebook is a suitable social media form for coffee cafes. First of all, it is easy to follow, allows creating events, upload pictures and videos. Furthermore, Facebook is a two-way communication, which can create a relationship. It is also a great way to learn about how people feel about the coffee cafe.

Social media page needs to be active and inform followers about happenings around the coffee cafe. A good way to use social media is to inform followers on subjects that could interest them. It gives them a reason to follow by being updated and educated about topics of their interests. This can be linked to Tauber's motivation (1972): consumers like to learn about products and innovations to get new ideas.

## **6.2. Socially responsible marketing**

A social responsible coffee cafe ensures that their business, products and service are committed to the community, environment and nature (Kotler et al., 2008). As mentioned in the theoretical framework, for independents coffee cafes, this is especially important to market as much as possible. Socially responsible marketing is a good trigger for word-of-mouth marketing, which was the most favoured method to learn of the existence of a coffee cafe. This way, a coffee cafe also creates social functionalism for a society as it offers a common meeting place for a community, supports locals and so on.

A coffee cafe that is supporting its environment makes creates value and purchasing more attractive. As mentioned in decision process making model, values are important to determine consumer's attitude and behaviour in the process of selecting a store (Engel, Blackwell, Miniard, 1999). Finally, socially responsible marketing will give a boost to the coffee cafe's image. In turn it could lead to positive word-of-mouth marketing. There are several social responsible marketing approached that could be applied:

### **1) Offer local and fair - trade products**

Purchasing conscious and socially responsible products is very important for the Dutch consumer as they as conscious and ethical shoppers (Rabobank, 2014). From the desk research it also became clear that 40% of the coffee sold in the Netherlands is certified as sustainable (KNVKT, 2013). Similarly, from the

questionnaire it became clear that coffee cafes with fair – trade and localized products would motivate 71% of the respondents to visit.

The interviews gave further insight on how coffee cafes are involved with their coffee beans and its quality. More often coffee cafes try to control their beans from the growing- to the cup process. This can involve direct communication with farmers and / or the coffee bean roasters.

In conclusion, independent coffee cafes should pay attention to the origin of their products and communicate this with their customers. Also, offering local products supports the community indirectly. This is a good opportunity to market a point of difference and add value.

## **2) Support local artists by given them space to exhibit and / or perform**

Being socially responsible as a cafe also means to support locals and consequently the community. By providing a place to exhibits for local artist. Both the CC and The Village mentioned to offer this kind of support to help out local artists. This type of marketing can create a sense of community / belonging. It is also a good reason for people to walk into the coffee cafe for something other than just coffee.

## **3) Involve in (local) events and activities outside of the coffee cafe**

Independent coffee cafes should be involved and part of the community. The cafe should involve in local events and activities. The Village, for example, engaged with stores and companies in Utrecht by serving coffee on these events. The findings from the questionnaire showed that 69% of the respondents thought a coffee cafe that collaborates with local stores / companies would be a good way to learn about the cafe. Therefore, this is not only a good opportunity to involve in the community, but also to create brand awareness.

## **4) Support organizations and / or charities that the coffee cafe believes in**

Being socially responsible also means to show support to other organizations and / or charities. It is important to think of what organization and / or charity to support, as in holistic marketing one dominant message should always be

communicated. A good example is Lola Bikes donating a part of their revenue, from special roasted beans, to an African bicycle club.

### **6.3. Recommendations for further research**

This research was performed on a small scale because of the short amount of available time. The questionnaire had a total of 100 participants in the research. The biggest groups of respondents were between the ages of 18 – 34 years old. Also, the conclusions and recommendations that bear in this study are limited since the interpretations of data are subjective. Results to this research could change in any other location. Therefore, the outcomes of this research cannot be generalized. Further research would benefit from a larger sample of participants and a specific target audience.

For further research it is important to understand the specific location (community) the independent coffee cafe is located. The social marketing plan should be based on the needs of that community.

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## APPENDIX 1: TRANSCRIPT INTERVIEWS

<b>The Village:</b>	Angelo de Weerd, co-owner of The Village
<b>Coffee Company (CC):</b>	Nino Loupatty, barista at Coffee Company
<b>Lola Bikes:</b>	Tessa Beurskens, Management at Lola Bikes

- **The Village and Lola Bikes: Could you tell me about the coffee cafe and idea behind it?**
- **CC: Could you tell me about Coffee Company?**

**The Village:** We wanted to create a place where everybody would feel at home **(SB)** and where music would play an important role. And drinking good coffee **(PQ)**.

**CC:** It is important that it is accessible, that everybody can step inside **(SB)**. You don't need to be a coffee nerd. This also determines the atmosphere and this can be seen in every aspect of the cafe. ***Can you give an example?*** Yes, you can see that people are relaxed.

**Lola Bikes:** Lola Bikes was created because of two people who have a big passion for biking and next to this like to drink coffee. They have biked all over the world and coffee is something that is attached to this hobby. They always start the day with a double shot of espresso. These are people who really like the simplicity of biking and coffee. This is also seen in back in Lola cafe and its focus on simplicity. ***I read that Lola also stands for honesty, could you tell me more about this?*** Yes, it isn't about commercial interest of making a lot of money. The idea is to do everything consciously and avoid big mass productions **(U)**. ***Is this also represented in your products?*** Yes, we have our own coffee that we are involved with from the growing- to cup process. We have our own cow that we use milk of. We are involved in the entire process. The bikes that we sell are also all unique and are bought from small suppliers. Never comes from mass production **(PQ)**, we don't want to compete, that's not what its about. It's about passion.



- **The Village:** What is the main difference between this cafe and big coffee shop brands such as Starbucks?
- **CC:** What is the main difference between this cafe and other big coffee cafe chains such as Starbucks?
- **Lola Bikes:** What is the main difference between this cafe and the Douwe Egberts across the street?

**The Village:** First of all the personal attention **(SS)**. We are not a chain, which makes it more personal. In my opinion the quality of the coffee and we make our coffee with more passion **(PQ)**.

**CC:** Although CC is part of Douwe Egberts, they are free to do, as they like. Also, we are not located in city centres, but instead in local areas. The Pijp (Amsterdam) is not an area where a lot of tourists come. It is a spot for locals, which is why we also have a lot of regulars **(SB)**. People don't often come in by accident.

**Lola Bikes:** Douwe Egberts is a chain with a logistic production. We are pure and honest **(U)**. We don't see them as competition because it's a totally different world and culture **(U)**. They are a big brand with different way of production and other goals. We don't feel like we have to compete, we are friends with the Douwe Egberts employees across the street.

- **What do you think is the success factor of this cafe?**

**The Village:** We work different than other companies. We do not sell big brands and do not want to impose anything to anybody. We want people to feel at home **(SB)**. Furthermore, we work together with many different companies in Utrecht. A few examples are Bakkerswinkel in Utrecht, serving in stores through Tivoli and providing 3 voor 12 with a place and/or coffee **(AE)**.

**CC:** Accessibility. Focus on really qualitative coffee **(PQ)**. The love for coffee shines through in the cafe, the passion is very clearly present **(SS)**. Next to this, it's not just a business. There is direct contact with the farmers. From the farming to the cup of coffee is in process by CC and they know very well what they want **(PQ)**.

***Is this also communicated to customers?*** It is communicated indirectly, the story is being told **(E)**. Another success factor is the innovation of coffee making methods and creating new tastes is on top **(SE)**. I also see Douwe Egberts as somewhat old-fashioned and therefore not very progressive: They know less of the developments and like to stick to their old way of doing things. Italian coffee is old-fashioned; they like to stick to old habits of how to make coffee. What I notice is that the coffee tastes more like its roast rather than to the bean itself. Countries that are more progressive are Scandinavian countries, Australia and America. They are more open for new coffees and tastes. Also the bean tasted more like the bean: fruity and sweet and less like the roast process **(PQ)**. This kind of thinking out of the box is becoming more and more evident in the Netherlands.

**Lola Bikes:** Doing what you love to do **(SS)**. This is seen back in the cafe. People who work here are here because they want to. They are good at something and enjoy doing it. Real bikers also come here to help in the bike repair shop en they help with the bike tours. Everybody who works here enjoys what they do and you can see this.

- **The Village and Lola Bikes: Do you pay attention to environmental aspects in the cafe such as lighting, music? Why?**
- **CC: How do you think the interior design within CC's affect the customers?**

**The Village:** The interior was mostly decided because of our low budget. We decided to buy second hand furniture from Marktplaats and wanted to go for a living room atmosphere **(PE)**. We also have a lot of art hanging in the cafe that we sell in collaboration with local artists **(PE)**. Music also plays a big role in our cafe. We also sell different records every month.

**CC:** I think it does, the big table in the cafe is important for people who like to work **(PE)**. You don't have an uncomfortable feeling; they can just sit there and work on their laptop **(SB)**. It also has a social side to it, people are working together on one big table, and they are not alone **(S)**. Every CC has the same interior, but each CC can also make its own small adjustments interior wise. Also, the brew bar is new **(PE)**. This is where filter coffees are made and customers

can watch along while the filter coffee is made **(DE)**. This is not only a nice experience the cafe, but also educational **(E)**.

**Lola Bikes:** We have a graphic designer who is very creative and did all the design here. At Lola we expect that people who come in for the first time are surprised and not entirely sure about what this is **(U)**. That moment of excitement ensures that they are taken out of their daily routine and surprised **(DE)**. Lola is always one step ahead. It was not created to fulfil a certain need, but instead to surprise people in a pleasant way. That's what makes it fun.

- **The Village and Lola Bikes: What kind of products do you serve? Why these? Special coffee?**
- **CC: What kind of products do you serve? Why these? Special coffee? Local? Fair Trade?**

**The Village:** We sell light roasted coffee. This is intentionally, because coffee is a fruit and we don't want the original taste of the fruit to be burned. We buy specialty coffee. From drip coffee, aeropress to espresso coffees **(PQ)**. We like to see coffee making as a science. Next to this we also participate in coffee making competitions a lot. We are very involved in the coffee scene. I am also a judge in the Dutch barista championship **(SE)**.

**CC:** There has been a lot of thought put into this. Honest price for the coffee **(PQ)**. Sometimes even more than the Fair Trade company pays and often direct contact.

**Lola Bikes:** Actually coffee and bikes. And products that match well with coffee. We bake the cakes and all our products are organic **(PQ)**.

- **The Village and Lola Bikes: What do you expect from your personnel?**
- **CC: What is expected from you as a CC barista/staff member?**

**The Village:** When we hire new personnel, most important is that they are friendly and have that spark for coffee. We hire open and outgoing people **(SS)**. Next to this, we also give them barista training **(SE)**. They start in the back with the dishes and can slowly start serving customers and make coffee.

**CC:** It is very relaxed, because there are not a lot of rules. As a CC employee you're very free with a lot of responsibility. ***Can you give an example?*** Sometimes you stand alone in the cafe. It is also important to that you interest and educate yourself about coffee **(SE)**. The quality of coffee making is also important. All CC employees get a two day barista course before starting to work **(SS)**.

**Lola Bikes:** The base is that what you do, you enjoy doing. The policy is that you are employed by what you like to do, because when you like to do something, you enjoy it **(SS)**. This is how people fall in their place. ***Do your baristas get any training before hand?*** The baristas that work here most of the time are already trained and have work experience **(SE)**. But we also want to inspire people, so we also have young people that we train **(SE)**.

- **Is there a certain audience that visits this cafe? Age?**

**The Village:** I would say that we have a broad audience, but if I have to name a type than it would be mostly creative people.

**CC:** No not really, there are a lot of different customers. Mostly people from the neighbourhood. They are not necessarily coffee lovers. Sometimes the cafe feels like a neighbourhood canteen **(S)**.

**Lola Bikes:** People that really like bikes and coffee. Coffee lovers like to come here and taste. Mostly they are focused on coffee and biking a lot. The target audience is very diverse. We have biking fanatics that are member of our cycling club. These members are around 20 – 40 years old. We also have a lot of families with kids who like to play in the cafe. ***Could you tell me more about the cycling club?*** Lola cycling club is a club of bikers with their own Lola bike uniform **(SB)**. The Lola cycling club bikes three times a week starting from the cafe where they start with an espresso **(S)**. There are around 60 – 70 members. There are no attached costs, it's more like an experience **(AE)**. Often people that visit the cafe are fanatics or new people. They believe in the cafe hobby and like to experience and be part of it **(SB)**.

- **Do you have regulars? Why do you think people like to come to this specific cafe?**

**The Village:** Yes we do have many regulars. Well, I hope they come back because they feel The Village is a shared place **(SB)** and they enjoy our drinks **(PQ)**. We decided not to offer Wi-Fi in the cafe because we like people to talk and be social in the cafe **(S)**. We wanted it to be a social cafe and I think we were able to do so. I often hear customers talking about how they met each other in The Village. It is a meetings place **(S)**.

**CC:** Yes, we have a lot of regulars. They are able to work on their laptop without having the feeling that they have to leave **(FN)**. It's a relaxed atmosphere.

**Lola Bikes:** We have a lot of regulars. They come in here in the morning to start up with a newspaper, sometimes half an hour before going to work **(SB)**. Also people that meet here a lot with friends, it's a meeting place **(S)**. Also bikers that are doing tours start here. The cycling club is here regularly. Especially for bikers this is a fixed conduit **(SB)**. It's a base. People come together here a lot. It's a place where you'd like to be, a second home **(SB)**. The setting is a cosy living room atmosphere where you can work and read **(PE)**. People also come to make use of Wi-Fi **(FN)** and work or read a book.

- **Which marketing methods does your cafe use? Active outside of the cafe? Workshops?**

**The Village:** We really want to expand our brand, that's why we have a lot of collaborations with local spots in Utrecht **(MM)(SR)**. An example is we sometimes collaborate with Tivoli when they have an event we serve their coffee. We also have 3voor12 sessions in the cafe. We are active on nine festivals such as In to the great wide-open and Best Kept Secret **(AE)**. Soon we will also roast our own coffee beans **(PQ)**. Next to this, we also have our own cafe's stickers that customers stick on their laptop, bikes etc. **(MM)**.

**CC:** Yes we organize workshops for customers, just to teach customers who are interested how we make the coffee **(E)**. Workshops like: how to make your own filter coffee, tea workshop, cupping (tasting) **(DE)**. Our branch especially has also performances and photography expositions **(DE)**. Mostly these are arranged by coffee company baristas and their contacts. ***Why do you do this?*** Because there is a possibility to do this and it's also nice to give people a chance like this **(SR)**.

**Lola Bikes:** We have workshops for customers who can apply for it every last Thursday **(AE)**. ***Why do you organize these?*** To educate people about coffee, various setting methods and teach the secrets of a barista **(E)**. Share the passion and give them knowledge about coffee. The Lola cycling club. Coming Saturday we will be at a bike festival that is organized and we will serve the coffee **(AE)**. A group of people will also do a bike tour in Italy to raise money for charity organization Kika, we will go with them and serve them double shots of espresso **(AE)**. ***Do you also organize readings?*** Yes we have Lola Late, which is an evening where stories are told about coffee and biking. Just four evenings a year to keep it special and where senses will be triggered and the visitors really get an experience with something tasty and where they will see and hear something beautiful **(DE)**. This takes place after closing times.

***What kind of marketing do you use?*** Actually, Lola never advertises. We believe that as long as we do something we are good at, people will come in and people will write about you **(MM)**. We already have gotten written a lot about Lola. Word of mouth advertising, who have heard of us. ***Do you have cafe stickers?*** Yes, we also have Lola hearts as stickers. **(MM)**

- **Are you active on social media?**

**The Village:** We are active on Facebook and have over 7000 followers, which is insane for me, but cool. It shows that people want to follow what we do **(SM)**. Next to that we don't use twitter a lot but do use Instagram.

**CC:** We don't use a lot. The cafes are already the marketing **(MM)**. Now the CC website is also used and sometimes we appear in the KoffieTCacao magazine **(MM)** and on coffee festivals **(AE)**.

**Lola Bikes:** We use Facebook and Twitter. We use it especially to communicate about coffee and bikes **(SM)**. We have people with a lot of knowledge about biking and when they see something, or something happened around this topic, this is shared.

- **The Village & CC:** Is there anything else you would like to add?

**The Village:** Grow old never grow up.

**CC:** For many regulars coming by is routine and with social contact in the cafe **(S)**. They come around the same time, order the same coffee and read a newspaper **(FN)**.

**Lola Bikes:** We have two of our coffee roasts that we sell and the revenues are donated to charities **(AV)(SR)**. The Kampala coffee revenues are donated to a group of bikers who have talent. The money helps them to finance coaches and making tracks where they can practice during the day. The other coffee blend revenues are donated to Kika and is a pure espresso **(SR)**. We also have coffee cards that we hand out when somebody bought a bike or that are handed out in a bike shop further down the street. With the card they can come in and have a coffee **(MM)**. We also have discount coffee cards. The cards are bought and eventually you paid less for your cups of coffee **(MM)**.

### 1.1. Analyses and categorization of interviews

	The Village
	Coffeecompany
	Lola Bikes

Inductive categories	Participant responses
Physical environment comfort (PE)	(...) wanted to go for a living room atmosphere
	We also have a lot of art hanging in the cafe that we sell in collaboration with local artists
	I think it does, the big table in the cafe is important for people who like to work
	the brew bar is new
	The setting is a cosy living room atmosphere where you can work and read
Sense of belonging (SB)	
	We wanted to create a place where everybody would feel at home
	We want people to feel at home
	I hope they come back because they feel The Village is a shared place
	It is important that it is accessible, that everybody can step inside
	It is a spot for locals, which is why we also have a lot of regulars
	You don't have an uncomfortable feeling; they can just sit there and work on their laptop
	Lola cycling club is a club of bikers with their own Lola bike uniform
	They believe in the cafe hobby and like to experience and be part of it
	They come in here in the morning to start up with a newspaper, sometimes half an hour before going to work
	The cycling club is here regularly. Especially for bikers this is a fixed conduit



	People come together here a lot. It's a place where you'd like to be, a second home
Staff and service (SS)	First of all the personal attention. We are not a chain, which makes it more personal
	When we hire new personnel, most important is that they are friendly and have that spark for coffee. We hire open and outgoing people
	The love for coffee shines through in the cafe, the passion is very clearly present
	The quality of coffee making is also important. All CC employees get a two day barista course before starting to work
	It is also important to that you interest and educate yourself about coffee
	The policy is that you are employed by what you like to do, because when you like to do something, you enjoy it
Staff Expertise (SE)	Next to this we also participate in coffee making competitions a lot. We are very involved in the coffee scene. I am also a judge in the Dutch barista championship
	(...) we also give them barista training
	Another success factor is the innovation of coffee making methods and creating new tastes is on top
	It is also important to that you interest and educate yourself about coffee
	The baristas that work here most of the time are already trained and have work experience
	(...) so we also have young people that we train
Socialization (S)	We decided not to offer Wi-Fi in the cafe because we like people to talk and be social in the cafe
	I often hear customers talking about how they met each other in The Village. It is a meetings place

	It also has a social side to it, people are working together on one big table, and they are not alone
	Sometimes the cafe feels like a neighbourhood canteen
	For many regulars coming by is routine and with social contact in the cafe
	The Lola cycling club bikes three times a week starting from the cafe where they start with an espresso
	Also people that meet here a lot with friends, it's a meeting place
	We also have 3voor12 sessions in the cafe.
In Door Experience (DE)	This is where filter coffees are made and customers can watch along while the filter coffee is made
	Workshops like: how to make your own filter coffee, tea workshop, cupping (tasting)
	Our branch especially has also performances and photography expositions
	(At Lola we expect that people who come in for the first time are surprised) That moment of excitement ensures that they are taken out of their daily routine and surprised
	We have workshops for customers who can apply for it every last Thursday
	(...) we have Lola Late, which is an evening where stories are told about coffee and biking . Just four evenings a year to keep it special and where senses will be triggered and the visitors really get an experience with something tasty and where they will see and hear something beautiful
Education (E)	(...) the story is being told
	This is not only a nice experience the cafe, but also educational
	(...) we organize workshops for customers, just to teach customers who are interested how we make the coffee.
	To educate people about coffee, various setting methods

	and secrets of a barista
Product quality (PQ)	And drinking good coffee
	(...) quality of the coffee and we make our coffee with more passion.
	We sell light roasted coffee. This is intentionally, because coffee is a fruit and we don't want the original taste of the fruit to be burned. We buy specialty coffee. From drip coffee, aeropress to espresso coffees
	(...) and they enjoy our drinks
	Soon we will also roast our own coffee beans
	Focus on really qualitative coffee
	From the farming to the cup of coffee is in process by CC and they know very well what they want
	Also the bean tasted more like the bean: fruity and sweet and less like the roast process
	Honest price for the coffee
	(...) we have our own coffee that we are involved with from the bean band process
	We have our own cow that we use milk of
	We are involved in the entire process. The bikes that we sell are also all unique and are bought from small suppliers
	Never comes from mass production,
	And products that match well with coffee. We bake the cakes and all our products are organic
Facilities needs (FN)	They are able to work on their laptop without having the feeling that they have to leave
	(...) read a newspaper
	People also come to make use of Wi-Fi
Marketing methods (MM)	We work together with many different companies in Utrecht. A few examples are Bakkerswinkel in Utrecht, serving in stores through Tivoli and providing 3 voor12 with a place

	and/or coffee
	We really want to expand our brand, that's why we have a lot of collaborations with local spots in Utrecht.
	we also have our own cafe's stickers that customers stick on their laptop, bikes
	The cafes are already the marketing
	Now the CC website is also used and sometimes we appear in the KoffieTCacao magazine
	We believe that as long as we do something we are good at, people will come in and people will write about you
	Yes, we also have Lola hearts as stickers
	We also have coffee cards that we hand out when somebody bought a bike or that are handed out in a bike shop further down the street. With the card they can come in and have a coffee
	We also have discount coffee cards. The cards are bought and eventually you paid less for your cups of coffee
Activities and events (AV)	we sometimes collaborate with Tivoli when they have an event we serve their coffee. We are active on nine festivals such as In to the great wide-open and Best kept secret
	and on coffee festivals
	There are no attached costs, its more like an experience
	We have two of our coffee roasts that we sell and the revenues are donated to charities.
	Coming Saturday we will be at a bike festival that is organized and we will serve the coffee
Socially responsible marketing (SR)	we work together with many different companies in Utrecht. A few examples are Bakkerswinkel in Utrecht, serving in stores through Tivoli and providing 3 voor12 with a place and/or coffee

	We also have a lot of art hanging in the cafe that we sell in collaboration with local artists
	Our branch especially has also performances and photography expositions. (...) Because there is a possibility to do this and it's also nice to give people a chance like this.
	We are involved in the entire process. The bikes that we sell are also all unique and are bought from small suppliers
	We have two coffee roasts that we sell and the revenues are donated to charities.
	A group of people will also do a bike tour in Italy to raise money for charity organization Kika, we will go with them and serve them double shots of espresso
Social Media (SM)	We are active on Facebook and have over 7000 followers, which is insane for me, but cool. It shows that people want to follow what we do
	We use Facebook and Twitter. We use it especially to communicate about coffee and bikes
	when they see something, or something happened around this topic, this is shared.

## APPENDIX 2: QUESTIONNAIRE

### A Coffee Cafe Study

For my graduation assignment I research the behaviour, expectations and preferences of coffee cafe visitors. With this research I want to get insight on how the choice for a specific coffee cafe is made while keeping the motivations in mind.

A coffee cafe is a place where coffee is served and drank. Most coffee cafes offer, next to different kinds of coffee, also tea and something to eat.

The questionnaire takes around 5 minutes to fill in. The answers will stay anonymous and will only be used to complete my graduations assignment.

Thank you.

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#### 1. How often do you visit a coffee cafe?

*Justification: Demographic question to get insight on if the participant is a frequent coffee cafe visitor.*

- ☐ Never or almost never
- ☐ Less than once a month
- ☐ Monthly
- ☐ Weekly
- ☐ Daily

#### 2. With whom do you most often visit a coffee cafe?

*Justification: Demographic question to gain insight on with what kind of company respondent visits a coffee cafe.*

- ☐ Friends
- ☐ Family
- ☐ Colleagues
- ☐ Alone

#### 3. Do you have a favourite coffee cafe?

*Justification: With follow up question might help to understand what are important motivations for coffee cafe patronage.*

- ☐ Yes \*
- ☐ No

**\* If yes, why is this your favourite coffee cafe?**

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**4. What is your opinion on the following statement? I don't care about big coffee brands such as Douwe Egberts.**

*Justification: Understanding whether big coffee brands are important.*

- ☐ Agree  
☐ Disagree  
☐ Neutral

**5. How important are the following aspects when choosing a coffee cafe?**

	<b>1 Not important</b>	<b>2 Fairly important</b>	<b>3 Somewhat important</b>	<b>4 Important</b>	<b>5 Very important</b>
Location					
Price					
Coffee quality					
Service					
Wi-Fi access					
Atmosphere					

**6. How important are the following options for coffee?**

	<b>1 Not important</b>	<b>2 Fairly important</b>	<b>3 Somewhat important</b>	<b>4 Important</b>	<b>5 Very important</b>
Varieties of coffee tastes					
Varieties of coffee setting methods: filter, espresso, aeropress etc.					
Quality of coffee beans					
Fair-trade and organic coffee					

### 7. How often are the following motivations a reason for you to visit a coffee cafe?

*Justification: Measuring which motivations that were mentioned in the theoretical framework apply.*

	Never	Sometimes	Neutral	Often	Always
<b>Sense of community/belonging:</b> <i>I like to be in an environment where I feel accepted and connected</i>					
<b>Social experience outside the home:</b> <i>I like the contact with staff, other customers and/or friends</i>					
<b>Meeting new people:</b> <i>I like to meet new people with similar interests</i>					
<b>Productivity:</b> <i>I like to study/ work in a coffee cafe</i>					
<b>Relaxing:</b> <i>I want to relax</i>					
<b>Learning:</b> <i>I like to learn about products / trends</i>					
<b>Diversion and escape:</b> <i>I like to escape from daily routine</i>					
<b>Identity confirmation:</b> <i>I express who I am by visiting a certain coffee cafe</i>					
<b>Filling time:</b> <i>I don't have anything to do</i>					
<b>Self-gratification:</b> <i>I want to treat myself to coffee somewhere that best fits my principles and values</i>					

### 8. How important are the following aspects?

	1 Not important	2 Fairly important	3 Somewhat important	4 Important	5 Very important
<b>Furniture: comfort</b>					
<b>Adequate lighting</b>					
<b>Background music</b>					
<b>Cleanliness</b>					
<b>Window with view to outside</b>					



<b>Working environment:</b> <i>enough plugs, big table to work</i>					
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**9. How important are the following aspects in relation to staff in a coffee cafe?**

	<b>1 Not important</b>	<b>2 Fairly important</b>	<b>3 Somewhat important</b>	<b>4 Important</b>	<b>5 Very important</b>
<b>Greets you and offers to help</b>					
<b>Knowledge of served products</b>					
<b>Offers advice patiently</b>					

**10. What other activities, next to drinking coffee, would you appreciate in a coffee cafe? \* More than one answer possible**

*Justification: From the interviews with coffee cafes, it became clear that organizing activities and events are popular. Measuring what kind of activities are preferred most.*

- ☐ Live music
- ☐ Workshops: Coffee tasting, coffee setting methods, latte art
- ☐ Readings
- ☐ Playing games
- ☐ Other

**11. A coffee cafe that allows me to collect points for a free drink would motivate me to visit.**

*Justification: The socialization model suggests that rewardments influences store patronage. Measuring whether this also applies for the Dutch consumer.*

- ☐ Agree
- ☐ Disagree

**12. A coffee cafe that only offers coffee from fair trade and serves locally made food would influence me to visit positively.**

*Justification: From research and conducted interviews it became clear that fair trade and product quality are important.*

- ☐ Agree
- ☐ Disagree

**13. What other products, next to coffee, would you buy in a coffee cafe?**

**\*More than one answer possible**

- ☐ Sandwiches
- ☐ Cakes
- ☐ Soups
- ☐ Quiches
- ☐ Salads
- ☐ Other, \_\_\_\_\_

**15. How important are the following ways to learn about the existence of a coffee cafe, before you would visit?**

*Justification: Understanding the importance of different media of people when informing about a coffee cafe. Having the most important factors would help n owner to understand what kind of media/ people are best to promote their coffee cafe.*

	<b>1 Not important</b>	<b>2 Fairly important</b>	<b>3 Somewhat important</b>	<b>4 Important</b>	<b>5 Very important</b>
<b>Suggestion from friends/family</b>					
<b>Magazines/newspapers</b>					
<b>Online advertisement</b>					
<b>Posters</b>					
<b>Social Media</b>					
<b>Cafe is active on events/festivals</b>					
<b>Cafe collaborates with other local stores/companies</b>					

**16. Do you have other comments you would like to leave about your motivations for visiting a coffee cafe?**

*Justification: Could help to learn about other motivations for people to visit a coffee cafe that were not thought of or mentioned yet.*

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## Demographics

### 17. Gender

- ☐ Male
- ☐ Female

### 18. What is your age?

- ☐ Younger than 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older

### 19. What is your current occupation?

- ☐ Full-time working
- ☐ Part-time working
- ☐ Unemployed
- ☐ Student
- ☐ Retired

### 20. What is your current monthly income?

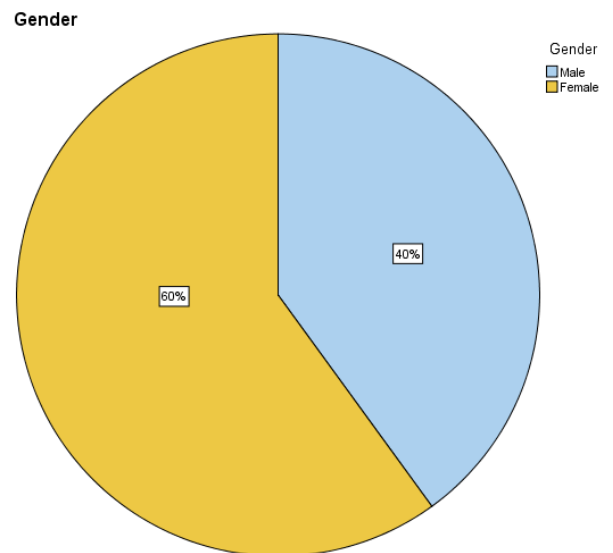
- ☐ € 0-1499
- ☐ € 1500-2999
- ☐ € 3000+
- ☐ I don't want to say

## 2.2. Results questionnaire

### Demographics

Gender		
	Frequency	Percent
Male	40	40,0
Female	60	60,0
Total	100	100,0

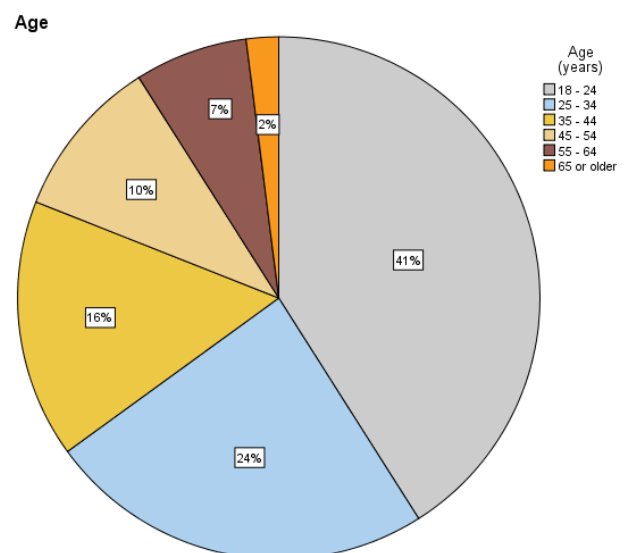
Table 1: Demographics gender



Graph 1: Demographic gender

Age (years)		
	Frequency	Percent
18 - 24	41	41,0
25 - 34	24	24,0
35 - 44	16	16,0
45 - 54	10	10,0
55 - 64	7	7,0
65 or older	2	2,0
Total	100	100,0

Table 2: Demographics age



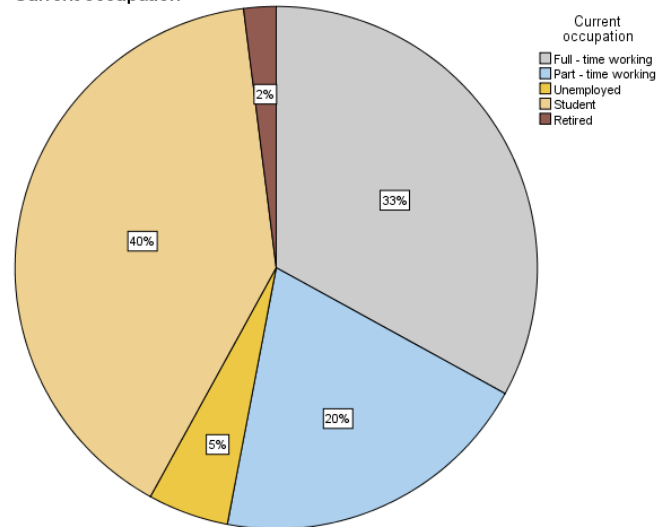
Graph 2: Demographic gender

**Current occupation**

	Frequency	Percent
Full - time working	33	33,0
Part - time working	20	20,0
Unemployed	5	5,0
Student	40	40,0
Retired	2	2,0
Total	100	100,0

Table 3: Demographics current occupation

**Current occupation**



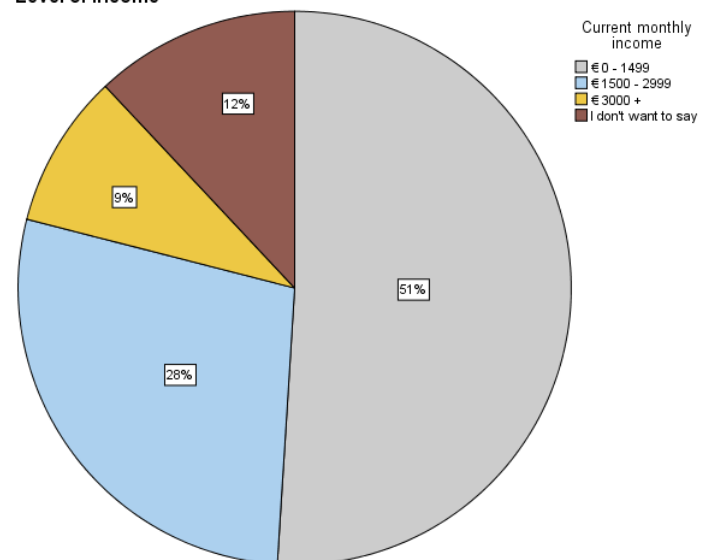
Graph 3: Demographics current occupation

**Current monthly income**

	Frequency	Percent
€ 0 - 1499	51	51,0
€ 1500 - 2999	28	28,0
€ 3000 +	9	9,0
I don't want to say	12	12,0
Total	100	100,0

Table 4: Demographics current monthly income

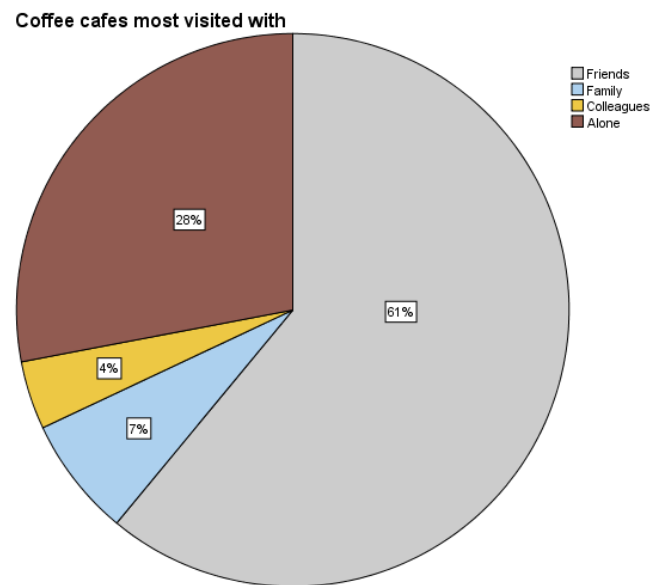
**Level of income**



Graph 4: Demographics current monthly income

With whom do you visit?		
	Frequency	Percent
Friends	61	61,0
Family	7	7,0
Colleagues	4	4,0
Alone	28	28,0
Total	100	100,0

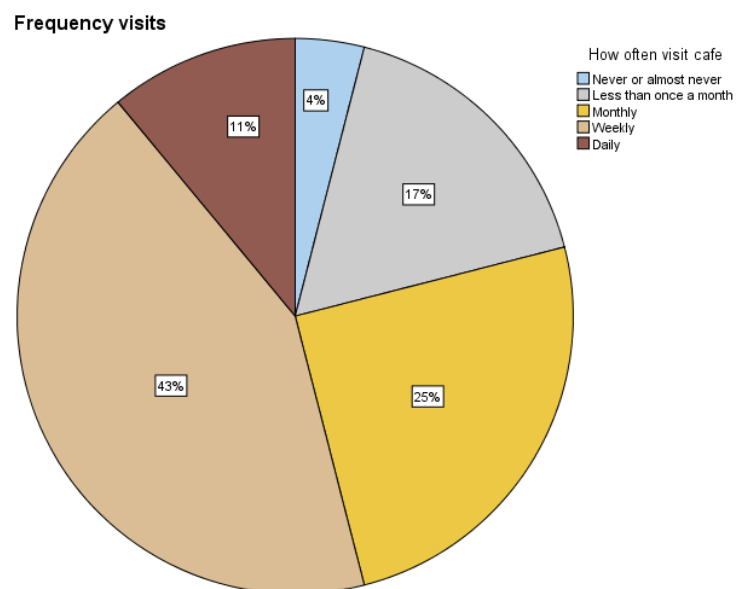
Table 5: Demographics coffee cafe most visited with



Graph 5: Demographics coffee cafe most visited with

How often visit cafe		
	Frequency	Percent
Never or almost never	4	4,0
Less than once a month	17	17,0
Monthly	25	25,0
Weekly	43	43,0
Daily	11	11,0
Total	100	100,0

Table 6: Demographics frequency visits coffee cafe

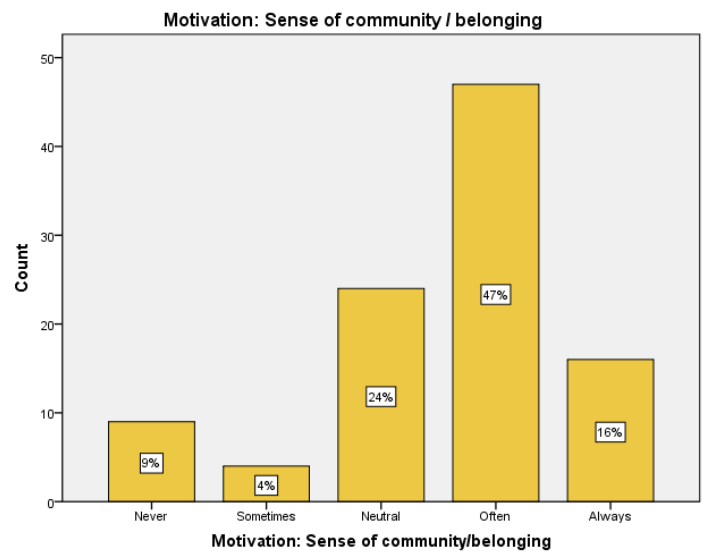


Graph 6: Demographics frequency visits coffee cafe

## Motivations

Motivation: Sense of community/belonging		
	Frequency	Percent
Never	9	9,0
Sometimes	4	4,0
Neutral	24	24,0
Often	47	47,0
Always	16	16,0
Total	100	100,0

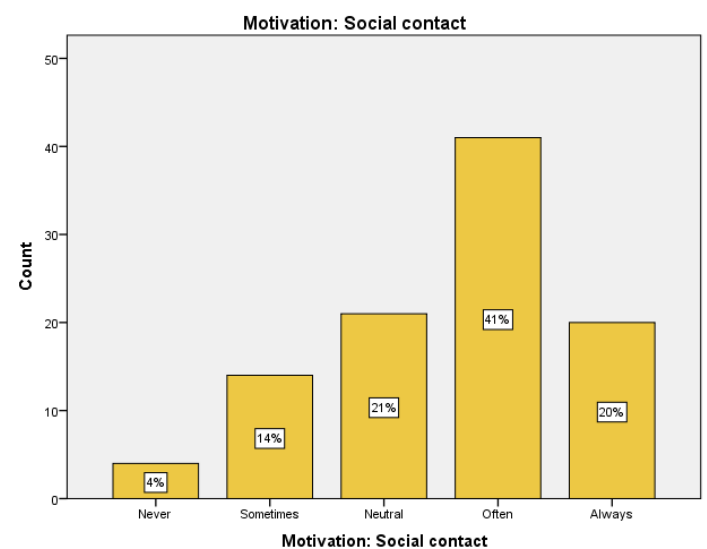
Table 7: Motivation sense of community / belonging



Graph 7: Motivation sense of community / belonging

Motivation: Social contact		
	Frequency	Percent
Never	4	4,0
Sometimes	14	14,0
Neutral	21	21,0
Often	41	41,0
Always	20	20,0
Total	100	100,0

Table 8: Motivation social contact



Graph 8: Motivation sense of community / belonging

Motivation: Meeting new people		
	Frequency	Percent
Never	28	28,0
Sometimes	27	27,0
Neutral	27	27,0
Often	13	13,0
Always	5	5,0
Total	100	100,0

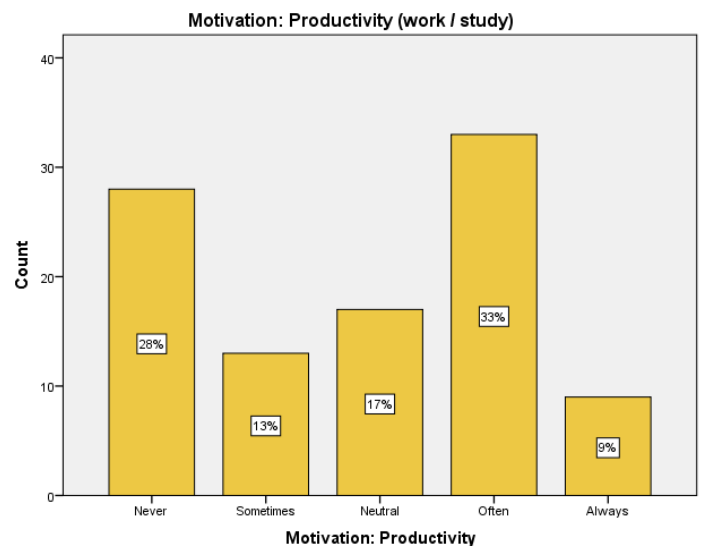
Table 9: Motivation meeting new people



Graph 9: Motivation meeting new people

Motivation: Productivity (work / study)		
	Frequency	Percent
Never	28	28,0
Sometimes	13	13,0
Neutral	17	17,0
Often	33	33,0
Always	9	9,0
Total	100	100,0

Table 10: Motivation productivity

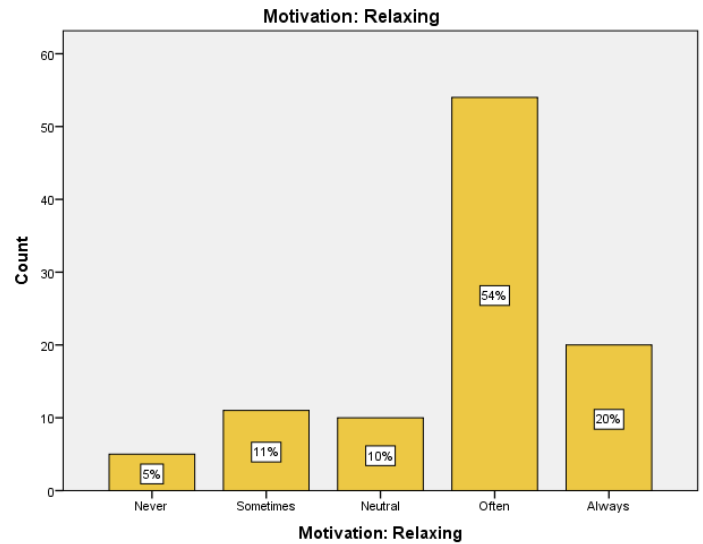


Graph 10: Motivation productivity



Motivation: Relaxing		
	Frequency	Percent
Never	5	5,0
Sometimes	11	11,0
Neutral	10	10,0
Often	54	54,0
Always	20	20,0
Total	100	100,0

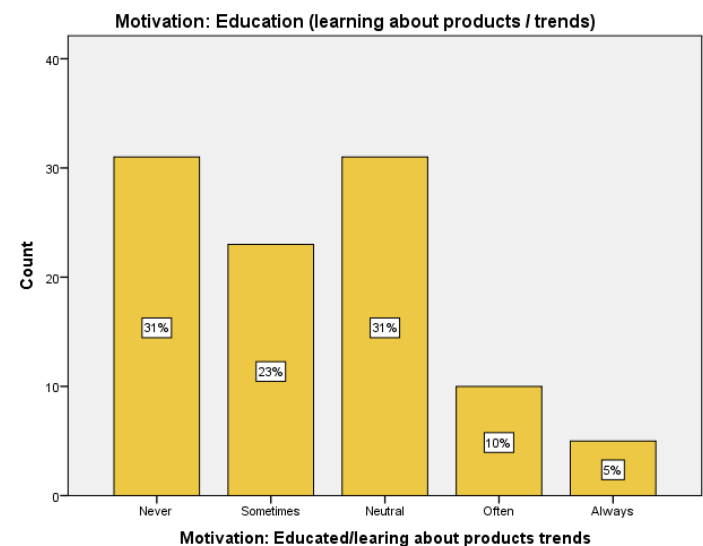
Table 11: Motivation relaxing



Graph 11: Motivation relaxing

Motivation: Education (learning about products / trends)		
	Frequency	Percent
Never	31	31,0
Sometimes	23	23,0
Neutral	31	31,0
Often	10	10,0
Always	5	5,0
Total	100	100,0

Table 12: Motivation education

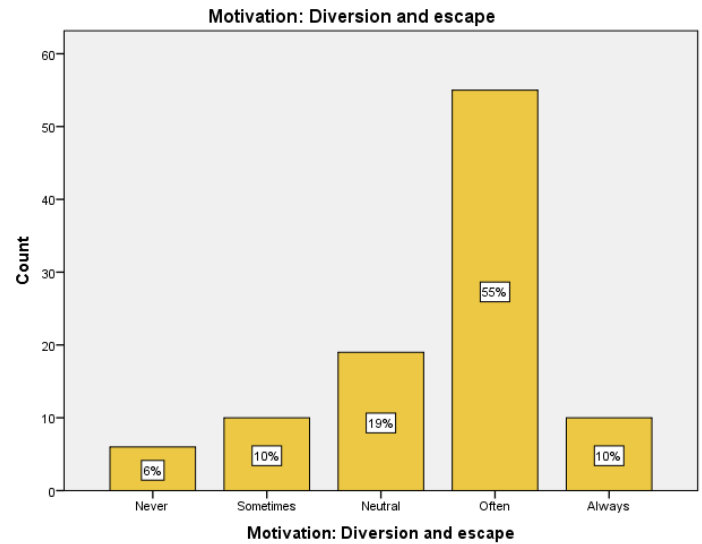


Graph 12: Motivation education

**Motivation: Diversion and escape**

	Frequency	Percent
Never	6	6,0
Sometimes	10	10,0
Neutral	19	19,0
Often	55	55,0
Always	10	10,0
Total	100	100,0

Table 13: Motivation diversion and escape

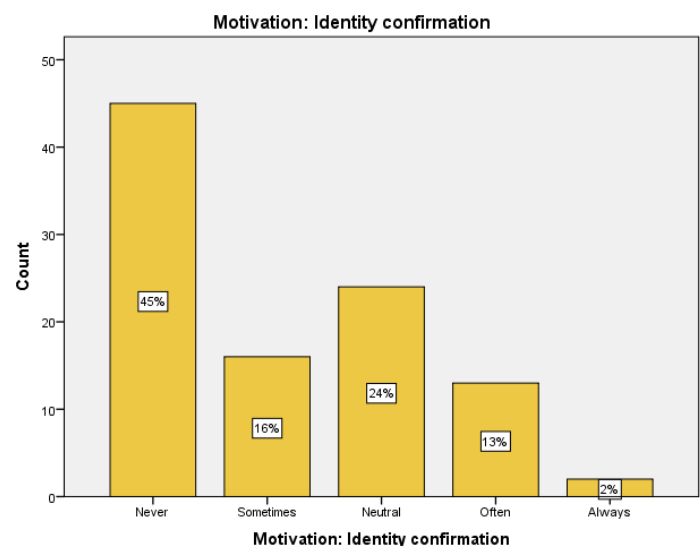


Graph 13: Motivation diversion and escape

**Motivation: Identity confirmation**

	Frequency	Percent
Never	45	45,0
Sometimes	16	16,0
Neutral	24	24,0
Often	13	13,0
Always	2	2,0
Total	100	100,0

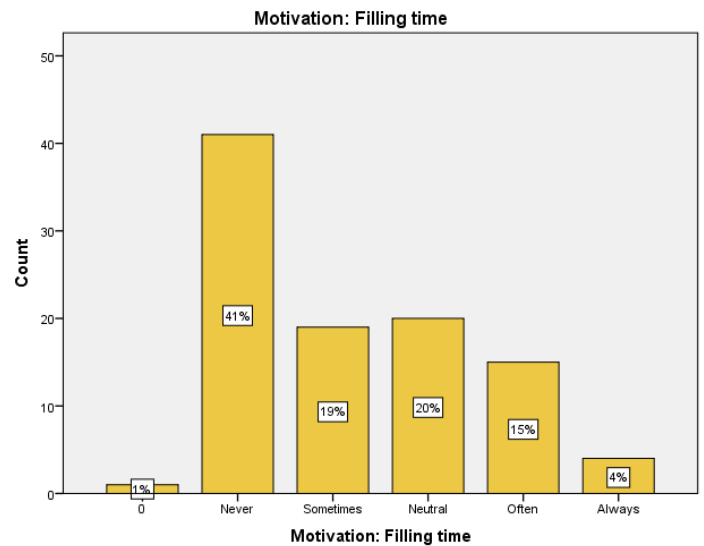
Table 14: Motivation identity confirmation



Graph 14: Motivation identity confirmation

Motivation: Filling time		
	Frequency	Percent
0	1	1,0
Never	41	41,0
Sometimes	19	19,0
Neutral	20	20,0
Often	15	15,0
Always	4	4,0
Total	100	100,0

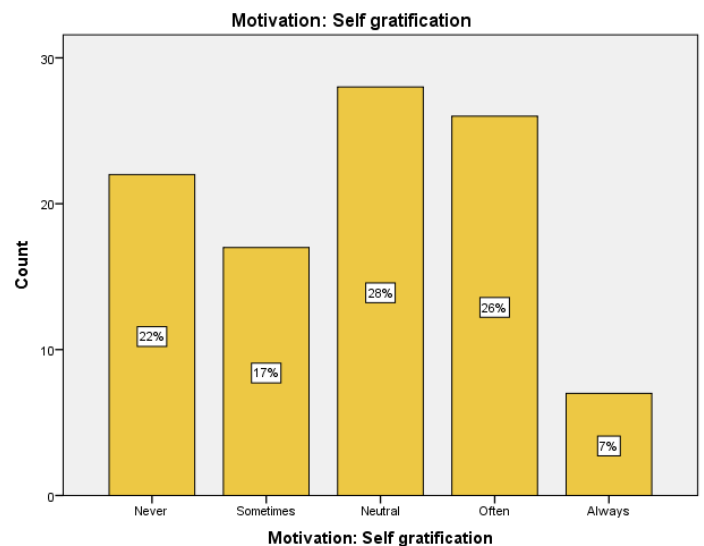
Table 15: Motivation filling time



Graph 15: Motivation filling time

Motivation: Self gratification		
	Frequency	Percent
Never	22	22,0
Sometimes	17	17,0
Neutral	28	28,0
Often	26	26,0
Always	7	7,0
Total	100	100,0

Table 16: Motivation self-gratification



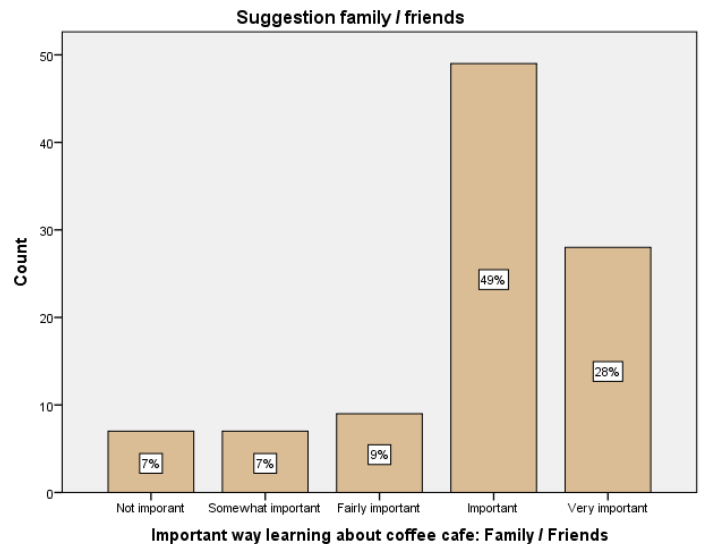
Graph 16: Motivation self-gratification

## Important ways to learn about the existence a coffee cafe

**Important way learning about  
coffee cafe: Family / Friends**

	Frequency	Percent
Not important	7	7,0
Somewhat important	7	7,0
Fairly important	9	9,0
Important	49	49,0
Very important	28	28,0
Total	100	100,0

*Table 17: Learning about a coffee cafe  
suggestion from family / friend*

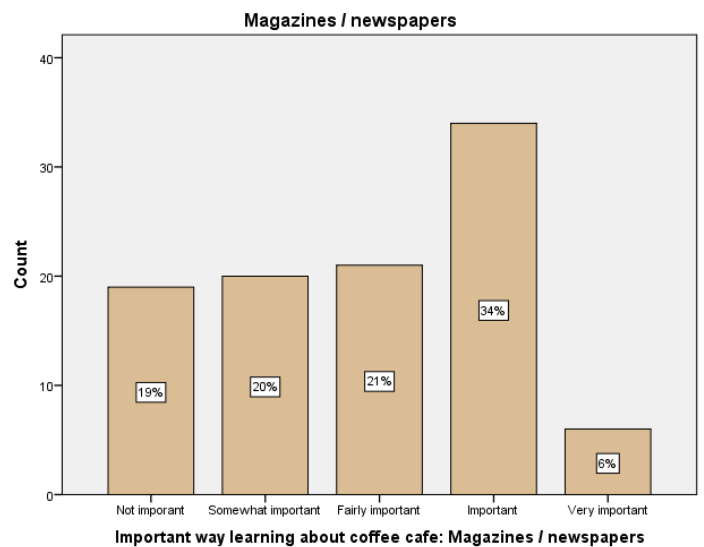


*Graph 17: Learning about a coffee  
cafe suggestion from family / friend*

**Important way learning about  
coffee cafe: Magazines /  
newspapers**

	Frequency	Percent
Not important	19	19,0
Somewhat important	20	20,0
Fairly important	21	21,0
Important	34	34,0
Very important	6	6,0
Total	100	100,0

*Table 18: Learning about a coffee cafe  
magazines / newspapers*

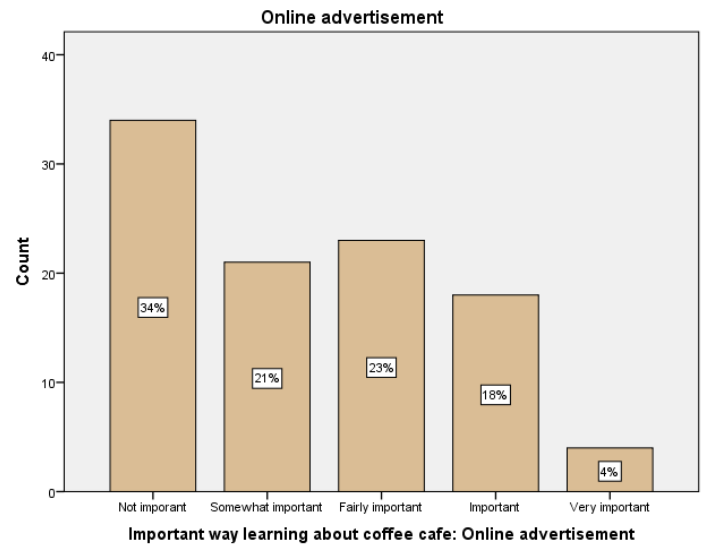


*Graph 18: Learning about a coffee cafe  
magazines / newspapers*

**Important way learning about  
coffee cafe: Online advertisement**

	Frequency	Percent
Not important	34	34,0
Somewhat important	21	21,0
Fairly important	23	23,0
Important	18	18,0
Very important	4	4,0
Total	100	100,0

*Table 19: Learning about a coffee cafe  
online advertisement*

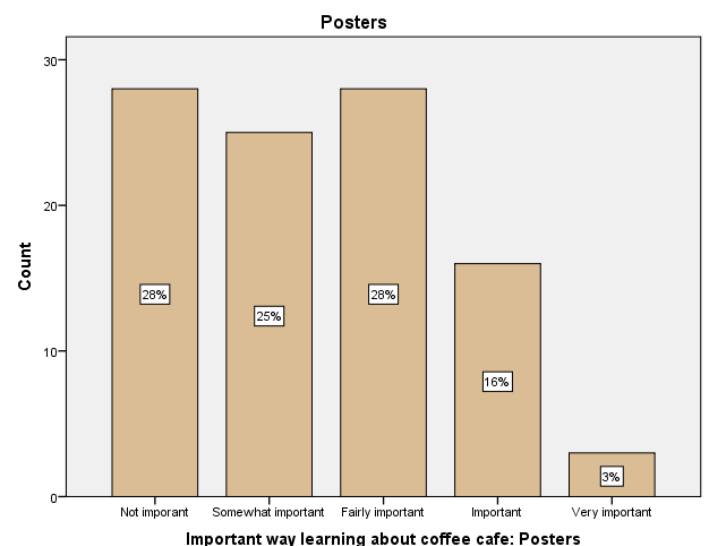


*Graph 19: Learning about a coffee cafe  
online advertisement*

**Important way learning about coffee  
cafe: Posters**

	Frequency	Percent
Not important	28	28,0
Somewhat important	25	25,0
Fairly important	28	28,0
Important	16	16,0
Very important	3	3,0
Total	100	100,0

*Table 20: Learning about a coffee cafe posters*

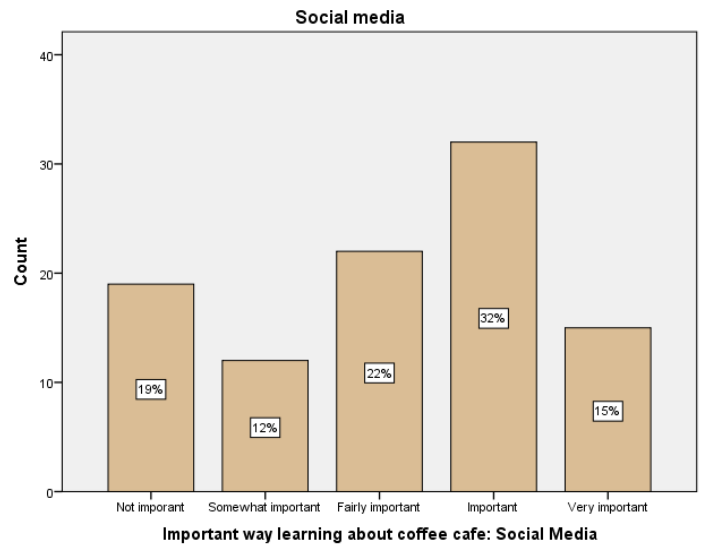


*Graph 20: Learning about a coffee cafe  
posters*

**Important way learning about coffee**

<b>cafe: Social Media</b>		
	Frequency	Percent
Not important	19	19,0
Somewhat important	12	12,0
Fairly important	22	22,0
Important	32	32,0
Very important	15	15,0
Total	100	100,0

Table 21: Learning about a coffee cafe social media



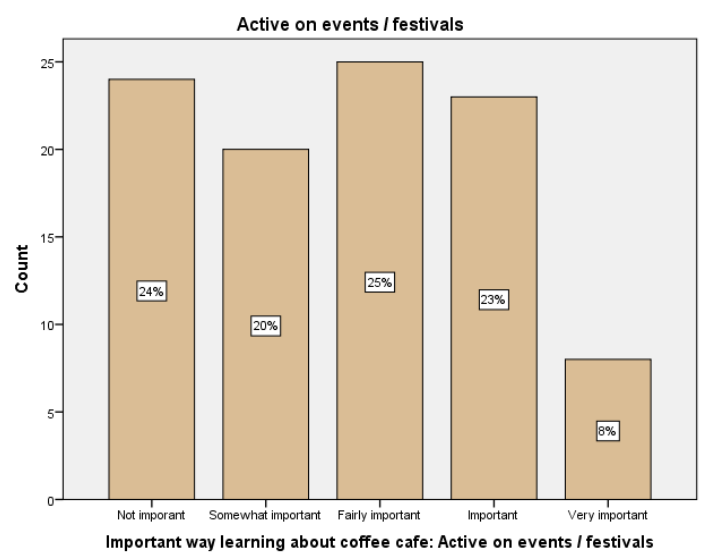
Graph 21: Learning about a coffee cafe social media

**Important way learning about**

**coffee cafe: Active on events /**

<b>festivals</b>		
	Frequency	Percent
Not important	24	24,0
Somewhat important	20	20,0
Fairly important	25	25,0
Important	23	23,0
Very important	8	8,0
Total	100	100,0

Table 22: Learning about a coffee cafe active on events / activities



Graph 22: Learning about a coffee cafe

active on events / activities

**Important way learning about  
coffee cafe: Collaborates with  
local stores / companies**

	Frequency	Percent
Not important	21	21,0
Somewhat important	10	10,0
Fairly important	30	30,0
Important	27	27,0
Very important	12	12,0
Total	100	100,0

Table 23: Learning about a coffee cafe  
collaborates with local / stores and companies

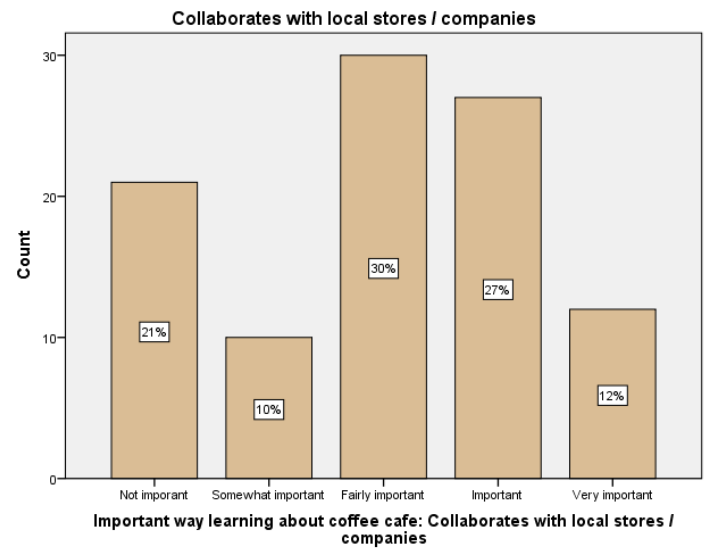


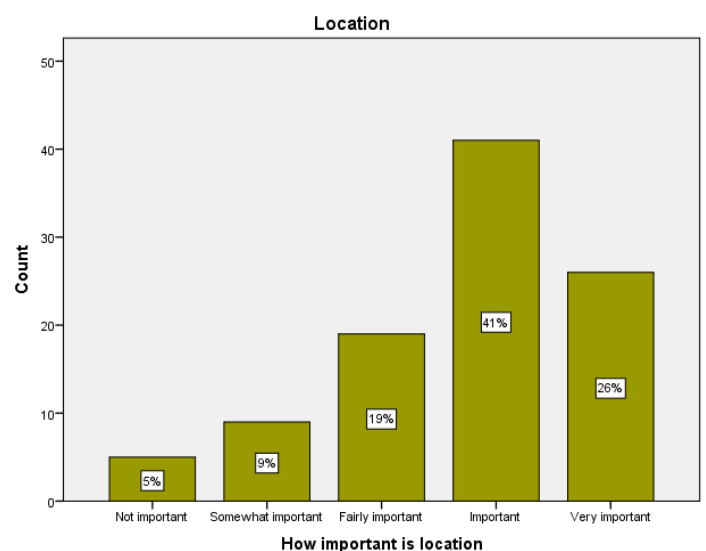
Table 23: Learning about a coffee cafe  
collaborates with local / stores and companies

**Important factors when choosing a choosing to visit a coffee cafe**

**How important is location**

	Frequency	Percent
Not important	5	5,0
Somewhat important	9	9,0
Fairly important	19	19,0
Important	41	41,0
Very important	26	26,0
Total	100	100,0

Table 24: Importance of location when  
choosing coffee cafe



Graph 24: Importance of location when

choosing coffee caf

How important is price when  
choosing

	Frequency	Percent
Not important	6	6,0
Somewhat important	21	21,0
Fairly important	27	27,0
Important	32	32,0
Very important	14	14,0
Total	100	100,0

Table 25: Importance of price when choosing a coffee cafe

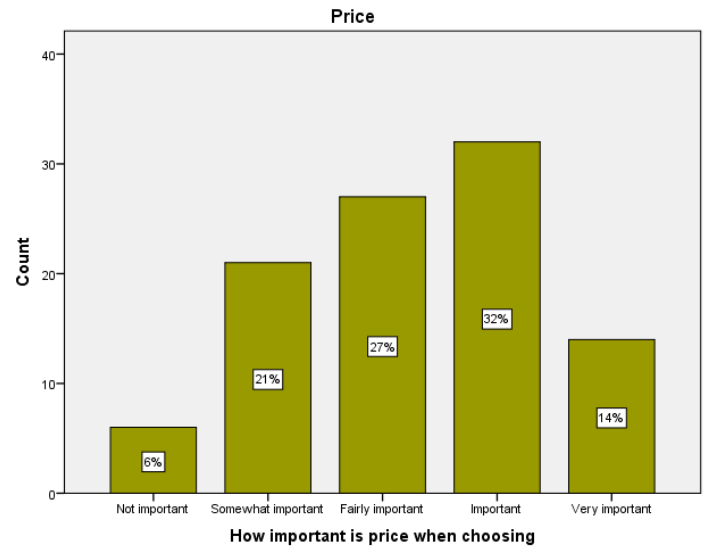
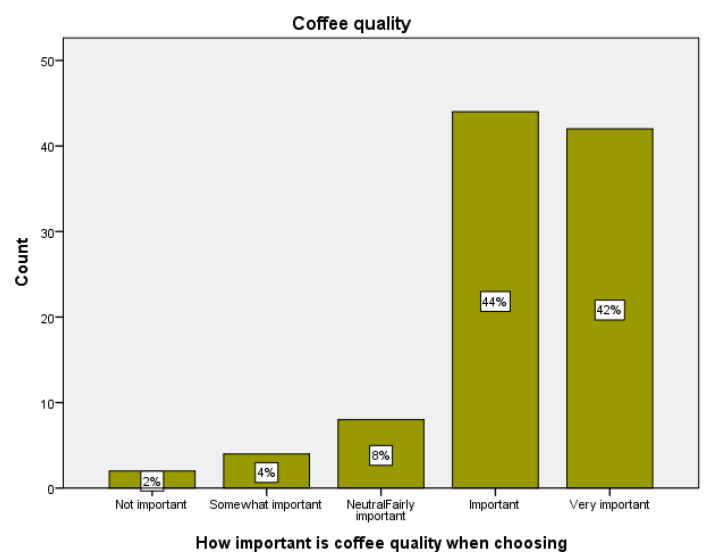


Table 25: Importance of price when choosing a coffee cafe

How important is coffee quality  
when choosing

	Frequency	Percent
Not important	2	2,0
Somewhat important	4	4,0
Fairly important	8	8,0
Important	44	44,0
Very important	42	42,0
Total	100	100,0

Table 26: Importance of price when choosing a coffee cafe



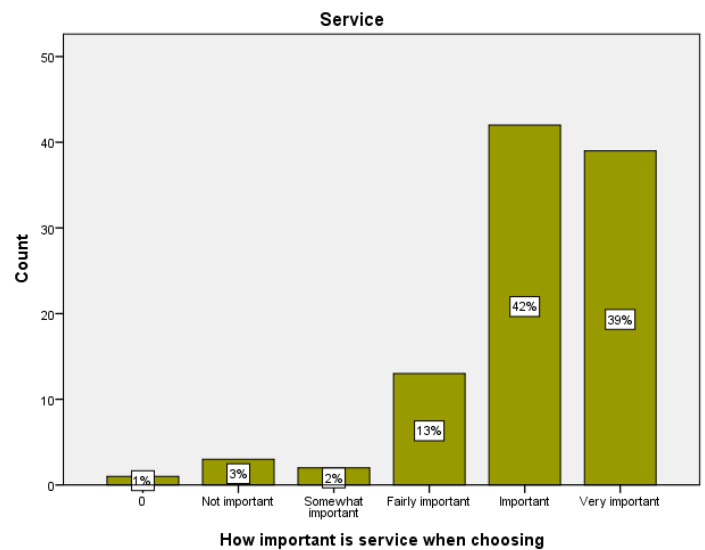
Graph 26: Importance of price when choosing a coffee cafe



**How important is service when choosing**

	Frequency	Percent
0	1	1,0
Not important	3	3,0
Somewhat important	2	2,0
Fairly important	13	13,0
Important	42	42,0
Very important	39	39,0
Total	100	100,0

*Table 27: Importance of service when choosing a coffee cafe*

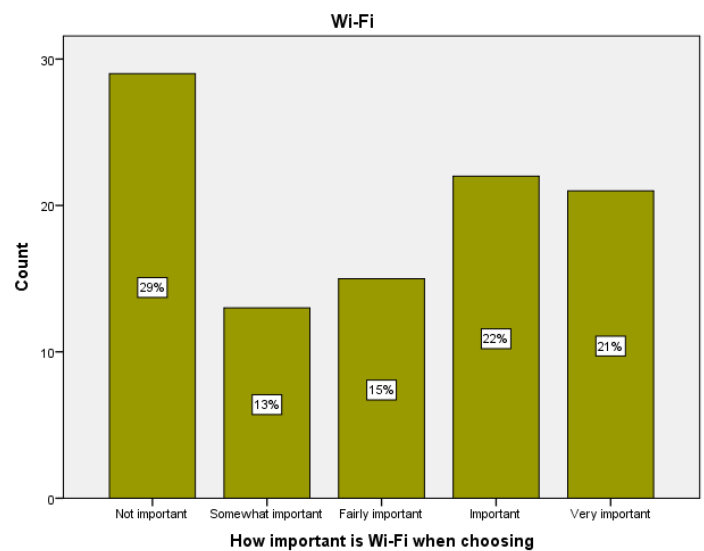


*Graph 27: Importance of service when choosing a coffee cafe*

**How important is Wi-Fi when choosing**

	Frequency	Percent
Not important	29	29,0
Somewhat important	13	13,0
Fairly important	15	15,0
Important	22	22,0
Very important	21	21,0
Total	100	100,0

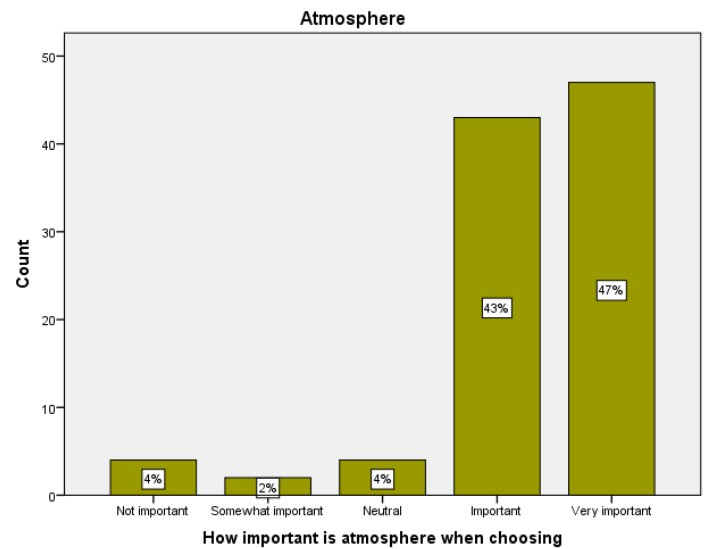
*Table 28: Importance of Wi-Fi when choosing a coffee cafe*



*Graph 28: Importance of Wi-Fi when choosing a coffee cafe*

How important is atmosphere when choosing		
	Frequency	Percent
Not important	4	4,0
Somewhat important	2	2,0
Neutral	4	4,0
Important	43	43,0
Very important	47	47,0
Total	100	100,0

Table 29: Importance of Wi-Fi when choosing

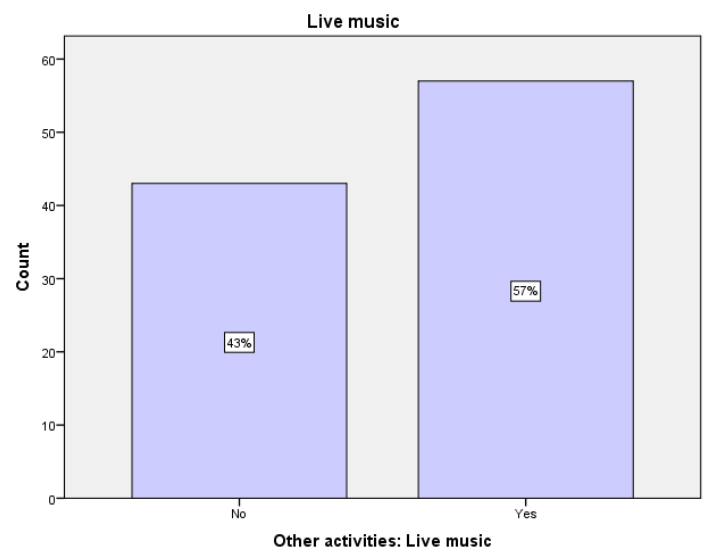


Graph 30: Importance of Wi-Fi when choosing  
a coffee cafe

## Other preferred activities in a coffee cafe

Other activities: Live music		
	Frequency	Percent
No	43	43,0
Yes	57	57,0
Total	100	100,0

Table 31: Preferred activities in a coffee cafe

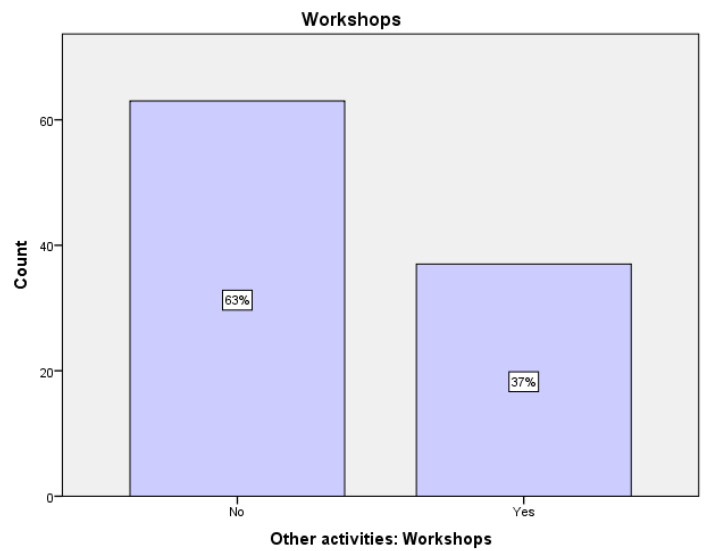


Graph 31: Preferred activities in a coffee cafe

**Other activities:**

Workshops		
	Frequency	Percent
No	63	63,0
Yes	37	37,0
Total	100	100,0

Table 32: Favour workshops in a coffee cafe

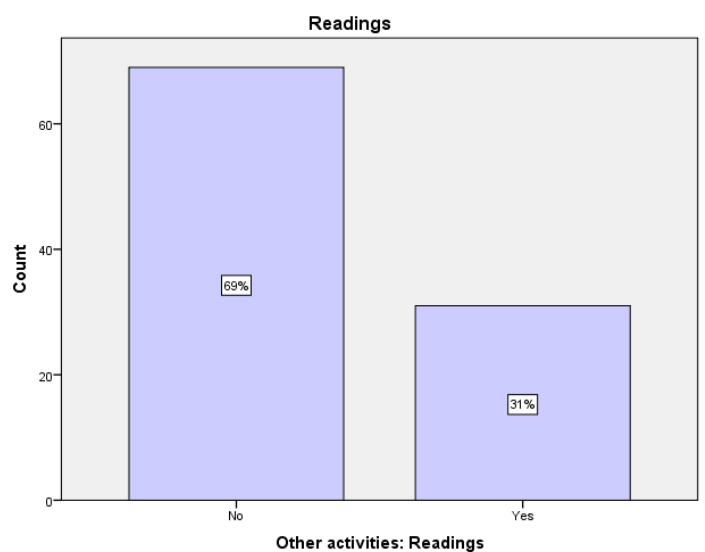


Graph 32: Favour workshops in a coffee cafe

**Other activities:**

Readings		
	Frequency	Percent
No	69	69,0
Yes	31	31,0
Total	100	100,0

Table 33: Favour readings in a coffee cafe



Graph 33: Favour reading in a coffee cafe

**Other activities:**

**Playing games**

	Frequency	Percent
No	83	83,0
Yes	17	17,0
Total	100	100,0

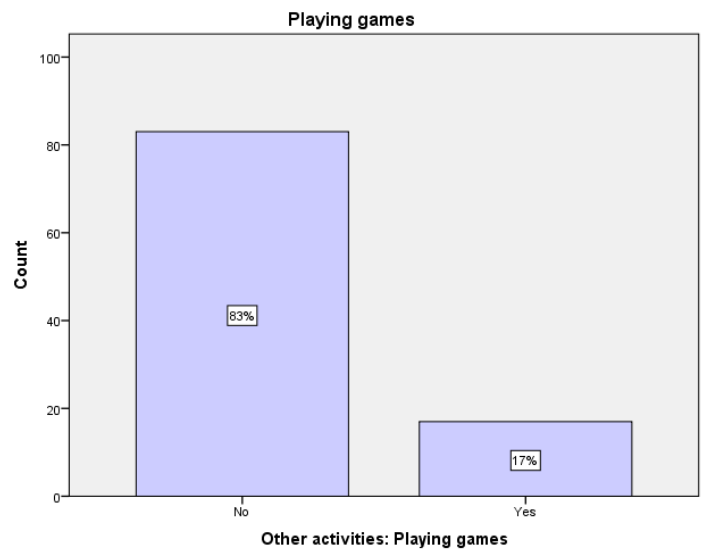


Table 34: favour reading in a coffee cafe

Table 34: favour reading in a coffee cafe

**Other activities:**

**Other**

	Frequency	Percent
No	83	83,0
Yes	17	17,0
Total	100	100,0

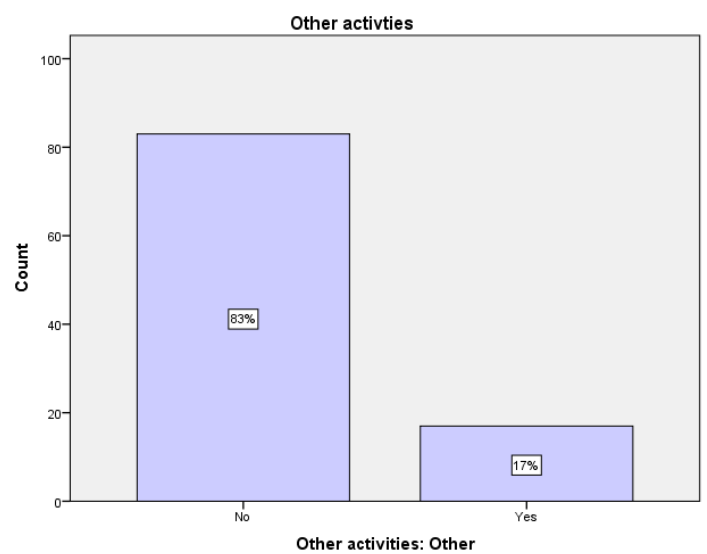


Table 35: Favour other activities in a coffee  
cafe

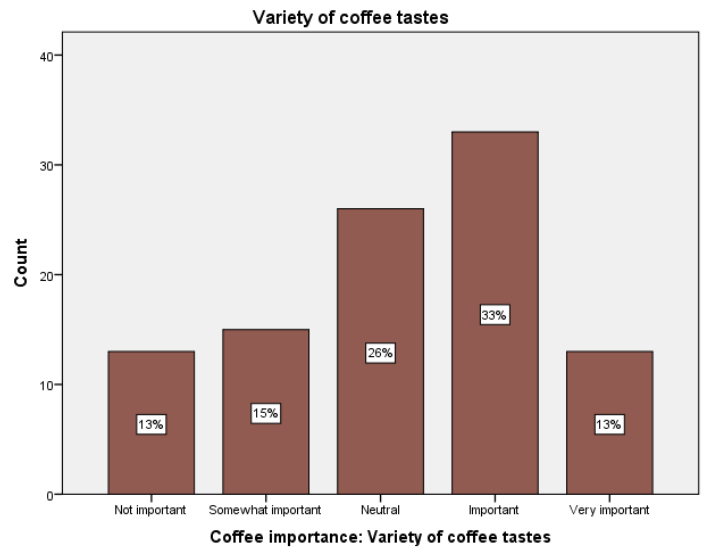
Graph 35: favour other activities in a coffee cafe

## Importance of coffee quality

**Coffee importance: Variety of coffee tastes**

	Frequency	Percent
Not important	13	13,0
Somewhat important	15	15,0
Neutral	26	26,0
Important	33	33,0
Very important	13	13,0
Total	100	100,0

*Table 36: Importance of variety of coffee tastes*

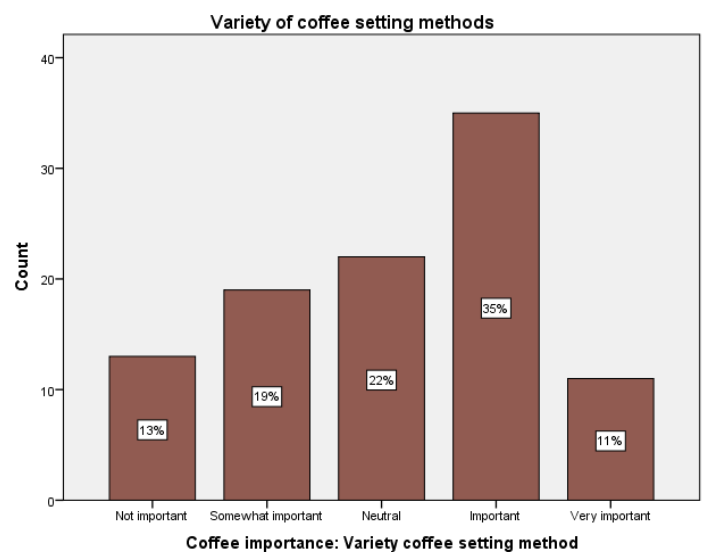


*Graph 36: Importance of variety of coffee tastes*

**Coffee importance: Variety coffee setting method**

	Frequency	Percent
Not important	13	13,0
Somewhat important	19	19,0
Fairly important	22	22,0
Important	35	35,0
Very important	11	11,0
Total	100	100,0

*Table 37: Importance of variety of variety setting methods*

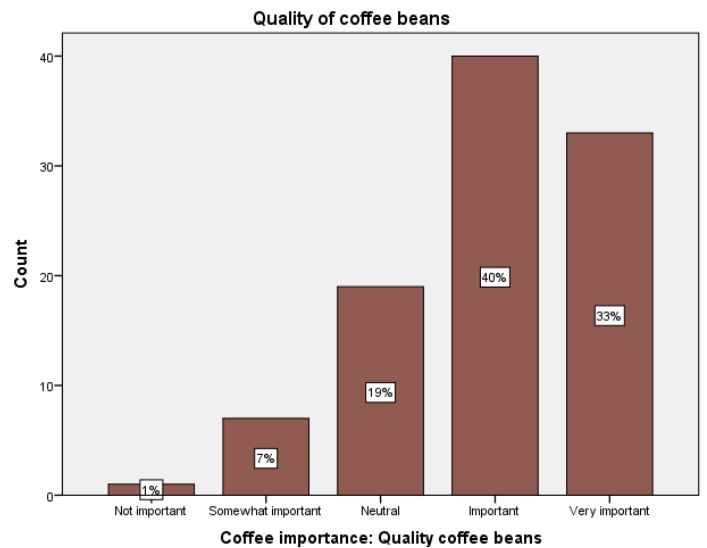


*Graph 37: Importance of variety of variety setting methods*

**Coffee importance: Quality coffee beans**

	Frequency	Percent
Not important	1	1,0
Somewhat important	7	7,0
Fairly important	19	19,0
Important	40	40,0
Very important	33	33,0
Total	100	100,0

*Table 38: Importance of quality coffee beans*

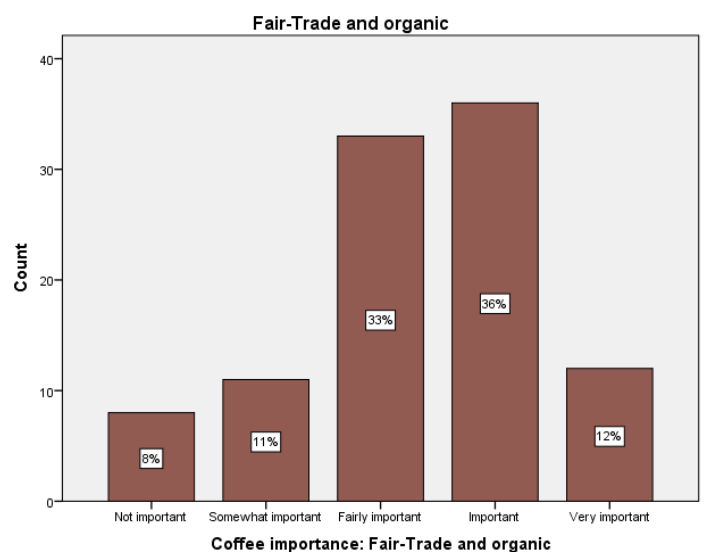


*Graph 38: Importance of quality coffee beans*

**Coffee importance: Fair-Trade and organic**

	Frequency	Percent
Not important	8	8,0
Somewhat important	11	11,0
Fairly important	33	33,0
Important	36	36,0
Very important	12	12,0
Total	100	100,0

*Table 39: Importance of Fair – Trader and organic coffee beans*



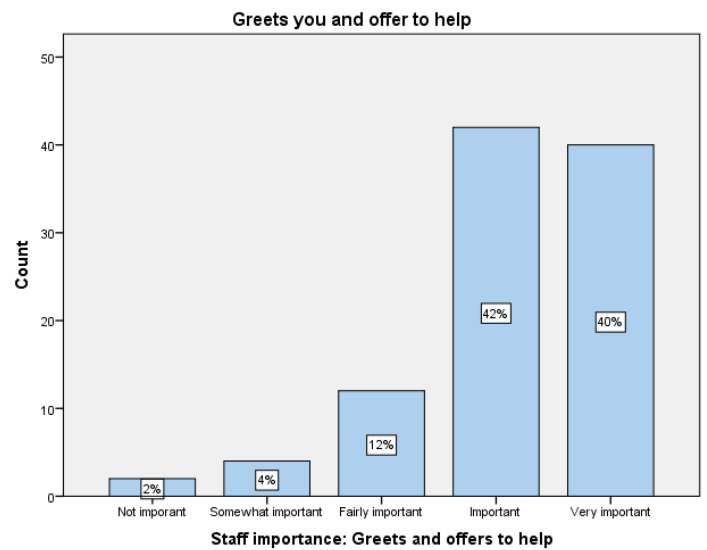
*Graph 39: Importance of Fair – Trader and organic coffee beans*

## Importance of staff

**Staff importance: Greets and offers to help**

	Frequency	Percent
Not important	2	2,0
Somewhat important	4	4,0
Fairly important	12	12,0
Important	42	42,0
Very important	40	40,0
Total	100	100,0

*Table 40: Importance of staff: Greets and offers to help*

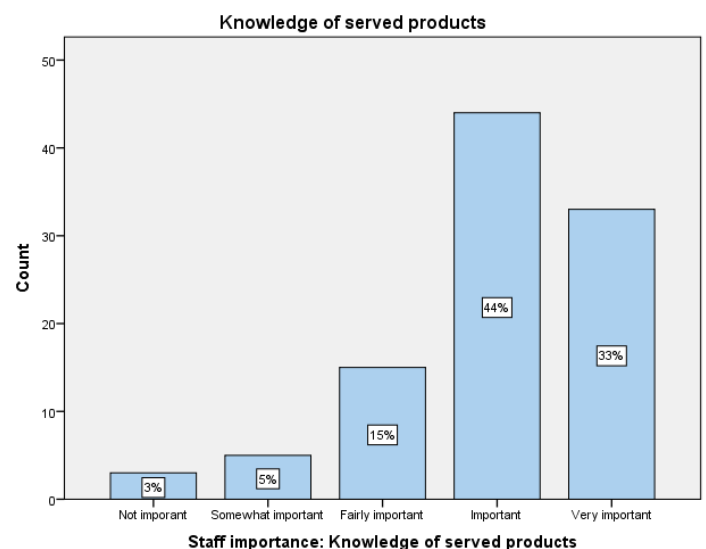


*Graph 40: Importance of staff: Greets and offers to help*

**Staff importance: Knowledge of served products**

	Frequency	Percent
Not important	3	3,0
Somewhat important	5	5,0
Fairly important	15	15,0
Important	44	44,0
Very important	33	33,0
Total	100	100,0

*Table 41: Importance of staff: Knowledge of served products*

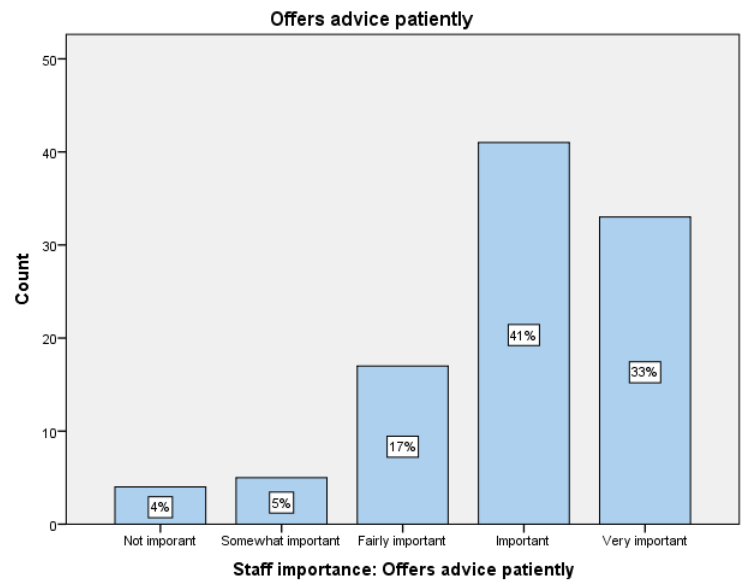


*Graph 41: Importance of staff: Knowledge of served product*

**Staff importance: Offers advice patiently**

	Frequency	Percent
Not important	4	4,0
Somewhat important	5	5,0
Fairly important	17	17,0
Important	41	41,0
Very important	33	33,0
Total	100	100,0

*Table 42: Importance of staff: Offers advice patiently*



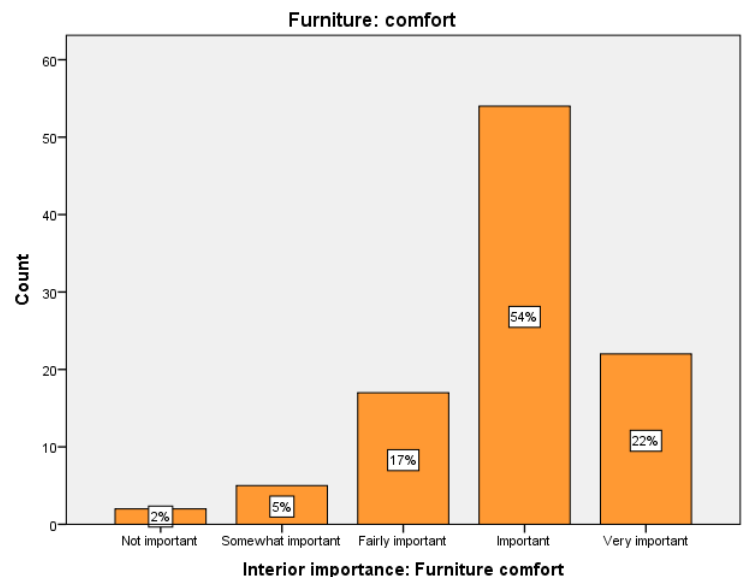
*Graph 42: Importance of staff: Offers advice patiently*

## Importance of interior elements in a coffee cafe

**Interior importance: Furniture comfort**

	Frequency	Percent
Not important	2	2,0
Somewhat important	5	5,0
Fairly important	17	17,0
Important	54	54,0
Very important	22	22,0
Total	100	100,0

*Table 43: Importance of interior: Furniture comfort*



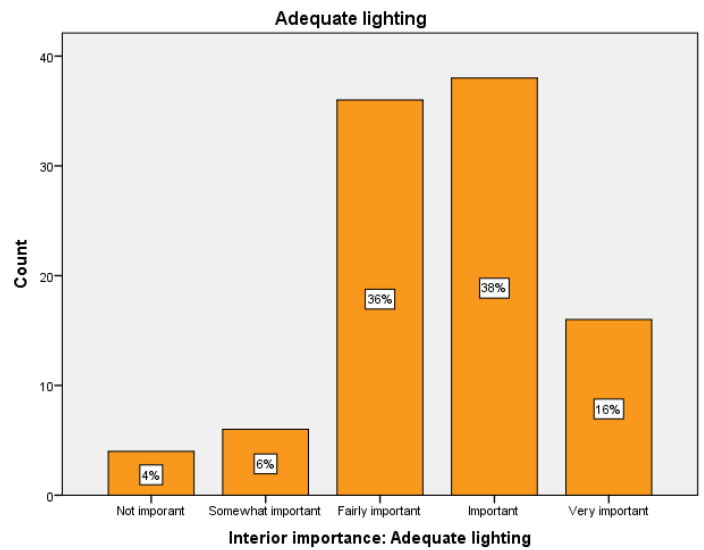
*Graph 43: Importance of interior: Furniture comfort*



**Interior importance: Adequate lighting**

	Frequency	Percent
Not important	4	4,0
Somewhat important	6	6,0
Fairly important	36	36,0
Important	38	38,0
Very important	16	16,0
Total	100	100,0

Table 44: Importance of interior: Adequate lighting

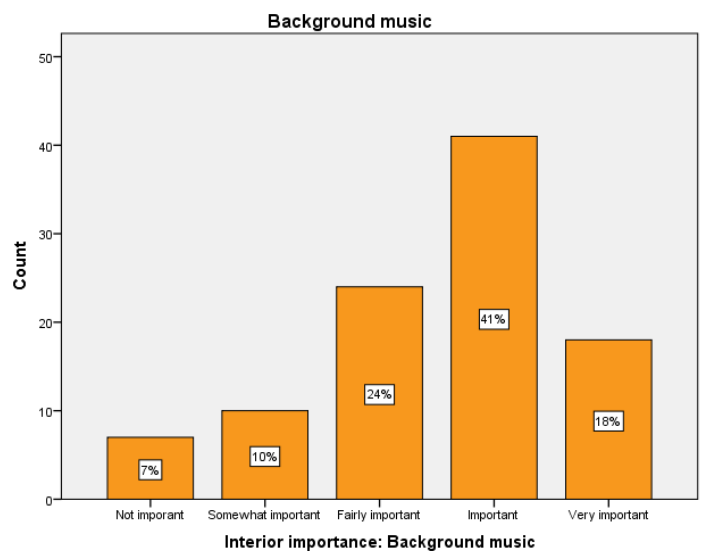


Graph 44: Importance of interior: Adequate lighting

**Interior importance: Background music**

	Frequency	Percent
Not important	7	7,0
Somewhat important	10	10,0
Fairly important	24	24,0
Important	41	41,0
Very important	18	18,0
Total	100	100,0

Table 45: Importance of interior: Background music

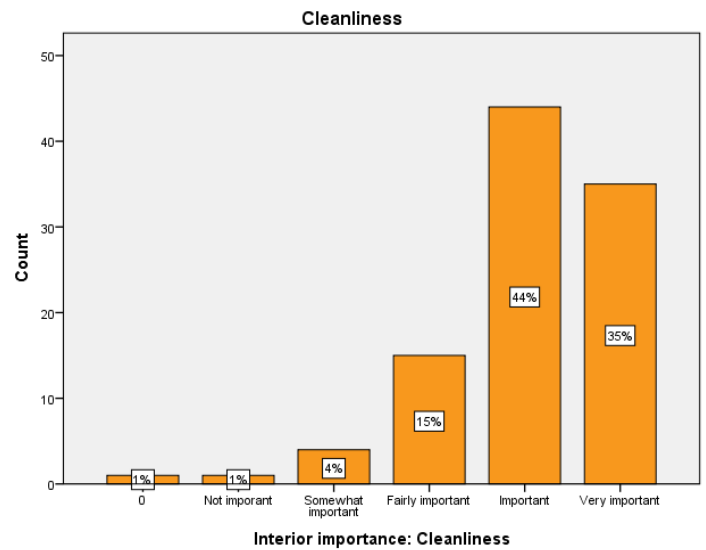


Graph 45: Importance of interior: Background music

**Interior importance: Cleanliness**

	Frequency	Percent
0	1	1,0
Not important	1	1,0
Somewhat important	4	4,0
Fairly important	15	15,0
Important	44	44,0
Very important	35	35,0
Total	100	100,0

*Table 46: Importance of interior: Cleanliness*

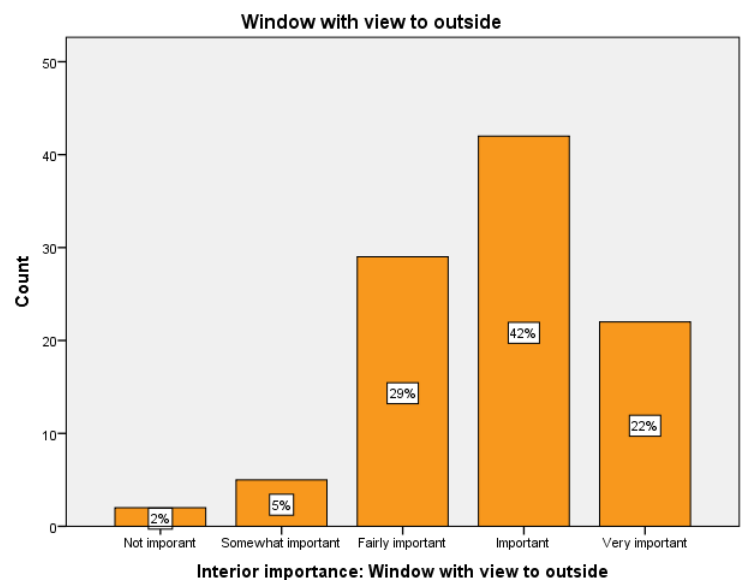


*Graph 46: Importance of interior: Cleanliness*

**Interior importance: Window with view to outside**

	Frequency	Percent
Not important	2	2,0
Somewhat important	5	5,0
Fairly important	29	29,0
Important	42	42,0
Very important	22	22,0
Total	100	100,0

*Table 47: Importance of interior: Window with view to outside*

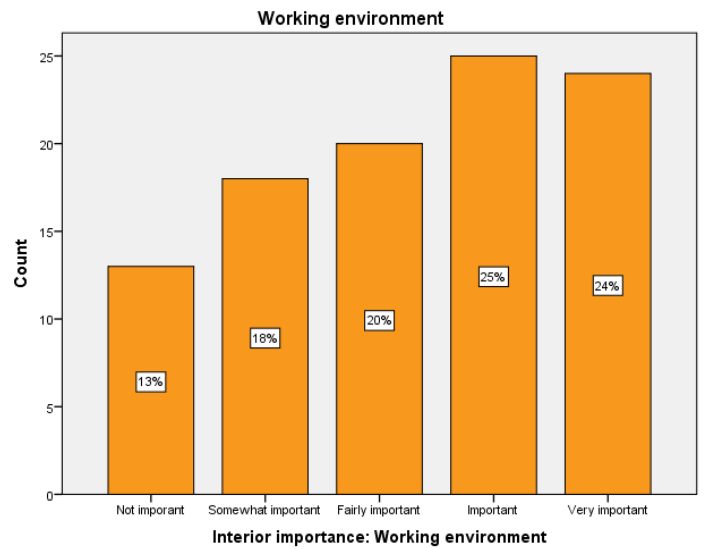


*Graph 47: Importance of interior: Window with view to outside*

**Interior importance: Working environment**

	Frequency	Percent
Not important	13	13,0
Somewhat important	18	18,0
Fairly important	20	20,0
Important	25	25,0
Very important	24	24,0
Total	100	100,0

*Table 48: Importance of interior: Working environment*



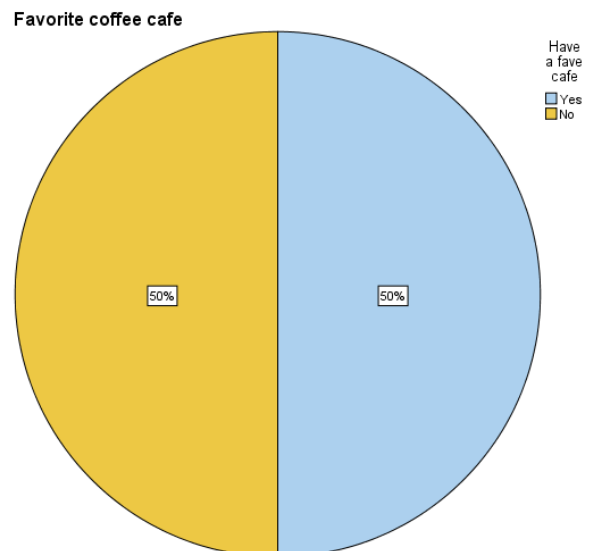
*Graph 48: Importance of interior: Working environment*

## Other important results

**Have a favourite coffee cafe**

	Frequency	Percent
Yes	50	50,0
No	50	50,0
Total	100	100,0

*Table 49: "Do you have a favourite coffee cafe?"*



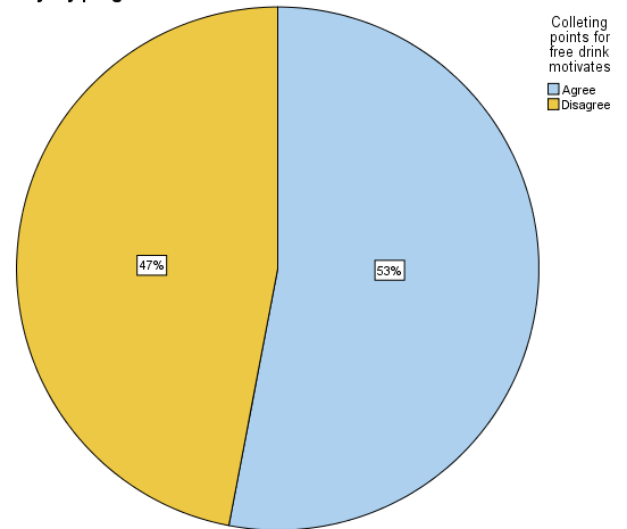
*Graph 49: "Do you have a favourite coffee cafe?"*

**Fair trade and local products motivate**

	Frequency	Percent
Agree	71	71,0
Disagree	29	29,0
Total	100	100,0

Table 50: Do Fair – Trade and local products motivate to visit?

**Loyalty programs**



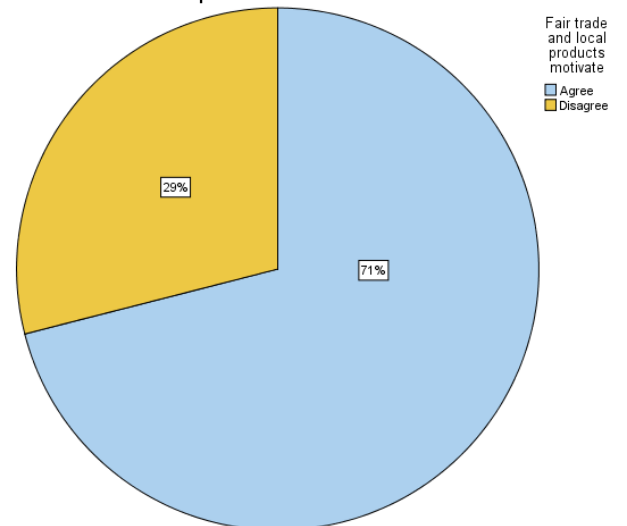
Graph 50: "Do you have a favourite coffee cafe?"

**Colleting points for free drink motivates**

	Frequency	Percent
Agree	53	53,0
Disagree	47	47,0
Total	100	100,0

Table 51: Do colleting points motivate to visit?

**Fair - Trade and local products**



Graph 51: Do colleting points motivate to visit?

### **2.3. List of factors of favourite coffee cafes**

- Atmosphere and music
- Good service, awesome hot chocolate and lovely cakes , very good atmosphere
- atmosphere, best cakes and hot chocolate, nice area
- The atmosphere is good and the music is fun
- Starbuck near the Dam, because it's always cozy there
- The coffee tasted good and the prices are not ridiculously expensive
- There is a cozy atmosphere and quality coffee is served
- Nice atmosphere, good coffee, comfortable seating
- I also work there
- Good coffee
- Starbucks, good study environment and delicious drinks
- Caramel cappuchino
- Fun atmosphere
- Good coffee, relaxed atmosphere, good music and good looking baristas
- Tasty coffee, fun atmosphere and interior
- The atmosphere, de uitstraling, the music and the coffee and the employees are good
- Nearby work and good coffee
- Tastes good
- Good cofee, knowledge and comfertable seating
- Good coffee, wifi, good service
- Latte
- The best coffee in Zoetermeer
- klantvriendelijk, wiifii en lekkere koffies
- The atmosphere is good
- Cosy
- Starbucks
- They have soy milk + the atmosphere is good
- The cozyness I think
- Diversity of public, light, in combination with books, magazines, central, and service

- Starbucks
- Urban Espresso Bar (Rotterdam)
- Delicious coffee and cake
- Warm, cosy, feels as if youre king as customer
- Tasty coffee + lunch
- Coffeestar library Den Haag + Piet Heiustraat
- Good coffee, nice atmosphere
- Coffee Company: Tasty coffee, good workspace, cozy
- Florenzia= cheap and I am in company. Coffee Star= nice seating + good newspapers (quite expensive for me!)
- I can read newspapers there
- Rustig, koffie is lekker, gratis wifi, kan hier rustig zitten werken.
- Nearby, atmosphere is good. Good coffee & nice spot to study
- The ambiance and price/offering
- Cheap, nice atmosphere, plenty of room and plugs + good wifi
- The coffee is of good quality and the atmosphere is nice
- Bagels & Beans. Always cosy, sweet people, good products!
- Fast service, constant quality
- Latte

#### **2.4. List of other mentioned products**

- Wraps, Yoghurt+Muesli
- Cognac
- Tea
- Bagels
- Fruit juices and dairy drinks
- Sometimes bars

#### **2.5. List of other mentioned activities**

- Newspapers
- A bookshelf to read from
- Workshops/readings that are connected to coffee/value that is important for the cafe
- More waiters (less self-service)

- Reading table
- Small store, gifts, tea and coffee
- Reading (choice of (expensive / exclusive) magazines and (foreign) newspapers)

## **2.6. List of other mentioned motivations**

- Tasty coffee
- Not really, for me it's about the atmosphere, service, quality, location and good service
- Not necessarily, but I think it is a way to express yourself. And sometimes simply to gain energy and slow down on a busy day.
- authenticity nice when you can buy products such as good coffee!
- It's a feeling that I can't explain.
- A reading table with enough lighting
- It motivates me to go to a coffee cafe because the atmosphere is always nice
- I think it is important that the cafe is organized on a collective basis, so the sales are evenly split. That the products in terms of price and variety fit the surroundings of the cafe. Public and accessible for everyone, etc.
- Don't feel like making my own coffee. There's one nearby, ideal!
- Social contacts
- There are plenty coffee cafes, only those with fast and secure Wi-Fi are important to me. Productivity and location are in my opinion the most important.
- friendliness, relaxed atmosphere and good coffee are the most important :)
- Should be quite enough to be able to work. Music is important but should not be disturbing. Except for live music, then you come to listen.
- The coffee should be good, fresh, and of good quality. Hospitality is also very important.
- Enough seating, no pressure to buy.
- In particular, the service determines whether I come back and spread positive word of mouth advertising.

- Good newspapers, quiet atmosphere, pleasant service, organic + fair trade products, not too expensive (if so nice, extra attention service / contact)
- Super nice coffee / tea, great service, friendly staff!
- Presence of newspapers, magazines
- The most important factor is always the quality of the coffee.
- Studying!
- I also come to read newspapers and magazines



## 2.7. Crosstabs demographics and outcomes

### Crosstabs: Motivation X Age (years)

		Age (years)			
		18 - 24	25 - 34	35 - 44	45 - 54
Motivation: Sense of community/belonging	Never	4	1	3	0
		9.8%	4.2%	18.8%	0.0%
	Sometimes	2	0	0	2
		4.9%	0.0%	0.0%	20.0%
	Neutral	13	5	3	1
		31.7%	20.8%	18.8%	10.0%
	Often	17	16	8	4
		41.5%	66.7%	50.0%	40.0%
Motivation: Social contact	Never	3	0	0	0
		7.3%	0.0%	0.0%	0.0%
	Sometimes	6	1	1	3
		14.6%	4.2%	6.2%	30.0%
	Neutral	6	4	9	1
		14.6%	16.7%	56.2%	10.0%
	Often	17	15	3	5
		41.5%	62.5%	18.8%	50.0%
Motivation: Meeting new people	Never	14	7	2	4
		34.1%	29.2%	12.5%	40.0%
	Sometimes	11	6	3	3
		26.8%	25.0%	18.8%	30.0%
	Neutral	8	8	6	3
		19.5%	33.3%	37.5%	30.0%
	Often	5	3	3	0
		12.2%	12.5%	18.8%	0.0%
	Always	3	0	2	0
		7.3%	0.0%	12.5%	0.0%

## Independent Coffee Cafe Marketing In The Netherlands

Motivation: Productivity	Never	10	5	3	4
		24.4%	20.8%	18.8%	40.0%
	Sometimes	7	3	0	2
		17.1%	12.5%	0.0%	20.0%
	Neutral	5	6	5	0
		12.2%	25.0%	31.2%	0.0%
	Often	15	7	7	3
		36.6%	29.2%	43.8%	30.0%
Motivation: Relaxing	Never	4	0	0	0
		9.8%	0.0%	0.0%	0.0%
	Sometimes	4	4	0	3
		9.8%	16.7%	0.0%	30.0%
	Neutral	4	2	2	1
		9.8%	8.3%	12.5%	10.0%
	Often	19	15	10	6
		46.3%	62.5%	62.5%	60.0%
Motivation: Educated/learning about products trends	Never	14	9	1	3
		34.1%	37.5%	6.2%	30.0%
	Sometimes	8	7	3	3
		19.5%	29.2%	18.8%	30.0%
	Neutral	11	7	7	3
		26.8%	29.2%	43.8%	30.0%
	Often	5	1	4	0
		12.2%	4.2%	25.0%	0.0%
Motivation: Diversion and escape	Never	3	1	0	1
		7.3%	4.2%	0.0%	10.0%
	Sometimes	4	2	2	1
		9.8%	8.3%	12.5%	10.0%
	Neutral	8	6	3	0
		19.5%	25.0%	18.8%	0.0%
	Often	21	13	11	7
		51.2%	54.2%	68.8%	70.0%
	Always	5	2	0	1
		12.2%	8.3%	0.0%	10.0%

## Independent Coffee Cafe Marketing In The Netherlands

Motivation: Identity confirmation	Never	17	12	4	7
		41.5%	50.0%	25.0%	70.0%
	Sometimes	9	2	3	0
		22.0%	8.3%	18.8%	0.0%
	Neutral	8	8	6	2
		19.5%	33.3%	37.5%	20.0%
	Often	6	2	3	1
		14.6%	8.3%	18.8%	10.0%
Motivation: Filling time	Always	1	0	0	0
		2.4%	0.0%	0.0%	0.0%
	Never	10	9	7	10
		24.4%	37.5%	43.8%	100.0%
	Sometimes	7	7	3	0
		17.1%	29.2%	18.8%	0.0%
	Neutral	11	3	4	0
		26.8%	12.5%	25.0%	0.0%
Motivation: Self gratification	Often	9	4	2	0
		22.0%	16.7%	12.5%	0.0%
	Always	4	0	0	0
		9.8%	0.0%	0.0%	0.0%
	Never	9	5	3	3
		22.0%	20.8%	18.8%	30.0%
	Sometimes	6	6	1	2
		14.6%	25.0%	6.2%	20.0%
	Neutral	13	5	5	2
		31.7%	20.8%	31.2%	20.0%
	Often	11	8	6	1
		26.8%	33.3%	37.5%	10.0%
	Always	2	0	1	2
		4.9%	0.0%	6.2%	20.0%

Table 52: Crostable motivation X age respondents

**Crosstab: Motivation X Current occupation**

		Current occupation			
		Full - time working	Part - time working	Unemployed	Student
Motivation: Sense of community/belonging	Never	4	1	0	3
		12.1%	5.0%	0.0%	7.5%
	Sometimes	1	1	0	2
		3.0%	5.0%	0.0%	5.0%
	Neutral	7	6	0	11
		21.2%	30.0%	0.0%	27.5%
	Often	14	9	4	20
		42.4%	45.0%	80.0%	50.0%
	Always	7	3	1	4
		21.2%	15.0%	20.0%	10.0%
Motivation: Social contact	Never	1	0	0	2
		3.0%	0.0%	0.0%	5.0%
	Sometimes	5	3	1	5
		15.2%	15.0%	20.0%	12.5%
	Neutral	7	6	2	6
		21.2%	30.0%	40.0%	15.0%
	Often	11	9	1	20
		33.3%	45.0%	20.0%	50.0%
	Always	9	2	1	7
		27.3%	10.0%	20.0%	17.5%
Motivation: Meeting new people	Never	9	5	0	13
		27.3%	25.0%	0.0%	32.5%
	Sometimes	12	7	1	7
		36.4%	35.0%	20.0%	17.5%
	Neutral	7	5	2	12
		21.2%	25.0%	40.0%	30.0%
	Often	3	3	2	5
		9.1%	15.0%	40.0%	12.5%
	Always	2	0	0	3
		6.1%	0.0%	0.0%	7.5%

## Independent Coffee Cafe Marketing In The Netherlands

Motivation: Productivity	Never	16	5	1	4
		48.5%	25.0%	20.0%	10.0%
	Sometimes	6	1	1	5
		18.2%	5.0%	20.0%	12.5%
	Neutral	3	4	2	8
		9.1%	20.0%	40.0%	20.0%
	Often	6	9	1	17
		18.2%	45.0%	20.0%	42.5%
Motivation: Relaxing	Always	2	1	0	6
		6.1%	5.0%	0.0%	15.0%
	Never	0	0	0	4
		0.0%	0.0%	0.0%	10.0%
	Sometimes	1	4	0	6
		3.0%	20.0%	0.0%	15.0%
	Neutral	5	2	0	3
		15.2%	10.0%	0.0%	7.5%
Motivation: Educated/learning about products trends	Often	19	12	3	20
		57.6%	60.0%	60.0%	50.0%
	Always	8	2	2	7
		24.2%	10.0%	40.0%	17.5%
	Never	7	6	1	16
		21.2%	30.0%	20.0%	40.0%
	Sometimes	11	5	0	6
		33.3%	25.0%	0.0%	15.0%
Motivation: Diversion and escape	Neutral	12	5	2	12
		36.4%	25.0%	40.0%	30.0%
	Often	2	3	2	3
		6.1%	15.0%	40.0%	7.5%
	Always	1	1	0	3
		3.0%	5.0%	0.0%	7.5%
	Never	1	1	0	3
		3.0%	5.0%	0.0%	7.5%
Motivation: Diversion and escape	Sometimes	3	4	0	3
		9.1%	20.0%	0.0%	7.5%
	Neutral	6	2	1	10
		18.2%	10.0%	20.0%	25.0%
	Often	20	12	4	19
		60.6%	60.0%	80.0%	47.5%
	Always	3	1	0	5
		9.1%	5.0%	0.0%	12.5%

## Independent Coffee Cafe Marketing In The Netherlands

Motivation: Identity confirmation	Never	17	9	1	17
		51.5%	45.0%	20.0%	42.5%
	Sometimes	4	4	1	7
		12.1%	20.0%	20.0%	17.5%
	Neutral	9	4	2	9
		27.3%	20.0%	40.0%	22.5%
	Often	3	3	1	6
		9.1%	15.0%	20.0%	15.0%
Motivation: Filling time	Always	0	0	0	1
		0.0%	0.0%	0.0%	2.5%
	Never	19	9	2	10
		57.6%	45.0%	40.0%	25.0%
	Sometimes	5	5	1	7
		15.2%	25.0%	20.0%	17.5%
	Neutral	5	2	2	11
		15.2%	10.0%	40.0%	27.5%
Motivation: Self gratification	Often	3	3	0	9
		9.1%	15.0%	0.0%	22.5%
	Always	0	1	0	3
		0.0%	5.0%	0.0%	7.5%
	Never	7	3	1	10
		21.2%	15.0%	20.0%	25.0%
	Sometimes	5	5	1	6
		15.2%	25.0%	20.0%	15.0%
Motivation: Self gratification	Neutral	12	4	0	12
		36.4%	20.0%	0.0%	30.0%
	Often	7	6	3	10
		21.2%	30.0%	60.0%	25.0%
	Always	2	2	0	2
		6.1%	10.0%	0.0%	5.0%

*Table 52: Crostable motivation X current occupation*

### Crosstab: Marketing preference X Age (years)

		Age (years)			
		18 - 24	25 - 34	35 - 44	45 - 54
Important way learning about coffee cafe: Family / Friends	Not important	1	1	2	1
		2.4%	4.2%	12.5%	10.0%
	Somewhat important	1	0	1	2
		2.4%	0.0%	6.2%	20.0%
	Fairly important	2	2	3	1
		4.9%	8.3%	18.8%	10.0%
	Important	20	18	7	4
		48.8%	75.0%	43.8%	40.0%
Important way learning about coffee cafe: Magazines / newspapers	Not important	7	7	3	1
		17.1%	29.2%	18.8%	10.0%
	Somewhat important	9	4	4	2
		22.0%	16.7%	25.0%	20.0%
	Fairly important	12	4	2	1
		29.3%	16.7%	12.5%	10.0%
	Important	11	9	7	4
		26.8%	37.5%	43.8%	40.0%
Important way learning about coffee cafe: Online advertisement	Not important	9	11	4	7
		22.0%	45.8%	25.0%	70.0%
	Somewhat important	10	3	5	2
		24.4%	12.5%	31.2%	20.0%
	Fairly important	10	6	5	0
		24.4%	25.0%	31.2%	0.0%
	Important	9	4	2	0
		22.0%	16.7%	12.5%	0.0%
	Very important	3	0	0	1
		7.3%	0.0%	0.0%	10.0%

## Independent Coffee Cafe Marketing In The Netherlands

Important way learning about coffee cafe: Posters	Not important	6	9	5	6
		14.6%	37.5%	31.2%	60.0%
	Somewhat important	10	4	4	3
		24.4%	16.7%	25.0%	30.0%
	Fairly important	11	8	6	1
		26.8%	33.3%	37.5%	10.0%
	Important	11	3	1	0
		26.8%	12.5%	6.2%	0.0%
Important way learning about coffee cafe: Social Media	Very important	3	0	0	0
		7.3%	0.0%	0.0%	0.0%
	Not important	3	8	2	2
		7.3%	33.3%	12.5%	20.0%
	Somewhat important	3	2	4	1
		7.3%	8.3%	25.0%	10.0%
	Fairly important	12	3	4	3
		29.3%	12.5%	25.0%	30.0%
Important way learning about coffee cafe: Active on events / festivals	Important	13	10	4	3
		31.7%	41.7%	25.0%	30.0%
	Very important	10	1	2	1
		24.4%	4.2%	12.5%	10.0%
	Not important	6	5	4	6
		14.6%	20.8%	25.0%	60.0%
	Somewhat important	7	5	3	2
		17.1%	20.8%	18.8%	20.0%
Important way learning about coffee cafe: Collaborates with local stores / companies	Fairly important	10	7	6	1
		24.4%	29.2%	37.5%	10.0%
	Important	12	6	2	1
		29.3%	25.0%	12.5%	10.0%
	Very important	6	1	1	0
		14.6%	4.2%	6.2%	0.0%
	Not important	8	5	2	5
		19.5%	20.8%	12.5%	50.0%
Important way learning about coffee cafe: Somewhat important	Somewhat important	1	0	4	1
		2.4%	0.0%	25.0%	10.0%
	Fairly important	12	12	3	2
		29.3%	50.0%	18.8%	20.0%
	Important	11	6	5	2
		26.8%	25.0%	31.2%	20.0%
	Very important	9	1	2	0
		22.0%	4.2%	12.5%	0.0%



Table 53: Crosstable marketing preference X age respondents

**Crosstab: Marketing preference X Gender**

		Male	Female	
Important way learning about coffee cafe: Family / Friends	Not important	3	4	7
		7,5%	6,7%	7,0%
	Somewhat important	2	5	7
		5,0%	8,3%	7,0%
	Fairly important	5	4	9
		12,5%	6,7%	9,0%
	Important	22	27	49
		55,0%	45,0%	49,0%
Important way learning about coffee cafe: Magazines / newspapers	Not important	8	20	28
		20,0%	33,3%	28,0%
	Somewhat important	7	12	19
		17,5%	20,0%	19,0%
	Fairly important	7	13	20
		17,5%	21,7%	20,0%
	Important	10	11	21
		25,0%	18,3%	21,0%
Important way learning about coffee cafe: Online advertisement	Very important	14	20	34
		35,0%	33,3%	34,0%
	Somewhat important	4	17	21
		10,0%	28,3%	21,0%
	Fairly important	12	11	23
		30,0%	18,3%	23,0%
	Important	10	8	18
		25,0%	13,3%	18,0%
	Very important	0	4	4
		0,0%	6,7%	4,0%

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Important way learning about coffee cafe: Posters	Not important	11	17	28
		27,5%	28,3%	28,0%
	Somewhat important	10	15	25
		25,0%	25,0%	25,0%
	Fairly important	15	13	28
		37,5%	21,7%	28,0%
	Important	4	12	16
		10,0%	20,0%	16,0%
Important way learning about coffee cafe: Social Media	Very important	0	3	3
		0,0%	5,0%	3,0%
	Not important	7	12	19
		17,5%	20,0%	19,0%
	Somewhat important	2	10	12
		5,0%	16,7%	12,0%
	Fairly important	10	12	22
		25,0%	20,0%	22,0%
Important way learning about coffee cafe: Active on events / festivals	Important	16	16	32
		40,0%	26,7%	32,0%
	Very important	5	10	15
		12,5%	16,7%	15,0%
	Not important	11	13	24
		27,5%	21,7%	24,0%
	Somewhat important	6	14	20
		15,0%	23,3%	20,0%
Important way learning about coffee cafe: Collaborates with local stores / companies	Fairly important	11	14	25
		27,5%	23,3%	25,0%
	Important	9	14	23
		22,5%	23,3%	23,0%
	Very important	3	5	8
		7,5%	8,3%	8,0%
	Not important	7	14	21
		17,5%	23,3%	21,0%
Important way learning about coffee cafe: Somewhat important	Somewhat important	5	5	10
		12,5%	8,3%	10,0%
	Fairly important	12	18	30
		30,0%	30,0%	30,0%
	Important	11	16	27
		27,5%	26,7%	27,0%
	Very important	5	7	12
		12,5%	11,7%	12,0%

Table 54: Crosstable marketing preference X gender respondents

### Crosstab: Marketing preference X Current occupation

		Current occupation			
		Full - time working	Part - time working	Unemployed	Student
Important way learning about coffee cafe: Family / Friends	Not important	0	1	2	3
		0.0%	5.0%	40.0%	7.5%
	Somewhat important	4	1	1	1
		12.1%	5.0%	20.0%	2.5%
	Fairly important	4	2	0	2
		12.1%	10.0%	0.0%	5.0%
	Important	17	10	1	21
		51.5%	50.0%	20.0%	52.5%
Important way learning about coffee cafe: Magazines / newspapers	Not important	4	3	1	10
		12.1%	15.0%	20.0%	25.0%
	Somewhat important	6	3	1	10
		18.2%	15.0%	20.0%	25.0%
	Fairly important	8	5	0	8
		24.2%	25.0%	0.0%	20.0%
	Important	14	8	3	9
		42.4%	40.0%	60.0%	22.5%
Important way learning about coffee cafe: Online advertisement	Not important	11	4	3	15
		33.3%	20.0%	60.0%	37.5%
	Somewhat important	6	8	0	7
		18.2%	40.0%	0.0%	17.5%
	Fairly important	7	5	1	9
		21.2%	25.0%	20.0%	22.5%
	Important	9	2	1	6
		27.3%	10.0%	20.0%	15.0%

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	Very important	0	1	0	3
		0.0%	5.0%	0.0%	7.5%
Important way learning about coffee cafe: Posters	Not important	7	5	4	11
		21.2%	25.0%	80.0%	27.5%
	Somewhat important	8	6	1	9
		24.2%	30.0%	20.0%	22.5%
	Fairly important	15	3	0	10
		45.5%	15.0%	0.0%	25.0%
	Important	3	6	0	7
		9.1%	30.0%	0.0%	17.5%
	Very important	0	0	0	3
		0.0%	0.0%	0.0%	7.5%
Important way learning about coffee cafe: Social Media	Not important	7	3	2	6
		21.2%	15.0%	40.0%	15.0%
	Somewhat important	3	4	1	3
		9.1%	20.0%	20.0%	7.5%
	Fairly important	6	3	0	13
		18.2%	15.0%	0.0%	32.5%
	Important	12	7	2	11
		36.4%	35.0%	40.0%	27.5%
	Very important	5	3	0	7
		15.2%	15.0%	0.0%	17.5%
Important way learning about coffee cafe: Active on events / festivals	Not important	9	3	1	10
		27.3%	15.0%	20.0%	25.0%
	Somewhat important	8	6	0	5
		24.2%	30.0%	0.0%	12.5%
	Fairly important	10	5	2	8
		30.3%	25.0%	40.0%	20.0%
	Important	3	6	2	12
		9.1%	30.0%	40.0%	30.0%
	Very important	3	0	0	5
		9.1%	0.0%	0.0%	12.5%
Important way learning about coffee cafe: Collaborates with local stores / companies	Not important	6	4	0	10
		18.2%	20.0%	0.0%	25.0%
	Somewhat important	5	4	1	0
		15.2%	20.0%	20.0%	0.0%
	Fairly important	7	5	3	14
		21.2%	25.0%	60.0%	35.0%
	Important	11	7	1	8
		33.3%	35.0%	20.0%	20.0%

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	Very important	4	0	0	8
		12.1%	0.0%	0.0%	20.0%

*Table 55: Crostable marketing preference X current occupation respondents*

### APPENDIX 3: OVERVIEW MARKETING ADVICE PLAN

<b>Customers</b>	Everyone in a community
<b>Customer's needs</b>	Relaxing, diversion and escape from daily routine, social contact and sense of belonging / community
<b>Preferred marketing methods</b>	Suggestion from family and friends and social media
<b>Unique selling proposition</b>	Being part of the community, contributing to society and offering opportunity for socialization.
<b>Objective</b>	<ol style="list-style-type: none"> <li>1. Optimizing customers and sales</li> <li>2. Offering social functionalism within a community / society</li> </ol>
<b>Marketing methods</b>	
<b>Relationship marketing</b>	<b>Socially responsible marketing</b>
Train motivated en customer-centred personnel	Offer local and fair - trade products
Organize events / activities that create opportunity for socialization	Support local artists
Create coffee cafe club	Involving in community events and activities
Social media	Sponsoring organization / charity

*Table 56: Overview marketing advice plan*