

T. C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**ANALYZING THE FACTORS AFFECTING COFFEE CONSUMPTION
BEHAVIOR IN TURKEY, A STUDY ON 3RD GENERATION COFFEE
SHOP CONSUMERS**

Thesis

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Department of Business
Business Administration

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June, 2019

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ



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DECLARATION

I hereby declare that this dissertation is carried out by me and is my own original work and has not been submitted before to any institution for assessment purposes.

Further, I have acknowledged all sources used and have cited these in the reference section.

Mohammad Yama KARIMI

June, 2019

To My Wife, Family, Thesis Supervisor, as well as Friends

FOREWORD

First and foremost, I would like to thank Allah the Almighty for giving me the opportunity, strength, knowledge, and ability to carry out this research and to complete it satisfactorily. Without his blessings, this achievement would not have been possible.

My joy knows no bounds in expressing my appreciations to my father who has always supported me with his advice and blessings, and my compassionate mother, brother, sister, and my sister-in-law for their love and encouragement. I would also warmly thank my parent-in-law for their spiritual support. I thank the very special friends who have accompanied me throughout my two-year journey.

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Last but by no means least, I dedicate this thesis to my lovely wife. During this journey I was away, hence I truly missed you. Without your love, understanding and support I would not have been able to finish this thesis. Thank you.

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ABBREVIATIONS

ICO	: International Coffee Organization
SPSS	: Statistical Package for Social Sciences
BS	: Brand store
QSR	: Quick service restaurants
CS	: Convenience store
RTD	: Ready to drink coffee
SV	: Street vendors
ANOVA	: ANalysis Of VAriance
WTP	: Willingness to pay

İSTANBUL, TÜRKİYE'DE KAHVE TÜKETİMİ DAVRANIŞINI ETKİLEYEN FAKTÖRLERİN ANALIZI

ÖZET

Yorgunluğu alıp götüren, zihinleri ve kalbi uyarıcı olan ve benzer şekilde arkadaşlıkları güçlendiren toplanmalara sebep olan kahvenin fevkalade uzun yolculuğu minicik bir kahve çekirdeği ile başlar.

Kahve Türkiye'ye ilk defa 16. Yüzyılın ortalarında gelmiştir. Türk kahvesi özel yollar ve yöntemler ile öğütülmüş kahve çekirdekleri kullanılarak hazırlanan Arap-türü yüksek-kalite kahve çekirdeklerinin bir karışımıdır. Türkiye'deki yaygın kahve tüketimi kahve dükkanlarının açılmasına sebep olmuştur ki bunlarda artık günümüzde çağdaş kahve dükkanlarına dönüşmüştür. Bu dönüşüm öyle yoğundur ki modern kahve dükkanları önceliklerine göre nesillere göre kategorize edilmişlerdir. Üçüncü nesil, hasat edilen çekirdeğin menşeyinden kavrulma ve demleme sürecine kadar kahve, bir zanaatkar veya ustalık içeceği olarak tüm süreçte bir değer sunan üçüncü nesil kahve dükkanlarında sunulan spesiyalite kahvedeki mevcut akıma gönderme yapmaktadır.

Bu nedenle, bu çalışma kahve dükkanı meraklısı insanların motivasyonuna bir iç görü sağlamak için üçüncü nesil kahve işletmelerine yardımcı olmaya çalışır. Bu durumda Türkiye'deki kahve tüketimi davranışına etki eden faktörleri analiz ederek kahve işinin başarılı olmasına yardımcı olur.

Bu çalışma 7 faktörü incelemiş ve analiz etmiştir. Daha önceki yapılmış çalışmaların kahve tüketimi davranışını etkilediğine inanılmaktadır. Kapsamlı bir literatür sağlamanın yanında, araştırmanın evrenini oluşturan İstanbul, Türkiye'deki kahve tüketicileri arasından örneklem olarak seçilen 257 anket katılanlarına dağıtılması ile elde edilen verileri toplamaktadır. Toplanan veriler betimleyici istatistikler ve çoklu regresyon analizi kullanılarak analiz edilmiştir. Sonuçlar göstermektedir ki;

Duyusal Çekicilik ve Ürün Ambalajı Marka ile beraber algılanan hedonik (hazsal) değer üzerinde olumlu bir etkiye sahiptir, her biri $P < .05$ ve $P = .019$ seviyesinde anlamlıdır.

Sağlık ile alakalı Algılanan Kaygıların Sübjektif norm üzerinde $P < .05$ anlamlılık düzeyinde olumlu etkisi vardır, ancak Çevrenin Korunması $P = .737$ anlamlılık düzeyinde Sübjektif Norm ile ilişkilidir, bu nedenle Sübjektif Norm üzerinde olumlu bir etkiye sahip değildir.

Hedonizm (Haz) ile alakalı Algılanan Değerler Kahve Tüketim Davranışını $P < .05$ anlamlılık düzeyinde olumlu etkilemektedir.

Servis Kalitesinin Kahve Tüketimi Davranışı üzerinde pozitif bir etkisi vardır. Analizlerden elde edilen bulgular servis Kalitesinin Kahve Tüketimi Davranışı üzerinde $P = .001$ anlamlılık düzeyinde olumlu bir etkiye sahip olduğunu teyit etmektedir.

Sübjektif Normunun Kahve Tüketim Davranışı üzerinde olumlu bir etkisi vardır. Analizin bulguları Sübjektif Normunun Kahve Tüketim Davranışı üzerinde $P = .019$ anlamlılık düzeyinde olumlu bir etkisi olduğunu doğrulamaktadır.

Sonuçların gözlemlenmesine dayanarak, karar verilen 7 faktörün, yani sübjektif norm, marka ile ürün ambalajı, duyusal çekicilik, algılanan sağlık kaygıları, servis kalitesi, ve gedonik değer ile alakalı algılanan değerlerin kahve tüketimi davranışına olumlu etkileri olduğu ve çevreyi korumanın kahve tüketimi davranışına olumlu bir etkiye sahip olmadığı sonucuna varılabilir. Bu nedenle kahve işi özellikle kalite

için çabalayan üçüncü nesil kahve dükkanları bu faktörleri göz önünde bulundurabilirler.

Anahtar Kelimeler: *kahve tüketim davranışı, servis kalitesi, subjektif norm, algılanan hedonik değer, üçüncü nesil kahve dükkanı.*

ANALYZING THE FACTORS AFFECTING COFFEE CONSUMPTION BEHAVIOR IN ISTANBUL, TURKEY, A STUDY ON 3RD GENERATION COFFEE SHOP CONSUMERS

ABSTRACT

A tiny bean is what the remarkable journey of coffee that involves a long process sets out, which is a mysterious rich beverage that takes the tiredness away, stimulant of the mind and heart and similarly a reason for gatherings that strengthens friendship. Coffee has been introduced to Turkey in mid-16th century. Turkish coffee is a unique mixture of Arabic-type high-quality coffee beans that is prepared using fine ground coffee beans through special means and methods. The widespread coffee consumption in Turkey gave rise to the coffeehouses, which in this day and age it has been transformed into contemporary coffee shops. The evolution is widely intense, that modern coffee shops are classified into generations based on their priorities. Third generation references the current movement within specialty coffee, that is provided through third generation coffee shops, in which that it offers value, and throughout all the processes, from origin of the harvested bean to the roasting and brewing process, coffee is treated with same respect as an artisan or craft beverage. Hence, the current study tries to help provide third generation coffee shop businesses to obtain insight into the people's motives who are coffee shop enthusiasts, so that they can catch in for success of the coffee business, through means of analyzing the factors affecting coffee consumption behavior in Turkey.

The paper examined and analyzed 7 factors, which through numerous previous conducted studies are believed to be influencing coffee consumption behavior, the study in addition to providing a comprehensive literature, has gathered primary data with regards to the factors through distribution of survey questionnaires to 257 respondents chosen as the sample, with coffee consumers in Istanbul, Turkey being the population of the research. The collected data was analyzed using descriptive statistics and multiple regression analysis. The results indicate;

Sensory Appealingness, and Product Packaging together with Branding have a positive effect over perceived hedonic value, each at $P < .05$ and $P = .019$ level of significance.

Perceived Concerns Regarding Health has a positive effect over Subjective Norm, at $P < .05$ level of significance, but Protection of Environment is related with Subjective Norm at $P = .737$ level of significance, therefore it has no positive effect on Subjective Norm.

Perceived Values Regarding Hedonic positively effects Coffee Consumption Behavior, at $P < .05$ level of significance.

Quality of Service has a positive effect on Coffee Consumption Behavior. Findings of the analysis verifies that Quality of Service has a positive effect towards Coffee Consumption Behavior, at $P = .001$ level of significance.

Subjective Norm have a positive effect on Coffee Consumption Behavior. Findings of the analysis confirms that Subjective Norm has a positive effect towards Coffee Consumption Behavior, at $P = .019$ level of significance.

On the basis of observing the results, it can be concluded that, of the 7 decided factors, subjective norm, product packaging together with branding, sensory appealingness, perceived health concerns, quality of service, as well as perceived values regarding hedonic have a positive influence toward coffee consumption

behavior, and protection of environment is found to be not having a positive effect on coffee consumption behavior. Hence the coffee businesses specially third generation coffee shops which strive for quality can take these factors into consideration.

Keywords: *coffee consumption behavior, quality of service, subjective norm, perceived hedonic value, third generation coffee shop.*

1. INTRODUCTION

Coffee is the second-most traded commodity in the whole world, with about 161.9 million number of 60 kg estimated bags of coffee consumed in 2017 according to ICO which means half a trillion coffee cups generally drank yearly. Furthermore, it's only usage is not for making and brewing coffee, but additionally for other drinks it offers caffeine, and also used for cosmetics products, and pharmaceuticals. Therefore, the potential exists for a major profit by businesses if marketers could understand and tap into consumers' mind, their expectations and most important the factors which affect coffee consumption.

Consumers' perception and expectations of a product is prone to two intrinsic and extrinsic indications (Issanchou, 1996:5-19). Where intrinsic indications refer to inherent sensory qualities of the product and extrinsic indications and factors are those elements which influence the consumers' consumption from outside.

In order to comprehend the realm of factors affecting coffee consumption this research studied seven independent intrinsic and extrinsic variables in context of Turkey's coffee business. The independent variables regarding factors affecting coffee consumption consists of; subjective norm, product packaging together with branding, sensory appealingness, perceived health concerns, protection of environment, quality of service, as well as perceived hedonic value. These mentioned variables are assumed to have a positive effect and influence over coffee consumption behavior.

Coffee consumption in the Middle East ages back to twelfth century at least. It is thought that from there the tradition of coffee drinking and consumption spread throughout the Islamic world. After it has been introduced in Turkey, coffee has been a major social beverage for almost the past four centuries (Roden, 1977:13).

In the 16th century the first coffeehouses in Turkey emerged in Istanbul, at an era when Istanbul was considered the capital of Ottoman Empire. Coffee drinking at that time was one eastern tradition introduced and brought into Europe via Istanbul (Ukers, 1935: 9–10).

Even though coffeehouses were an important part of daily life and playing an important role as neighborhood community centers, nowadays they have lost the importance and significance that they had and are nearly to extinct in urban areas. Only in areas with smaller villages and towns can the traditional old-style Turkish coffeehouses be found readily. Even though traditional coffeehouses lost their position in urban areas yet it has not influenced peoples' pleasure and tendency of drinking coffee, which resulted in emergence of second and third generation coffee shops that provide coffee which is a widely consumed beverage among people.

In this paper I am going to examine factors affecting coffee consumption and briefly summarize, and explain third generation (Third-wave) coffee shops which are quality revolution and a typical example of value and quality creation across the chain drives production processes that aim to differentiate products for consumers by superior coffee beans as well as unique experiences, in Turkey.

In order for a product to be successful, consumers' consumption behavior plays a vital role, and investigating consumers' consumption dynamic behavior poses a thought-provoking challenge. Over the last decade it has attracted the attention of the researchers in order to explore the factors influencing consumers' consumption behavior in marketing realm (Vanaja, 2013:42-54). It is evident that consumer behavior is a challenging matter to interpret, its nature which is quiet dynamic results to be harder to come out with a definite result, and to be subjected and put to a specific system of measurement.

Due to the everlasting growth and success of coffee businesses, new contestants overflowing the market resulting in a throng and effect of crowding as a result of stiff competition. Since new participants enter the market with every of them trying to appoint their foot print through forming new brands, as a result it causes diversification at a major rate. On another front, it causes continuous growing evolution and is driving the force in the market environment, as consumer consumption behavior remains to present new questions that are quiet challenging and complex to even existing brands.

On other hand, consumers get more bewildered as to which option is considered best across different types of coffee and brands of coffee shops. For these reasons a new wave or generation of coffee outlets which is called Third Generation Coffee shops emerged that produces high-quality coffee, and considers coffee as an artisanal

foodstuff, rather than a commodity in order to grow their consumer base. As a result it is with the above-mentioned view to provide rational answer to the prominent question that this study and research work is carried out.

Cho, Bonn and Lee (2015) researched the factors and motives in selecting to purchase and consumption of organic coffee with target audience being consumers of Seoul, moreover, South Korea discovered that subjective norm, protection of environment, and health related concerns are influencing factors over consumers consumption behavior for coffee. Likewise, Hu and Chen (2010) carried out an investigation on how coffee quality determinant factors and attributes, as well as determinant attributes quality service, beverage and food affected customer perceived value in coffee shops, the study discovered that quality of service is the most influential which it's determinants attributes has a major influence on customer perceived value that are associated with service delivery for customers in coffee shops. Moreover, Yu, Wang and Edward (2016) investigated the regarding ready-to drink coffee beverages product attributes effects, and discovered that product packaging, sensory attributes as well as branding are most influential toward perceived values regarding hedonic, hence leads to stimulation of consumers to repurchase.

Therefore, this paper will investigate subjective norm, product packaging together with branding, sensory appealingness, perceived concerns regarding health, protection of environment, quality of service, as well as perceived values regarding hedonic in depth to discover and comprehend the positive influence of these factors toward the consumers' coffee consumption behavior and how businesses can influence these factors and variables to have the upper hand as well as to generate a demand for their products.

The results and findings of this paper can be valuable to both coffee businesses as well as academic field. Owners of coffee business and anyone who planning to invest into the coffee business can utilize the findings of this paper to comprehend the customers behavior regarding coffee consumption and the factors which affect it, and to help in developing a well-prepared marketing strategy regarding the coffee business specially for third generation coffee shops which aims to deliver finest experience for their customers. In field such as academic, the findings of the current

paper would assist in extending the subject of consumer behavior regarding coffee consumption and pave the way as well as provide insight for future research.

The purpose for the current study are as follows:

- To examine and analyze factors that affect coffee consumption behavior.
- To help provide third generation coffee shop businesses in obtaining a vision into the consumers incentives who are coffee shop enthusiasts, so that they can catch in for success of the coffee business.
- To help provide an academic insight for further additional research and study regarding coffee consumption behavior.

In the current study, the related variables are as follows.

Independent variables: Subjective norm, product packaging together with branding, sensory appealingness, perceived concerns regarding health, protection of environment, quality of service, as well as perceived values regarding hedonic

Dependent variable: Coffee consumption Behavior

The bellow hypotheses are written according to conceptual framework:

- H₁: Sensory appealingness has a positive effect on perceived values regarding hedonic.
- H₂: Product packaging together with branding has a positive effect on perceived values regarding hedonic.
- H₃: Perceived concerns regarding health have a positive effect on subjective norm.
- H₄: Protection of environment has a positive effect on subjective norm.
- H₅: Perceived values regarding hedonic has a positive effect on coffee consumption behavior.
- H₆: Quality of service has a positive effect on coffee consumption behavior.
- H₇: Subjective norm has a positive effect on coffee consumption behavior.

Conceptual Framework:

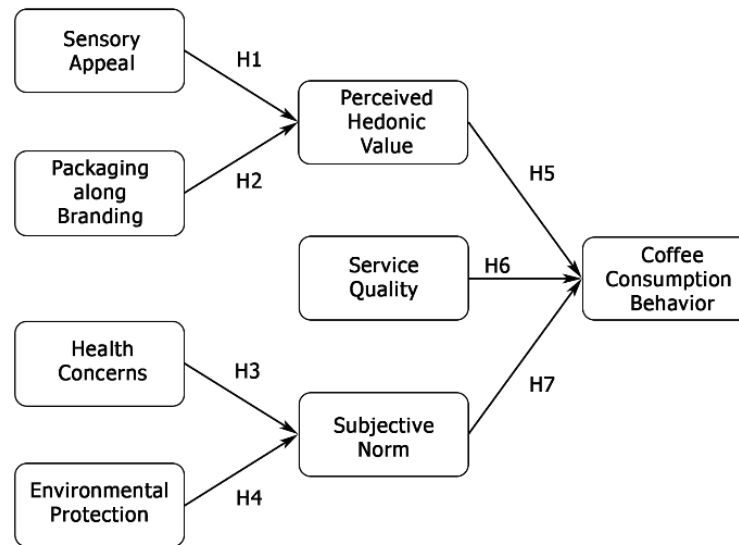


Figure 1.1: Conceptual Framework

Subjective norm as a concept describes the influence of social effect over individuals decision process and behavior. It shows the individuals thoughts and opinions as well as their behavior on how they act particularly what the individuals nearest to them think of it.

Product packaging together with branding is a method of differentiating and presenting a product in a way that catches the eye and becomes more appealing through elements of color, shape, design, capacity, typography and brand name, to the customers.

Sensory appealingness is about features such as flavor and fine texture of coffee, no alteration in the taste, sugar content and to be pleasing for the smell sense of coffee drinkers. Additionally, it refers to the effect or influence of physical things on a person's senses. Flavor and aroma appeal is something that coffee drinkers don't want to miss and is one important factor which attracts them to coffee shop over and over again, since it affects coffee drinkers' vision and smell sense. Therefore, it is vital to take it into account in coffee outlets and the coffee production.

Perceived concerns regarding health is about the overall wellbeing of people. Individuals food and drink, must assist their wellbeing and to keep physically fit and healthy. There are large number of people who have their coffee in the morning, since it assists in brightening up the day and keep them stay awake and be more active throughout the day.

Protection of environment discusses the environment around that we go about our lives is involved and interconnected with the way we treat it and how we live our lives. The issue of environment must be taken in to the account by coffee businesses, for instance utilization of materials used for products and packaging must be environmentally friendly which do not contribute to the pollution of environment.

Quality of service discusses with regards to the service delivery being good, fast, and precise in order to provide good experience to attract more customers to the business. Customers visiting a coffee outlet expect friendly and polite employees as well as being fast in service delivery. As there are numerous different types of coffee therefore it requires precision while taking order and delivering it so that it doesn't end up with the incorrect type of coffee handed over to the customer.

Perceived values regarding hedonic refers to the potential pleasure and enjoyment that is gained through having coffee for the purpose of enjoyment, pleasure, fun, moreover meeting people and making new friends. Previous literatures reveals that hedonic value described the emotional responses related with the buying intention and consumption of product or service (Yu, Wang, and, Edward 2016: 2963-2980). Concerns with feelings achieved and experienced from having to be engaged in some activities. It is personal and subjective, thus varies with everyone. It refers to consumers perceived pleasure, entertainment, fun, enjoyment as well as fantasy.

Consumer consumption behavior concerns with the study of social, mental, psychological, emotional and physical related activities, whenever individuals engage in activities such as purchasing, using and disposing services, products and ideas. It concerns with the expression of individual's willingness to purchase a product or service. And it could be influenced and affected by his or her preferences for the product as well as other factors for instance price and peer group or family.

Third Generation Coffee Shops: During and along the first two generations, consumers appreciated coffee for what it serves and give them: a hot type beverage to sip and enjoy a conversation over, caffeine, a drink to modify with sweetener, syrups, dairy (or non-dairy) creamers, whipped cream, etcetera. But then the third generation is about experiencing and enjoying coffee for what it stands for, and it is a quite a complex value-upgrade of the whole process starting from the bean all the way to the cup. The third wave is all about making the consumer experience a well-prepared mesmerizing product so that they feel special. Part of that includes

customer service, but another significant part is sharing the story behind the coffee cup. And all this story is one created by producers and importers, as well as roasters and baristas. It describes why a cup of coffee feels distinctive, and why a consumer can taste certain notes, as well as to why high-quality coffee takes so much effort and work to produce.

The focus in the current research is the prospect of comprehending coffee consumption behavior. The coffee consumption is extensive in this day and age, and it is an appreciated beverage with so many different varieties of brands, hence as a result of increasing competition, this paper could assist coffee business owners to have a better grasp of what most consumers of coffee prefer.

Furthermore, this research can be as a primary source in order to explore coffee consumers in parts of Istanbul, as the data was gathered in few locations. Thus, future additional research and investigation to collect data regarding coffee consumption behavior in other locations and parts of Istanbul might assist to generalize the findings of the research.

To demonstrate the thesis overall structure, it is simply drawn in a chart form, starting from the first chapter ending to the last chapter to better comprehend what is going to be discussed.

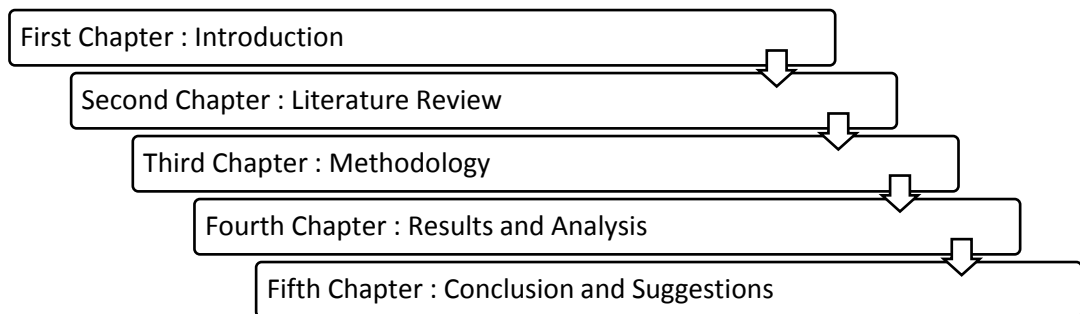


Figure 1.2: Chapters Hierarchy

First Chapter - subject matter of this paper is introduced in this chapter. Furthermore, it describes the problems statement and the research purposes. Moreover research importance, research scope, variables, hypothesis, research methodology, focus and limitation, as well as definition of terms is discussed.

Second Chapter - Theoretical foundation that was used in this paper is delivered within this chapter. The theories derived from frame work as well as literature reviews are also described.

Third Chapter -, The researcher describes approaches and research strategy carried out in this study within this chapter. Methodology is described and detail regarding data collection methods and statistical methods are provided.

Fourth Chapter -, The analysis of empirical research is provided in this chapter. The analysis procedure was carried out through using the framework of references provided in the second chapter and methods discussed within the third chapter.

Fifth Chapter - Conclusion of the current study is discussed in this chapter. Also, opinions, suggestions for businesses as well as future related research suggestion is discussed.

2. LITERATURE REVIEW

The purpose of this chapter is to highlight a comprehensive literature review with regards to coffee consumption and its history in Turkey, factors affecting coffee consumption behavior, and Third Generation coffee shops.

Coffee, which is an indispensable part of daily life and culture for centuries and consumed at a high level by all segments of society, has an important place both commercially and socially (Özdestan, 2014: 167-175).

Even though information is not clear with regards to how and where the coffee has primary come from, coffee makers considered Sheikh Şazeli as the (father). Origin for the coffee word comes from (Kaffa), which is a production firm for coffee in Abyssinia, Africa that is known as the homeland for coffee. With regards to this consideration, information reveals that, at an era in the past people in Abyssinia used and served coffee together with bread; as time progressed it was then pulped by folks and over the course of time has been brought to Yemen, hence, the Yemeni people as a result began to cultivate coffee.

Coffee was introduced and became known in the Middle East at least by the 12th century. Even though it is quite difficult to trace the exact roots of where coffee drinking originated from, the main view of most historians is that it was an Arab custom for many years before it spread to the whole Islamic world. William H. Ukers (1935) a leading coffee researcher, explains in his book (All About Coffee), that the Arabians should be credited for discovering as well as promoting the beverage. They successfully propagated the coffee plant in the Yemen district of Arabia, located in the tropic zone, where the climate was hot. At first coffee was not permitted to leave the country, but when it was recognized as an important source of revenue, exporting of the product began to take place (Ukers, 1935: 1873-1945).

2.1. Coffee Consumption in Turkey

Studies regarding origin of coffee suggest that upon a time, coffee has been consumed as an ingredient by mixing it with the dough to make breads in Abyssinia, and the very first time that coffee was consumed as a drink and beverage was in 16th century. Studies according to investigations indicate that Africa can be given credit to where coffee originally has come from. Coffee seeds originating from Ethiopia spread throughout Yemen from Southern parts of Ethiopia and then to Medina and Mecca at the end of the Middle Ages. As time went by, coffee spread through the Muslims who visited the so-called cities during the pilgrimage of Hajj and brought coffee back to their homelands. In accordance with the collected data, the coffee story, that began in Yemen by the 1300s, reached Mecca and Medina in the 1400s, and afterwards stretched to Cairo, Halep, Damascus, and consequently Istanbul (Toplumsal Tarihi, Tanede Saklı, 2004: 237-256).

Coffee consumption amongst the Middle Easterners at least goes back to 12th century. It is thought that from there the tradition of coffee drinking and consumption spread throughout the Islamic world. After it has been acquainted and introduced in Turkey, coffee has made a long journey towards its evolution and in this day and age it is considered a major social beverage for almost the past four centuries (Roden, 1977:73-78).

A mixture of Arabic-type high-quality coffee beans is what makes the Turkish coffee so unique and distinct, that is prepared using unfiltered very well-handled fine ground coffee beans, which originates from Central America and Brazil that cultivated finely as well as moderately roasted. Turkish coffee that is so unique, merely is differentiated and distinguished from other types of coffees by the means and methods it is prepared and made ready. Turkish coffee was named so as a result of a new preparation technique and method devised by Turks, whereby they carefully take and boil it in special sort of copper coffee pots that are called Cezve or Ibrik. Turkish coffee which has become widespread and famous throughout the globe has been considered of the utmost significant part of the social and cultural life and history of Turks.

The Turkish word (Kahve) for what the Western world knows as Turkish coffee. It is a derivation from the Arabic word for coffee (Qahwah), though like the Arabic word

does not considerably indicate the coffee plant but rather intend to convey the beverage made through boiling.

The process for naming of the coffee hasn't been done with regards to the land or soil it is grown but rather to the method it is brewed, herein are some forms of coffee relevant to their preparation method; Turkish Coffee, Cappuccino, Espresso, Vienna Coffee, Mazagran Coffee, and so on (Desem). The process for the naming of the Turkish Coffee has been done according to a preparation method that utilizes cezve, which is a small long-handled boiling pot with a pouring lip made by Turks, traditionally made of brass or copper, sometimes for the luxurious types even silver or gold.

Coffee has always been a drink that is portrayed as a symbol of friendship and cordial relations, hence the popular Turkish adage: The heart craves neither coffee nor the coffee house, but companionship. Coffee is just an excuse.

After coffee has been introduced in Turkey in mid-16th century, a strong bond has grown between the beverage and the Turks. Even though it is practically not possible to grow the coffee plant in Turkey, the preparation method that is developed by the Turks, starting with roasting the beans and finishing in the cup, has become quite famous and known as (Turkish coffee).

2.1.1. Turkish method of preparing and serving the coffee

Turkish coffee, that is processed to turn into extremely fine ground, as opposed to the Western forms which consumed traditionally filter coffees, it is made ready by slowly boiling the coffee in water (Oliveira, Casal S and Alves RC, 2010: 23(8):802e8). It has been discovered that when compared with other types and preparation styles of coffee, Turkish coffee rather consists higher amounts of caffeine as well as biologically active components (Awaad AS, and Al-Jaber NA, 2010: 10)

Making and presentation of coffee had been transformed into an art sort of matter during Ottoman Empire of Turkey, in here the word making and presentation indicates a whole process which starts by making the coffee ready with the application of its own special paraphernalia and etiquette such as the utilization of a different utensils in order to grind, roast, store, brew, cool, to the coffee serving ceremony which again contrived by the acquisition of elaborate vessels and tools.

Turkish coffee that has a special method of preparation is common and widely known across the Middle East countries, Balka and North Africa, Damascus is regarded as the place where this method of preparation has originated from and during the Ottoman Empire became rapidly widespread, In the region of Balkans, a place that is famous for coffee and this form of coffee is the leading method of preparation, coffee culture is believed to be highly advanced.

Turkish coffee regarding the preparation features is considered as the oldest method, with ingredients such as; coffee grounds and foam. This form of coffee is such a magnificent type that leaves an everlasting taste thanks to its ingredients that yields to a soft and velvet taste such as foam. It stimulates extreme taste bids in the mouth as a result of its thick syrup that results in an everlasting taste in the mind, because it has a much favorable, softer flavor and more aromatic as well as more consistent than other forms of coffee. With the given special foam and aroma to the coffee it becomes easy to differentiate it from other types. This form of coffee is regarded special because the coffee grounds don't need to be filtered after cooking, as they sink and descend at the lower part of the coffee cup, and while being cooked sugar shall be added to the ingredients, therefore later on there is no need to add sugar as is the case in other types of coffees (Seren Karakus, 2009: 1696).

Culture of Turkish coffee lays the groundwork to perceive works of craftsmen that are skilled professionals as well as to observe adopted methods of coffee crafting, in here the term skill indicates trained practice and Sennett's definition with regards to its development is worthy of mention: 'Skills of all types, surprisingly the most abstract as well, set in motion as practices that involve bodily functions, and technical understanding of the skill matures by imagination capabilities. The first allegation refers to the knowledge obtained by touch and movement in the hand, and the second allegation starts through probing language which tries to guide and direct bodily related skill.

The obtained knowledge through practice over time generates material reality that cannot be separated from expressions of folklore (culture). This culture of material expresses itself via craftsmanship. The idea of craftsmanship that is mentioned here is as it is defined by Sennett 'an ongoing fundamental impulse of human, high tendency to carry out and accomplish a job at its finest for what it is' (Ibid). Such a craftsmanship can be witnessed in the preparation process of Turkish coffee that is an

entrenched tradition for the Turks. During the confines of this custom a new proficiency has risen up that entails a craftsman that is master at this profession (kahvecibaşı). Since coffee turned out to be an important part of Turkish culture and a luxury sort of beverage in the eye of Ottomans, hence in royal palace kahvecibaşı became a key figure amongst the staff of kitchen, and was in charge of carrying out the whole process of coffee preparation (Nihal Bursa and Aylin Öney Tan, 2013: 283).

The process of preparing Turkish coffee begins with roasting the green coffee beans in a small iron or copper pan or a cylindrical coffee roaster. When the beans have browned, they are tipped into a specially designed wooden or ceramic dish to cool. The beans must be ground to a fine powdery texture for Turkish coffee, which is impossible in a domestic electric coffee grinder. For this an old-fashioned cylindrical brass Turkish coffee grinder can be used, or alternatively the beans can be pounded in a sturdy wooden mortar using an iron pestle. Next the coffee is prepared in a cezve, a small coffee pot in the shape of a truncated cone, with a long handle and pouring lip. Before the 19th century coffee was prepared in a larger coffee pot called an ibrik. Which had a rounded body, lid and spout? Today electric Turkish coffee makers are available. but keen coffee drinkers still prefer their coffee to be made the traditional way.

Coffee pots come in varying sizes sufficient for one, two, three or more cups but preparing more than three cups at once is not advisable as then there will be insufficient froth for each cup.

Coffee became so much part of Turkish daily life from the 16th century, that it gave its name to breakfast, which became known as kahvaltı (the elided form of kahve altı, literally, under the coffee), replacing earlier terms like tahte'l-fütür, safra-keş, and tutguç. After the first morning cup, coffee was drunk after the two main meals, kuşluk taken before noon and dinner after sunset.

Whoever was responsible for making coffee, whether daughter, daughter-in-law, wife or, in wealthy households, a servant who specialized in coffee making, knew the individual preferences of each person: sade (without sugar), az şekerli (with a little sugar), orta şekerli (medium sweet) or şekerli (sweet). Since it had to be drunk fresh, it was made in small batches and served in order of seniority.

Traditionally Arabica coffee from Yemen was preferred in Turkey, although this is hard to come by today. Coffee epicures develop a sensitive palate, and can tell at the first sip whether the coffee has been roasted and prepared to their accurate standards. Anecdotes are told to coffee drinkers who could tell at a glance whether coffee was well made and would send the cup back without even sipping it. Turkish coffee should have a layer of creamy froth on top of the tiny cup, and it takes a skilled coffee maker to achieve this, using exactly the right quantity of coffee, bringing it to the exact temperature, and pouring it into the cups in the correct way. In the past people sipped their coffee noisily, which far from arousing disapproval was regarded as an endearing habit, expressing the drinker's enjoyment and showing that there was sufficient froth on top of the cup.

However, not every keen coffee drinker demands froth on top. Some like dark coffee made with plenty of well roasted coffee and boiled a little longer, which causes the froth to dissipate. Coffee roasting shops keep jars of dark roast coffee ready for this type of coffee drinker.

Good coffee must be made with good quality unchlorinated water, and preferably cooked gently in a copper cezve over a brazier of oak charcoal reduced to ashy embers. Although coffee cooked on a charcoal brazier is hard to find these days, it is not impossible. There are still some coffee houses where the coffee is prepared over hot ashes or alternatively hot sand.

There is nothing like Turkish coffee prepared by an expert who knows all its subtleties. Epicures often prefer to make their own coffee, or have a favorite coffee house. In lieu of these, issuing strict instructions to whoever is going to make the coffee sometimes works.

Coffee epicures prefer to roast and grind their own coffee beans, and have firm ideas about what sort of water to use, how much coffee, and how high the heat should be under the cezve. Such people are difficult to please where coffee is concerned, and prefer to get home and make their own.

Generally speaking, a heaped coffee spoon of coffee is the right amount for one tiny coffee cup. First measure out cold-water and pour it into the pot, add the coffee and desired amount of sugar, then beat with a spoon before placing the pot on the stove.

Using hot water is quicker but spoils the flavor. The secret of good Turkish coffee is to cook it slowly over a gentle heat.

Serve the coffee with a small glass of drinking water, which is drunk before the coffee to cleanse the palate. Serving a lump of sugar or Turkish delight with unsugared coffee is an old custom. Another, now almost forgotten, custom was to serve fruit preserves just before the coffee. One or more varieties of preserve were presented in bowls on a tray to the guests, who each ate one spoonful.

A mixture of Arabic-type high-quality coffee beans is what makes Turkish coffee to stand out and be unique among other coffees, primary in the method of brewing, that is prepared using unfiltered very well-handled fine ground Arabica coffee beans brewed in coffee pots that are normally made of copper. These coffee pots in order to make it easier to hold it on fire have got a long handle, and a wide large base to get the most out of the heat, as well as a beak type of snout which again makes it easy to pour without spilling the coffee into the cup. These observations indicate that traditionally used coffee pots have not dramatically changed overtime until now, aside from the material they are made of, which in the past copper coffee pots were most common, but in this day and age steel and porcelain are preferred mostly (Kaz GF and Turan AZ, 2017: 11.000).

Different types of Turkish coffee are named with regards to the varying methods of brewing as well as the ingredients used in the process. From the various coffee types Traditional Turkish coffee is the most consumed across all the Turkey regions. Certain types are considered as indigenous coffee in Turkey for instance Kervansaray, Mirra, and Dibek coffee types are mostly consumed in south-eastern and eastern parts of Turkey, while Süravi, and Adana Gar coffee are consumed in southern parts that are differently prepared and served.

To sum it up briefly, coffee from the time being plucked from their branches all the way to being served in coffee cups, beans go through three stages which are roasting, grinding, and brewing (Kaz GF and Turan AZ, 2017: 11.003).

2.1.1.1 Roasting process

Roasting process is considered as one of the most crucial factors in determination for the taste (Gürsoy D, 2005: 43). Even though along the process color of the beans change from being green to becoming brown, yet the rate and levels of the protein,

acid and caffeine remain the same, and the aromatic smell starts to arise With regards to Turkish coffee, in order to preserve its special flavor and be ready for intense grinding process, the coffee should be kept humid after roasted. Even though the required length of the time and temperature for roasting process shall be decided on the type of coffee, yet generally speaking, considered duration or length of time is 8-15 minutes and 188-282 C temperature is accepted. For Turkish coffee, it is recommended that the beans should be medium roasted and after the process, roasted coffee should be left to cool down immediately (Kaz GF, Turan AZ and Ozgür N, 2017: 11.003).

2.1.1.2 Grinding process

Over a long period of time before hand mills came into use, mortar (hava) and garlic press (dibek) have been utilized in order to grind coffee. Nowadays electronic grinders are preferred over hand mills as they are more practical and faster for grinding process (Bas, arır S. A). Turkish coffee with regards to the size of the ground particles, 70-75% between 75-125 microns (Ephraim D, 2016). And the ground coffee should be considerably kept in a dry and cool place, as well as tightly closed containers, since quality of the coffee is affected by humidity and temperature.

2.1.1.3 Brewing process

As for the brewing process the basic principle is the same, different paraphernalia used for brewing results in different coffee type. Generally, there are three categories for brewing: coffee that is prepared by collecting the steam from over the roasted coffee and of the coarse, coffee that is made, after boiling in water, coarse coffee is filtered, and finally Turkish coffee that is made ready with dibek ground coffee (Tas, tan YK, 2009: 53-86).

Some recommendations in brewing Turkish coffee must be taken into consideration, for instance it is necessary after adding Turkish coffee blend, cold water, and ultimately sugar to the coffee pot, then stir and mix the composite to a point that it becomes a homogeneous mixture. With regards to weight it should be considered 7 grams per person with 3 minutes of brewing duration, and in order to obtain foam, two times is required for coffee to be boiled. Moreover, the cups that coffee is served must be able to keep heat of the coffee.

2.1.1.4 Turkish tradition of serving coffee

In addition to the noteworthy points and indications with regards to coffee's journey from bean all the way to the cup, coffee serving etiquette plays an important role in Turkish coffee culture. Coffee was considered as a significant part of daily life activities during Ottoman Empire, moreover to the coffee tradition, an important part in showing hospitality towards the guests was to serve them coffee. During Ottoman Empire in 1800s coffee was served in special cup covers and trays as well as silver and gold decorated clothes. Generally, the material these serving equipment made of were dependent on the family's financial status (Tansug S, 1986; 12:12).

The studded or decorated clothes used for the trays to serve coffee were normally round, with shiny edge and crochet center, and one meter in diameter. The design used for the studded clothes varies with regards to the importance of the day as well as the guest, and in the palace for presentation of the coffee, shapes of the studded clothes would differ from one another in selamlık and harem sections (Kaz GF, Turan AZ and Tansug S, 2017: 11.003).

Another significant aspect in presentation and serving of the coffee is coffee cups, since the 17th century, in order to add more elegance to the presentation as well as to prevent drinker's hand from getting burnt by heat of the coffee; porcelain cups along adorned zarf have been utilized.

In this day and age as a symbol of Turkish heritage, coffee presentation is served with cups along zarf in many regions of Turkey. Furthermore, In order to reflect this heritage in tourism sector, coffee presentations are held more enthusiastically.

During the Ottoman Empire, it was of the utmost importance to hold coffee ceremonies with elegance, decorated with the most spectacular trays, cups, zarfs, cup covers, and studded clothes. Traditional desserts being extremely aromatic were served prior to coffee, and to enrich the coffee experience further, sherbets, shishas as well as rosewaters were also served along (Kaz GF, Turan AZ, and Bey A, 2017: 11.003).

Serving of the coffee with elegance was an important part of Turkish culture during Ottoman Empire and it continues to this day even though it has faced some changes overtime. It is considered as an indicator of hospitality toward guests.

In order to have a better understanding of how this heritage was enriched by Ottomans through ongoing experiments to ensure its sustenance, quality and convenient overtime, a set of samples amongst the existing compilation and parts found in museum, for instance grinders, roasters, storage boxes, mortars, coolers, braziers, brewing equipment as well as serving instruments are going to be discussed with regards to their shape and material.

2.1.1.5 Roasting and cooling paraphernalia

As it is revealed through ongoing experiments that roasting is one of the crucial stages in determination for the coffee flavor, therefore it entails a well perceived monitorization, old-style craftsmen's work of hand and mind is today replaced by technological advances of coffee roasting systems to ensure consistency throughout the process. Beans are roasted at medium intensity, although some preferers to get darker roasts through grinding process for their almost burnt flavor.

Grinding process due to friction produces some heat, therefore this extra heat should be considered while adjusting for the roasting time (Hattox). All traditional methods rely on coffee maker's skills and knowledge obtained overtime.

Traditionally coffee beans that were raw-green would be roasted over embers (hot ash) inside decorated pans with long handle and being shallow that are made of iron, some of the models are attached with a stirring spoon, and decorated with fine details, for instance in order to carry out fine tuning in the roasting process and to control heat that is contained within the coffee beans, an additional feature is added to the pan which is an iron plate attached so that the cross section gets thicker. Ambulant coffee makers normally preferred drums rotating horizontally on top of embers. Roasting process that is done properly entails stable heat which usually can be obtained by embers that are contained within braziers.

The beans were transferred immediately after reaching the desired roasting level into wooden shallow pans that were used for the purpose of cooling down the beans, as a result extra oil that is developed on beans' surface could be absorbed as well. These pans could have been decorated with inlaid or curved designs or could be simply plain. Shapes, forms and designs demonstrate associates regarding the nature. Woods that are local for instance walnut, are generally preferred that are impermeable non-resinous woods.

2.1.1.6 Grinding and pounding paraphernalia

For the process of getting fine powder out of coffee beans there are two different methods which are grinding and pounding. Brass hand mills with complex design (kahve değirmeni), or Wooden mortars with iron or wooden pestles (dibek) were used to pound and ground roasted coffee beans, with regards to the first model roasted beans are broken into particles that are relatively dry, and in the second roasted beans are smashed and crushed causing slight oil to be extracted from beans; therefore, the flavor varies according to each of them. Pounding process is considered as one of the earliest ways of crushing roasted beans into particles. It is difficult to attain uniformity throughout the crushed particles in this method with regards to the elegance for Turkish coffee, nevertheless enthusiasts of Turkish coffee believe that dibek kahvesi is considerably quite good, which inside wooden mortars get hand pounded.

Hand grinders that have been traditionally used in Turkey were quite heavy, tall copper or brass mills, makes it possible to achieve fine grind as well as suitable to utilize at home. This cylindrical tall figure consists typically of two parts: lower part in order to gather the grounds of coffee, and the upper section that is for the entire beans. The upper section in the primary models were normally made out of leather which were thick or out of wood. Mill stands with large wide wooden base on that, a wooden mill which is square prism with an attached drawer to it, were generally utilized in magnificent mansions, palaces and the coffee houses.

2.1.1.7 Storing paraphernalia

Grinding and pounding process turns coffee to be highly vulnerable with regards to the moisture, light as well as temperature influences, since this process causes exposure to the open air to peak at its highest levels. Traditionally for storing, boxes were made out of materials such as copper, gold-plated copper, brass or wood, with two segregated parts, one of the compartments for sugar, and the another for coffee. With regards to some models in order to hold the spoon, in the wood an isolated compartment is carved. Anatolian samples are normally made out of different types of wood that ranges from simply carved to very finely detailed models.

2.1.1.8 Brewing paraphernalia

Brewing primarily can be considered as heating water and coffee together. Of all the methods the earliest one was the act of chewing the coffee plant's fruit, that is regarded as simple straight method of consuming and pleasuring coffee. This simple method went through a lengthy time as well as different variety of cultures until evolving into a drink.

Coffee's journey from bean all the way to the cup, all the process that coffee goes through, brewing process is considered as the character determinant for beverage, it goes without saying that it is actually the brewing process that distinguishes Turkish coffee from other types and gives it value. The traditional coffee pot for brewing, is cezve, it combines water and coffee over the heat in a unique way. The word cezve comes from Cadwat which is Arabic and it indicates (embers of tongs, or cinders that are red hot), (Nişanyan). It is preferred that the material for cezve would be from forged copper that is thick with a specific shape. The main design for cezve kept its shape throughout time in the Ottoman Empire as well as the Islamic culture.

The general shape and design of cezve is consisted mainly out of three parts that makes it easy and smooth to carry out the brewing process, which are: wide large base, narrow long neck as well as the spout.

In order to have appropriate consistency throughout the coffee brewing process it entails a well-planned and calculated procedure to carry out the process with mind and hand in coordination with each other, for instance key observant eye, precise timing as well as practice. To craft a good cup of Turkish coffee, it is necessary to use a properly made cezve throughout the brewing process.

The utensil used in the process is manufactured particularly for brewing of coffee, designed intelligently with tacit skill and knowledge, its functionality is quite important. It is designed with a tapering shape starting with a wide large base narrowing toward the top, its large plane base increases the interaction amongst the surface of copper and the source of heat. With regards to how thick the copper would be, relevantly distribution time of heat changes accordingly. As it becomes thicker, great amount of copper makes it possible for the heat to get spread out in a homogenous way entirely over the area of inner part of the base interacting with the blend. The mixture begins to slowly rise as cold water and ground coffee hits a

temperature which is prior to boiling point, and during the process, it must be careful taken into account not to reach boiling point, as it is the point that the froth begins to form. In order to have a good cup of Turkish coffee carried out at its finest, the coffee cup has to consist the thickest conceivable froth layer at the top.

Traditional sources for heat in the brewing process were braziers filled with embers, sometime in order to ensure uniform distribution of heat, trays filled with sand would be placed on top of embers. Braziers were inseparable aspect of the roasting as well as brewing process, while they provided heat for the process at the same time, they caused a gathering around their produced warmth and coffee aroma fueling the community to engage in socialization and pleasure their Turkish coffee. Braziers had variety of different models, starting from simplest types used in homes, coffee houses or other places to the most elaborate models

2.1.2. Rituals attached to the coffee in Turkey

In the past, offering coffee to guests was a rule of etiquette, whatever the occasion of the visit. On sad occasions, such as paying condolences, it was customary not to ask how guests liked their coffee, but when congratulations were in order, such as after the birth of a baby or moving to a new house, they were asked how much sugar they liked in their coffee.

When marriages were being arranged, the boy's mother and other female relatives would visit the girl's family, and the prospective daughter-in-law was expected to prepare and serve coffee. This was an opportunity to study the girl's appearance and manners at close quarters as she waited with tray in hand while the visitors drank the coffee. As the guests placed their empty cups back on the tray passed around by the girl, it was customary for one of them to express their approval by commenting on how pretty and accomplished she was. If the match was agreed on by both parties, the girl would serve coffee to her future in-laws on subsequent visits to discuss the engagement and wedding arrangements.

Although formalities might vary slightly from place to place, drinking coffee as a way of wishing happiness to the young couple was always an important feature. At the next visit the boy would come too, and might be offered coffee made (accidentally) with salt instead of sugar. This could be just a test of his ability to take a joke, or interpreted as a message that the girl did not want to marry him. When

inviting someone to one's home or office, or to one's table in the coffee house, it was customary, as indeed it still is, to ask the person (to come and drink a cup of coffee).

Another ritual that is attached to coffee in Turkey is seeing the future in coffee grounds. The desire to see into the future must go back a very long way in, human history, and various forms of fortune telling are found among people of all faiths and cultures around the world. Shamanism goes a step further and regards fortune telling as an integral part of the Shamanist belief system (Hoppal, 2012: 215-217).

Although Islam does not take a favorable view of fortune telling, people in all walks of life have found it irresistible. Books about fortune telling called Falncime were written and a strong tradition of fortune telling survives today in popular culture. One type of fortune telling is based on picking random pages and words in books, and the Koran figures foremost among the significant works used for this purpose.

Nothing is known about the origin of coffee fortune telling in Turkey. Today it is a form of entertainment practiced mainly by women. The 17th century writer and traveller Evliya Celebi mentions fortune telling but not in connection with coffee, suggesting either that coffee fortune telling was not widespread at the time or that he did not happen to encounter it in the places he visited (Dulger, 2011: 56).

2.1.3. Coffee consumption in Turkish daily life

The passion for coffee can hardly be described. In every home, in government offices, in shops, in villages and towns, people of all faiths and rank, women and children of all ages drink coffee. This is the foremost refreshment offered to visitors. Coffee cups are small; three or four of them would only just fill one of ours. In order to not burn the fingers, the cups are placed inside holders called zarf, which is usually made of copper or silver. Those of the grandees are of gold and often adorned with precious stones: The most esteemed of all is Mokka. Its preparation is extremely simple. After the beans have been roasted, they are pounded in a mortar made of marble, bronze or wood until reduced to powder. The coffee is then prepared in a coffee pot made of tinned copper. The roasted and ground coffee is kept in leather bags or boxes to preserve the fragrance.

Since the flavor of coffee depends on its freshness, in great houses the coffee is roasted freshly each day. In Istanbul and in the provinces large establishments occupied only with roasting and pounding coffee have been opened. These are called

tahhmiss, which without doubt is the origin of the French term tamis [sieve]. Muslims add neither milk, nor cream nor even sugar to their coffee, since they do not want to alter the natural flavor of this beverage.

In the 19th century, when the debate about the canonical status of coffee and campaigns against it were long since over, writers on social matters discussed different aspects of coffee: its properties, beneficial and detrimental effects on health, and the folklore that had spread around coffee. In a book published in Istanbul in 1889-1890, coffee is described as a pleasant, nourishing, invigorating and stimulating beverage; and since it is consumed everywhere without restriction, it is compared to fruit. According to the writer, coffee cures numerous complaints, improves blood circulation, increases body heat, is an expectorant and diuretic, protects the four humours (blood, yellow bile, phlegm, black bile) from infection, strengthens the stomach and is good for rheumatism and paralysis. For these reasons the coffee house is a place that is beneficial for physical and mental health, because travelers and working people go there to drink coffee and rest (Ebu'l-Hikmet Ahmed Muhsin, 1889:78-84).

2.1.4. The Yemen conquest by Ottoman Empire: coffee turned into an imperial beverage

The spread of coffee cultivation and consumption in Yemen coincides with the golden age of the Ottoman Empire. Having added Istanbul and most of the Balkans to their territories, the Ottomans defeated the Mamluks during the reign of Sultan Selim I (1512-1520), thereby inheriting the title of caliph and the sacred relics of Islam. It was after this victory that Muslim merchants brought coffee to Istanbul. Braudel says that coffee was being drunk in Egypt in 1510, was banned twice in Mecca, in 1511 and 1524, and from 1532 spread to Damascus, Aleppo and Algeria, and after reaching Istanbul around the same time, spread eastward beyond the borders of the Ottoman Empire to Iran and India, and by the end of the 16th century had been introduced to virtually the entire Islamic world (Braudel).

Although it is not known for certain when coffee reached Iran, there is evidence that it was consumed during the reign of Tahmasb (1524-1576). During the reign of Shah Abbas (1587-1629) countless coffee houses opened in Isfahan, Kazvin and other major Safavid cities, mostly employing young and handsome Georgian, Circassian

and Armenian youths. Shah Abbas himself was fond of coffee and would occasionally pay secret visits to coffee houses and converse with poets and writers. Sometimes he even entertained important guests and foreign envoys in these establishments, and during these ceremonies, youths dressed in women's costume would dance to tambourines and cymbals (Felsefi).

When the Ottomans conquered Yemen and the Red Sea coast during the reign of Sultan Suleyman (1520-1566), the Magnificent, they gained control of the coffee trade with Iran and the land of the Moghuls. At this period coffee became increasingly popular and consumption in Istanbul soared. As in other places where coffee drinking had been introduced, in Istanbul coffee was at first drunk mainly by members of mystic orders, such as the Halveri, Kalenderi and Bektasi. Eventually Sultan Suleyman, who was himself a Halveti, established the post of chief coffee maker at the palace (Kemalettin Kuzucu S).

2.1.5. Coffee, a significant beverage in the Imperial Palace

Although the inhabitants of the palace first became acquainted with coffee in the second half of the 16th century, the first records of coffee purchases in the palace kitchen accounts date from the 17th century. These concern coffees procured from Egypt solely for the use of the sultan, his mother, members of the Council of State, and high-ranking palace officials. Its absence in earlier kitchen records indicates that coffee was not paid for from the kitchen budget, but from the sultan's private revenues (Bilgin).

The chief coffee maker, a post that was instituted during the reign of Suleyman, was responsible to prepare coffee for the sultan after the morning and evening meals, and on other occasions when the sultan desired, assisted by the other coffee maker, he served the sultan's coffee with a special ceremony that became one of the most important of those performed in the palace. It became customary to offer coffee prepared for the sultan to those participating in the rihab-1 Humayun, a gathering held when the sultan rode out from the palace for any reason. Coffee was also served to the state officials who were received at the palace on the Ramazan and Sacrifice festivals. On the occasion of the Mevlid Kandili, celebrating the birth of the Prophet, the sultan attended a ceremony at Sultan Ahmed Mosque, and a large coffee tent would be erected in the open area west of the mosque to prepare coffee for

participants in the ceremony (Yaman). Subsequently high-ranking officers of state and wealthy individuals employed chief coffee makers in their own households, a practice that continued until the end of the Ottoman era.

In wealthy homes and the Ottoman palace serving coffee was an elaborate ritual, described in many memoirs and travel accounts. This ceremony had its own array of equipment, such as richly embroidered coffee cloths, which are now collector's items. The coffee pot was kept hot on a portable chafing dish suspended on three chains, and beautiful examples of these can be seen in museums and private collections.

2.1.6. The spread of coffee through the Turkish Community

There are variety of different dates has been suggested by different scholars with regards to when coffee was introduced as a tradition to the Ottomans' culture. Whereas Fernard Braudel claims that 1511 is the year that Ottomans used coffee for the first time, whilst Ulla Haise claims that the very first use of coffee dates back to 1516, a time when Egypt was conquered by Yavuz Sultan Selim (Braudel F). And furthermore, as stated by Burçak Evren, in 1519 coffee spread into Egypt by Yemenis and afterwards as time went by it was brought to Istanbul (Evren B). Coffee turned out to be one of the widespread traditions among Turks during Ottoman empire ruled by Suleiman the Magnificent by mid-16th century. And finally, coffee consumption among Turks paved the way for Istanbul to become one of the most important central location for coffee culture, as well as drinking coffee, that once was considered as a habit for the people living a lifestyle of luxury in palaces, now became a habit among common people also (Kaz GF, and Turan AZ: 2017: 11.003).

For 500 years, coffee has played a significant role in Turkish life. Even though it originated in Ethiopia and afterwards introduced in the Arab Peninsula to Yemen, today neither of them has a role in supplying the world with coffee, and both places are recalled only regarding their history of coffee. The world coffee trade has long been in the hands of global trading firms buying raw or roasted beans from distant countries.

In Turkey coffee became far more than just a beverage, acquiring a role in social relations that had its own rituals and traditions passed down from generation to generation, so that coffee became a part of (being Turkish).

Although the Turks were apparently introduced to coffee in the first quarter of the 16th century, it was only from the middle of the century onwards that the new beverage and the places where it was consumed began to play a role in Turkish life and culture. During the 17th century coffee drinking spread widely and both coffee and coffee houses gained irreversible social, political, religious and economic significance due to a number of different factors. This could be interpreted as a victory won by coffee over conservatism. The history of coffee prior to the 16th century consists almost entirely of hearsay and legends. Religion played a leading role in the early popularity and consumption of coffee, and later on in its denunciation and prohibition, but political factors should not be ignored. It seems likely that religious discourse was used to disguise political motives. In later centuries coffee continued to be a major commodity and coffee drinking an inveterate habit.

In the 17th century it became customary to drink coffee at meetings of state officials and present it on ceremonial occasions, leading to a sharp rise in coffee consumption. From this time onwards all Ottomans, regardless of their faith, ethnic category, gender and status, and whether urbanites or villagers, were drinking coffee. This high consumption increased the importance of coffee as a commercial commodity half of the annual five thousand tons of coffee grown in Yemen and exported via Egypt was consumed in Istanbul, and the other half in other Ottoman cities. High demand meant that stocks were quickly depleted, and when shipments were irregular coffee shortages occurred, leading to price rises. When supplies dropped profiteers took advantage of the situation, selling coffee adulterated with ground roasted chickpeas, chestnuts, bulgur, almonds and other substances (Bostan). The spread of coffee drinking among all sectors of society resulted not only in emergence of coffee houses in the public sphere, but also in the establishment of coffee preparation facilities in state departments and organizations. Even military barracks now each had their coffee making area, with a special fireplace and coffee making equipment.

During the reign of Selim III (1789-1807) measures to restrict public spending included cuts in expenses in state offices. For example, offering sweetmeats and sherbet to visitors to government offices; such as the Babia-li (Sublime Porte), Defterhane (land registry) and Agakapusu (Office of the Janissary Agha) was abolished, but offering rose water and serving coffee was not (Kuzucu). In 1850 the

daily consumption of coffee at the Sublime Porte alone was over 6 kilograms. Employees of the Porte drank coffee whenever they fancied, and offered coffee for members of the public who visited the offices on business. Foodstuffs supplied to Ottoman military officers, bureaucrats and other officials holding posts in the provinces, and to ambassadors sent to foreign countries included substantial amounts of coffee in addition to staple provisions like bread, rice, meat and clarified butter.

Almost immediately after it was introduced, coffee became the most widely used stimulant in Ottoman culture, and continued to hold this position until the collapse of the empire. Neither tobacco nor the tea and chocolate that became part of daily life after the Reforms of 1839 were able to topple coffee from its superior position.

Stories and legends traditionally told by Arabs, Turks and Europeans played a major role in the spread of coffee. Although some clerics with puritanical views railed against coffee, leading members of mystic sects who preached broad-minded and tolerant views poured praise on coffee, allowing it to be drunk during ceremonies, principally because it enabled worshippers to stay awake. Coffee passed through a difficult period as a beverage associated with opposition to the status quo. Caught between praise and acceptance on the one hand and aversion and rejection on the other, coffee won popular acceptance.

The Ottoman *modus operandi* of preparing coffee in a *cezve* was the most common method used throughout the world from Boston to Vienna until the 18th century, when the filtered coffee technique began to spread. Although the Ottoman Empire does not mark the starting point of coffee's journey from northeast Africa to becoming the most widely consumed beverage after water, there can be no doubt that Istanbul in particular is the most important point on this journey. Ottoman citizens played leading roles in the introduction, acceptance and popularity of coffee in Venice, Marseille, Paris, London, Vienna and other major European cities from the early 17th century onwards. Within a short time, Europeans had embraced coffee drinking, and soon afterwards saw the economic implications of demand for this commodity. Coffee cultivation on a large scale began in colonies with a tropical climate, leading to coffee becoming the beverage of choice throughout the world.

As time went by coffee was introduced to the Western countries by the Ottoman Empire in the 16th century. And Italy can be regarded as the entrance door to the Western countries for coffee (Kaz GF and Turan AZ, 2017: 11.003).

Coffee became a widely consumed beverage toward the end of 17th century across most the European countries. By the 18th century it broke the barriers and turned out to be a worldwide known and consumed drink, and by mid-19th century it was already considered a commercially important product (Güray C).

2.1.7. Coffee houses in Turkey

It is stated that the very first coffeehouse in the Ottoman Empire has begun to operate and opened its doors in 1555, in Tahtakale, Istanbul, and as a result social activity have increased as a part of daily life for people (Evren B). Eventually coffeehouses have become a social place for gathering designed with magnificent architectural structures.

The first coffeehouses in Turkey emerged in the 16th century in Istanbul, at a time and era when Istanbul was considered the capital of Ottoman Empire. As time progressed coffee drinking that was one eastern tradition at that time, has been introduced and brought into Europe via Istanbul (Ukers, 1935: 1873-1945).

Coffee drink was an essential daily routine in the life of Ottomans, basically through the relevant spaces for socialization, artefacts, and manners it has formed its very own culture. Coffee became a reason for gathering and as a pleasure to enjoy in the simple life of normal people as well as a luxury sort of beverage in the lavish life of the rich. The service that satisfied the need for this pleasure was oftentimes provided by a coffeehouse sociable environment, mosque courtyards or coffee vendors that were itinerant in open markets. Extending from simple service to the ceremonial presentation in mansions and impressive palaces, filled with shows regarding preferences towards aesthetics as well as craftsmen to give info regarding coffee drinking's material culture.

These coffeehouses besides serving the Turkish coffee, had also performed a traditional sort of shadow play called (Hacivat and Karagoz). Therefore, coffeehouses were regarded as a social place for people from any part with any standard of living to come, have a conversation, express their thoughts, and contribute towards the tradition, up until the 19th century there was not any place for theater to exhibit plays in Istanbul, as a result the theater plays were exhibited and performed in the coffeehouses (Yasar, A).

Coffee houses are places where local or itinerant minstrels play and recite stories and poems, and sometimes two or three minstrels engage in *atıştırma*, the exchange of improvised verses, each in turn attempting to outdo the other. In some cases, the tales are long epics that continue night after night for weeks, presented as dramatic performances combining narrative and music. During Ramazan in particular, coffee houses in the eastern Turkish cities of Erzurum and Kars are crowded with customers who come to listen to these minstrels while drinking tea and coffee.

Traditional Turkish theatre covers a very broad range of performance types, including village plays, puppet theatre, Karagoz shadow theatre, *ortaoyunu* (a type of theatre performed in a central area, encircled by the audience, similar to the Italian *commedia dell'arte*), and the *meddah* (story teller). In connection with coffee and coffee houses, the first three need a brief description.

Karagoz shadow puppeteers known as *hayalt* and story tellers called *meddah* mainly performed in coffee houses, while *ortaoyunu* players usually performed in outdoor spaces or in country coffee houses. These performances are described by many European travellers who visited Istanbul.

Traditional Istanbul night life during Ramazan usually began after the last prayers of the day. While women were busy at home preparing food for the pre-dawn *Sahur* meal and the evening meal called *Iftar* at which the fast was broken, the men went to the theatre or to coffee houses where musicians, shadow players or story-tellers performed. A different Karagoz shadow play was performed each evening. In Istanbul and other major cities of Anatolia and Rumelia, Karagoz shadow plays were performed throughout the month of Ramazan in particular coffee houses.

The story-teller sat in a raised area in one corner of the coffee house, telling stories to entertain the customers.

Shadow plays such as *The Forest*, *Recreation in Kagithane Park*, *Country Coffee House*, are set in open air coffee houses. The play *Tahmis* is centered around a *tahmis*, which was a shop where roasted and pounded coffee was prepared and sold. In Istanbul and other major cities these shops all congregated in large commercial buildings and the streets on which they were stood were called *Tahmis Street*. Some examples of streets with this name can still be seen today.

2.2. Factors Affecting Consumption Behavior

In an intense competitive environment such of which exists in this day and age, consumer behavior with regards to consumption plays a remarkable role to succeed, and comprehending consumers' dynamic consumption behavior poses quite a number of thought-provoking challenges. Over the last decade numerous researchers have carried out studies in order to explore the effects of consumer behavior regarding business to consumer marketing (Vanaja, 2013: 42-54).

It is quite challenging to decode consumer behavior, worse than that its dynamic nature of consumer behavior makes it hard to be put to a certain measurement and get particular outcome.

In marketing field and behavioral science in general numerous countless studies have been carried out with regards to consumer behavior. As stated by Blackwell et al. (2001) and Solomon (2006), for market researchers consumer consumption behavior is quite a complex pattern. Simply put together, it explores the activities which involve socially, physically, as well as psychologically related matters whenever individuals engage in acts of purchasing, consuming, as well as disposing services, products, practices and ideas (Ilham, Pham and Massoud, 2014: DOI:10.1108/IJQSS).

Blackwell et al. (2001) states that numerous factors are involved that effect consumer behavior, for instance friends, family, as well as the society generally speaking Solomon, (2006). Moreover, the theory of consumer behavior tries to recognize variables with regards to consumer, explain the relationships that exist among variables as well as specify cause and effect outcomes from interactions between variable (Ilham, Pham and Massoud, 2014: DOI:10.1108/IJQSS; Kioumarsis et al., 2009: 67).

As stated by Ilham, Pham, and Massoud (2014), factors that influence consumers' consumption behavior are classified within two categories, external factors as well as internal factors.

- **External Factors:** The external factors are considered to be outside the consumers scope that affects their decision process institutions and units. External factors are constructed upon two categories namely, organization's marketing efforts and socio-cultural influences. Kanuk and Schiffman (2004) stated that the socio-

cultural environment can be considered as a major influence on individuals and consumers and contains wide range of influences that are non-commercial. Social-cultural are a type of factors which affect consumer's behavior due to integration amongst the external environment and consumer (Ilham, Pham and Massoud, 2014: DOI:10.1108/IJQSS).

Oftentimes the use of intentions adopted as a yardstick by marketing managers in order to measure predicted purchasing behavior in new product positioning and sales forecasts (Accurately predicting and estimating consumers' willingness to pay can be another aspect of actual purchase behavior (Skiera and Wertenbroch, 2002: 39(2), 228-242). Even though behavioral intention is used as a measurement for relative strength and similarly to evaluate and estimate the promotions of their effectiveness for different individuals and segment markets (Morwitz, 2001: 181–230). Purchase intention has also been considered as a representative for consumption behavior by academic researchers Armstrong et al. (2000).

- Internal Factors: These factors arise from the consumers themselves that include:

- Attitude Factor: It is the uniform evaluation, tendency, in favor or un favor feelings of individuals with regards to a specific concept or matter such as brand, a service or a person (Chisnall, 1995: 94, Zinkhan and Arnold, 2004: 366). Attitude can be considered as the overall sum of rational, emotional, or mental predisposition and inclination regarding a subject, state, fact, or a person. Louis, (1928) stated that attitude is the overall individuals' feelings regarding a specific subject.

- Learning and Knowledge Factor: further down the road of internal factors that affect behavior is regarded as learning and knowledge factor. This concept from psychological aspect, learning, is the behavior transformation and evolution that derives from experience (Solomon, 2006: 431). Learning and knowledge from marketing perspective, is what consumers observe and experience through purchasing and consumption and how this knowledge can be applied to future behavior (Zinkhan and Arnold, 2004: 366). The act of learning is a concept by which individuals' behavior is transformed as a result of what they experience (Kotler and Armstrong, 2007: 341).

2.2.1. Factors affecting coffee consumption behavior

Due to the everlasting growth and success of coffee businesses, new entrants and participants flooding the market causing a throng and crowding effect as a result of stiff competition. As new entrants and participate into the market while every of them striving to appoint their place in the market through forming new brands, as a result it causes diversity at a major rate. Thereupon, it causes an evolution which is constant and is driving the force in market environment, as per consumer consumption behavior remains to present even new challenges and complexity to brands that are established.

On the other hand, consumers them-selves get more bewildered as to which option is considered best across variety of different coffee types and brands of coffee shops. For these reasons a new wave or generation of coffee outlets which is called Third Generation Coffee shops emerged that produces high-quality coffee, and considers coffee as an artisanal foodstuff, rather than a commodity in order to grow their consumer base. It is with the above-mentioned insight to provide rational response to the prominent query that this study is carried out.

In a competitive environment such as today, the more engaging and attractive branding and packaging, the more it seems appealing to the senses of consumers. Similarly, aroma and taste arising from hot coffee beverage is a good factor of attraction for enthusiastic consumers of coffee. Therefore, numerous researchers have undertaken studies in order to discover, comprehend, and examine factors possibly affecting coffee consumption behavior in different ways.

Cho, Bonn, and Lee (2015) researched the factors and motives in selecting to purchase and consumption of organic coffee with target audience being consumers of moreover, South Korea discovered that subjective norm, protection of environment, and health related concerns are influencing factors over consumers consumption behavior for coffee. Likewise, Hu and Chen (2010) carried out an investigation on how factors of attributes for determining coffee quality, service, beverage and food affected customer perceived value in coffee shops, the undertaken research has discovered that quality of service is the most influential which it's determinants attributes has a major influence on customer perceived value that are associated with service delivery for customers in coffee shops. Moreover, Yu, Wang, and Edward in 2016 carried out an investigation regarding coffee beverages that are ready-to drink with target being Taiwan consumers and discovered that product packaging, sensory

attributes and branding are most influential on perceived values regarding hedonic therefore stimulate consumers to repurchase.

Hence, this research will investigate subjective norm, product packaging together with branding, sensory appealingness, perceived health concerns, protection of environment, quality of service, as well as perceived values regarding hedonic narrowly to discover and positive influence of the factors over coffee consumption behavior in Istanbul, Turkey. So that businesses have an understanding of how they can influence these factors in a proper way to have the upper hand and competitive advantage in the market, as well as to generate a demand for their products.

2.2.1.1 Sensory appealingness implication

Past studies demonstrated that the concept of sensory appealingness positively related in a positive way with the intentions consumers desired to pay regarding food, based upon what is their perception and judgment of the taste (Soosay, Hyland, Bretherton and Rolfe, 2006: 108(3), 200-212; Yu, Wang and Edward, 2016: 2963-2980). Therefore, with regards to this study, the concept of sensory appealingness refers to the flavor and rich texture of coffee, no alteration in the coffee taste, sugar content, sense of smell, and appealing to the drinkers (Yu, Edward and Wang 2016: 2963-2980). Consumer decision-making process is very important and it is a comprehensive procedure by which has to do with various aspects that effect consumers upon making a certain decision, Berry (2000). Having the element of visual attraction across with other forms of sensory appeal for instance aroma, texture that is rich, taste, so much so that preferences of consumers are quite important, since a product that is high in quality inevitably fascinates customers and makes sure it ends up being purchased. Furthermore, a product package that is visually appealing can also assist the consumers in decision making of purchasing the product. With regards to coffee, the visual attraction is the method that coffee beverage is put forward presented to the customer. Numerous coffee shops try to present various forms and shapes with the foam of coffee, in order to make it extra presentable and attractive Berry (2000). Such a presentation is appealing for the customers since it provides an enjoyable the experience for the consumers therefore create loyalty in the customers mind towards the coffee shop. Visual attraction forms a sense of connection between customer and brand. It could be carried out through delivering consumers with an appealing and striking product or appealing and

innovative product package which generates a demand for the product. If it does not meet considerable assessment regularly or the absence of it results in the powerlessness to distinguish high differentiation across top brands (McWilliam, 1997: 75-84).

Additionally, having to look at other sensory appealingness for instance aroma, and taste, are other quite significant forms of attractions by which affect consumer consumption behavior. Sethitorn, (2015) carried out a research with regards to Yoghurt, found that taste has quite a significant influence in stimulating a purchase, although, as most of products generally are tasted later to purchasing, therefore sensory attractions that are base on taste of products are considered to be more for repeated forms of purchases. Even though, in some instances that product is provided for customers in order to test or to try the product out, could be effective and help in stimulating the intention to purchase. Moreover, additional papers for instance, Yuenyongpattanakul, (2009) in a study found that the aroma status is quite significant amidst a variety of various consumers. A sensory appealingness that is based on aroma is quite significant high-seller, particularly in that instance by which consumers are affected by presence of aroma. The very cause by which makes visual attraction sensory the most effective is due to it being certainly prior to making a purchase, since quite countless products exist that are presented based on their visual, for instance photographed coffee beverages on coffee shop menus. Nevertheless, these three sensory appeals (visual, taste and aromatic), play an important role both directly and indirectly in influencing consumption intention.

More than a few papers discovered that, at different levels, the sensory factor in foods (such as freshness, flavor, aroma and taste) are considered to be vital and significant norms in decide on drinks such as coffee (Torjusen et al. 2001: 28).

2.2.1.2 Quality of service implication

Throughout the last decade, numerous economies of the world have reshaped and transformed from a type of economy that is built upon production to a type of economy which is formed on services. During the evolution, the need to understand significance of the role that service plays has arisen. The literature of Service Marketing states that customer is placed at the core of an organization through customer orientation; therefore, through maximization of customer satisfaction it lets the company to remain profitable as well as competitive (Gilmore, , and McMullan,

2008: 1084-1094). Customer satisfaction in the field services considerably plays an important role (Edvardsson et al., 2000: 37). Since the industry of coffee has transformed, great strides were undertaken by researchers in order to comprehend satisfaction from consumer point of view. Where through provider of services accomplished goals that lead in customers which are satisfied, and its influences on the success of the businesses in this day and age (Barsky and Nash, 2002: 46; Oliver, 1997: 69).

One of the factors that has a significant perceived value on consumer behavior is considerably well-handled, precise, fast service delivery, since the market has transformed and currently become competitive, and customers demands have risen, in order to satisfy these expectations and demands, quality of service must be enhanced to be able to meet the customers demands otherwise face losing the customers to competitors as a result of dissatisfaction (Hu, 2010; Chen). Through good services delivery, consumers feel a sense of connection toward the company and consequently this feeling is implanted in the minds of them. It is the product quality that creates connection with consumer's mind and the sensations through pleasant experience which generates feelings that have an influence on both short-term as well as long-term remembrance and memory. These feelings altogether become identical with the product and brand. For instance, an individual along with his friends celebrates his/her birthday at a coffee shop. And receives excellent services provided by the coffee shop with the best quality coffee. This experience and the excellent service embed on his/her memory together with the happiness feeling. Thus, from that moment on, whenever the consumer feels sense happiness or just wants that same feeling to be recreated, he will unintentionally make his way and go to that very same coffee shop, but then a customer which is dissatisfied might be one of the major liabilities or risk of failure to a business that provides service. Edvardsson, et al. (2000), according to studies that he carried out, it has been discovered that a customer who is dissatisfied conversed with nine individuals on average about his or her negative experience with brand. Consequently, his research furthermore discovered that service organizations with poor quality service, on average each year lost twelve percent of their annual customer volume Blodgett et al., (1993).

Individuals emotions are quite significant to become evident through their behavior, that consequently impacts their forms of basic leadership. Brands which form strong relations with customers are significantly more predominant than those which don't pay attention towards forming a profound strong relation with customers.

Specialists in the field have separated memory into two sections; first that functions as the observant eye by which observes data in memory for a predestined time. Another part is considered to be quite significant that is responsible for everlasting memory, that begins working from childhood, observing and saving data for long span of times, even years to come Solomon, (2007). Consequently, Emphasize have been made, that information which is stored in mind of individuals builds their decision process framework, and how they carry out their tasks.

2.2.1.3 Perceived concerns regarding health implication

Plenty of individuals throughout the globe drink coffee in order to stay steady, sharp and active. This caffeinated drink sharpens senses in order to be wide awake and able to work more effectively. Caffeine is considered and assumed to be beneficial to mental health, and researchers state that there might be a relation amidst mind sharpness and growing of the age as well as caffeine influences over it Rogers, (2012).

Teenagers and youths found to make a large part of the people who consume coffee, which results in becoming more dominant in being physically healthy and fit. Furthermore, Ruxton found that numerous grown-ups which used to be teen age coffee drinkers, discovered to be benefited greatly in being healthier and having a better mental health as well as their capability of processing data quicker than those who didn't drink coffee. For an extended term, coffee drinkers has been believed to be suffering from decreasing mental abilities compared with non-coffee drinkers (Laurin, 2012; Kröger, Carmichael and Lindsay). An investigation in order to look deeper into benefits of coffee discovered that the anti-oxidant which is found in coffee reduces a numerous of health risks for instance osteoporosis and so on Choi et al., (2016). It is mentioned that the general benefits of coffee toward health might be considered as a influencing element regarding the general buying intention of those who are not coffee drinkers. It is mainly due to the influences which it has over the mental abilities enhancement.

Though, there are negative reports of side effects which can pose health threats as well. Primarily, it causes esophagus to relax and is recognized to cause heartburn in some individuals. As a result of increase in heart rate, adrenaline, stimulant effect and the sleeplessness can cause drinkers to be anxious and panic regarding circumstances. Also, it can cause an effect similarly to being high that is generally confused thoughts, not being able to comprehend the situation around, confusion as well as stuttering (Sloan; Armstrong and McDonald 1992:87-90). Moreover, it might as well cause insomnia since many people rely on caffeine in order to eliminate sleepiness. Nonstop doing so also can lead to getting addicted to it which might cause inability to have soothing and peaceful sleep. Intoxication of caffeine is a risky condition when an individual's consumption increases and is addicted to caffeine. The significant negativity is addiction to caffeine, this begins with drinking one coffee cup, afterwards having it 3 cups in a row per week and finally prior to knowing it, you became a coffee addict. Altogether the harmful mentioned and dangerous side-effects in general are as a result of being addicted to coffee. Drugs or cigarettes addiction is not the single harmful addiction form, as caffeine addiction is quite harmful as well Rogers, (2012).

It is pointed out by Ruxton, (2012) that caffeine pills most of the times can keep the drinkers awake and sharp but then physically and mentally in the long run tires them mentally. With regards to the effects and health influences of coffee, two viewpoints exist; health risks and health benefits. Numerous investigators claim towards harmfulness of the coffee and causes long term repercussions, while others claim that it is highly beneficial for health, Coffee drinkers that are young become sharp and having a better mental health as they are growing in addition age poses an important part with regards to the current argument of coffee health effects and influences. On the other hand, Satell, (2006) argued that consumption of coffee is a type of slavery in this day and age since it turns an individual extremely reliant on using more coffee and thus causes addiction towards it.

2.2.1.4 Perceived values regarding hedonic implication

In the current research perceived value is based upon the overall evaluation of consumers as well as the satisfaction which is received through consuming the service or product and the hedonic related to experience of shopping in consideration of that thing which is given and that which is gotten. Tools in order to undertake

measurements for perceived values regarding hedonic are shopping environment, item, exertion and benefit quality which are blended with Mengshi and Biyan, (2014) five measurements and Luk, Yip and Lloyd, (2011) seven measurements of product worth. These mentioned measurements emphasize the factors which derive pleasure and satisfaction and how this may be gained upon buying a product (Banyte and Kazakeviciute, 2012: 23(5): 532-540). As a result of studies that have been conducted it can be concluded that In general, there is a strong effect between likelihood to purchase and the total customer satisfaction which is received through consuming the product. (Hanzaee and Irrani, 2011: 89). Though, it considered to be extremely vital to understand that however customers are observing the general fulfillment that they shall receive through consuming the product, further they understand the involvement of the possibility of some dangerous risks. Loyalty of the client is considerably a significant aim in the consumer promoting assembly since it plays the key role for a brand's major attraction preservation Hu and Cheen, (2010). Wesley, Adkinns and Burges, (2002) suggest that in order to undertake advancements for a shopping center to build deals and income, loyalty should be considered as a priority. Tsai and Chen, (2008) studied and put forward that loyalty of the client is evaluated as well as characterized by two, behavioral and attitudinal measurement procedures. Oliver, (1999) proposed that loyalty of the client could be identified by four systems of measurements that are, loyalty that is personal, loyalty with regards fullness of feeling, loyalty towards activity and loyalty that is intellectual.

2.2.1.5 Subjective norm implication

This concept explains the pressure comes from social that an individual perceives when having to engage to certain actions or behaviors. The concept is based on thoughts and beliefs of individuals that are considered significant to them. Therefore, subjective norm could get affected through others expectations with regards to a certain behavior incorporated with the motivation of individual and incentive in order to conform to the expected matters (Cho, Bon and Lee, 2015: 4-5). It has been stated by Sparks et al. (1995) that foundation of subjective norm is considered the weakest factor regarding individual intentions, therefore, dropped subjective norms concept of the research they were conducting. Though, Conner and Armitage (2001) explained that there is a strong relation between intention and subjective norm.

Furthermore, Cheen (2007) discovered whenever an individual's subjective norm was positive; relatively its consumption behavior with regards to products that are organic is remarkably improved. Results indicated that it is believed by consumers that if people and individuals who are closely related, see and perceive coffee that is organic as being fresher, more healthy, and produced while taking environmental protection issues into account, at that time and point he or she might have a higher intention in order to consume coffee that is organic more.

2.2.1.6 Product packaging together with branding implication

Studies suggest that consumer preferences towards food are significantly affected by package of products. The elements are involved with packaging of product as well as branding include brand name, shape, design, color, typography, and capacity (Liao and Lee, 2009; Bogue and Sorenson, 2006; Wang, 2013; Méndez et al, 2011). Results indicate that product packaging together with branding carried the symbolical, experiential, and functional products benefits and additionally was regarded as a powerful element in marketing communications mix regarding customer consumption intention (Sunand Chen, 2014: 64). That is to say, product packaging could deliver and have emotional influence and importance in the consumers eye Grundeey, (2010). The type of products that are delivered to the consumers with an intention to provide pleasure and quality were most likely to take the advantage of having product packaging characteristics that was considered as nice-looking and appealing. Consequently, individuals can decide to consume products due to packaging and branding (Yu, Wang and Edward, 2016: 2963-2980). It cannot be over emphasized how important this concept is as a communication tool. In order to have the upper hand in a competitive environment it requires to be innovative and creative. Related matters should be taken into consideration prior to package designing, such as gender, age, intended audience, preferences of product, geography, and so on. Packaging of the product must be related precisely to personality of the brand since it conveys a high amount of associated info in order to improve the experience consumers perceive through having related with the brand (Muhammad, Rahinah, Raaja and Saazrine 2014: 115-130).

Pitt and Prendergast (1996) point out two parts which are the important aspects and considerations which have an important part with regards to product packaging. These two parts are; coordination as well as promotion. In general key purpose of

product package is to make sure that the product itself is well settled as well as delivered to the customer safe and sound, via proper channels. Product packaging ensures that the main product remains undamaged as it provides a layer which protects the main product. Furthermore, packaging is also used as an element of attraction in order to attract consumers to purchase the product. Package provides a nice-looking advantage as well as it carries various additional messages, influencing the decision process in order to consume the product. In a market environment which is strongly homogenous, and highly similar products exist, packaging of the product is the very distinguishing element that plays a remarkable aspect in attracting the customers as well as obtaining the greater market share (Gartner and Kotler, 2002: 249-261).

Consumers purchase a product with the perception that how much of their needs will be satisfied through the product and their utility will reach to the maximum level (Revell and Kuppiec, 2001: 14). In order to make the task of analyzing the utility simpler for consumers as well as to promoting the notion that just the products of this company can satisfy their need, uniqueness and inventiveness of the product packaging plays an essential role. Product packaging indicates quality, the more attractive and well-designed product packaging; the higher it is to be expected as a high quality product. In addition to product price or quality, companies would compete on the product packaging attractiveness, since packaging is also considered a significant determinant for business success (Dubé, Dhar and Bronnenberg, 2007: 87-115).

Studies that have been carried out by Underwood Klein, (2002) and Underwood, (2003), states that a consumer has the ability to judge quality, look, and smell of a product through only perceiving its attractive well-designed package.

It is considered vital to realize that loyalty of customer toward a brand usually roots back to general attractiveness of a product as it triggers and grows the initial interest in customers which they develop towards a certain brand. Evidently, consumer desirability of pioneering and uniqueness packaging of a product is a remarkable and crucial attribute for even products that have been thought to not having any influences on the product functionality or the way by which the product is consumed.

2.2.1.7 Protection of environment implication

Consumers' choice of brand and product can be influenced through values, convenience attributes, habits, personal concerns regarding health, as well as responses of individuals towards institutional and social principles. With regards to concerns related to environmental issues, individuals normally make decisions to purchase products formed on the level of satisfaction with regards to their needs that they get from products, while trying to minimizing negative impacts on the natural environment as much as possible (Torgler et al, 2008: 209-231; GFK, 2007). Recently-held studies show that a vast number of consumers make purchase decision while taking environmental attributes into considerations. According to (Larochee et al., 2001; Loureiro, 2003; GFK, 2007; Didier and Lucie, 2008; Bazoche et al., 2008), enthusiastic individuals are willing to paying additional premium for products that are produced while taking the environmental issues in to account (Christopher and Nelson, 2013:45-53).

With regards to the environmental influence from farming of coffee, numerous transformations are taking place to grow the production process of coffee to become sustainable. The procedure begins with the extraction process and further ends up to the packaging process. In the new era more, resourceful methods of packaging goods have been presented with the utilization of biodegradable recycled materials (Salomone, 2003: 295-300). The use of such a method seemed appealing to consumers of coffee which are turning more and more worried toward the impacts and effects of coffee over the environment and the general environment degradation that coffee harvesting has contributed. In some countries which coffee is the main contributor to the export value of the country, for instance Brazil, soil exhaustion has arisen in the region, so that the nutrients level in the soil is decreasing at a great rate (May, 1996: 76). Consumers that are quite conscious regularly look for a coffee which is harvested and extracted by a company that really takes it into consideration to reduce the negative environmental impacts and energy as well as waste emissions that are caused as a result of the production, hence, often they prefer purchasing from brands with a mindset of being an eco-friendly company.

For coffee consumers one more added concern in their point of view is the companies abuse of workers where they work to produce coffee, it refers to a state which producers are not being paid the fair-trading price for their coffee (King and Gingerich, 2012: 21–28). such producers are usually located in rural areas of

countries where by the governments are very weak and can't protect the rights of their people (Neegash, 2016:32) hence, this results to over harvest coffee which leads to soil exhaustion as well as decrease in since the producers scramble in order to have their sales increased so that they can make an income. Consequently, this very issue in the coffee production industry has led several governments, where the coffee is exported to their countries, enforce a policy that takes fair-trade in to account, so that the coffee importers were required to charge their coffee suppliers a minimum amount which was implemented by the government. This condition made it possible for the suppliers to obtain better deals for their products furthermore has also inspired those which are at home country to buy and consume products that are not produced as a result of suppliers exploiting workers, rather, backs workers general life quality.

2.2.3. Factors affecting coffee consumption behavior in Turkey

Studies suggest that coffee which is an evoking beverage and brings about social interaction and pleasure, is experiencing a rapid transformation with the spread of the brand coffee shops (Akarçay, 2012).

In this context, the culture of coffee changes, new habits or behaviors are emerging. For example, the traditional sense of coffee consumption, which is based on having a conversation in a place, changes rapidly. As a matter of fact, in recent years, coffee has become a new behavior that is often consumed as a walk away and consumed while walking, going to work or school (Akarçay, 2012: 181-202). On the other hand, especially the young generation in the society quickly adopts new meanings and forms a relationship with coffee shops that is based on emotional and social values (Fendal, 2012: 147-180). The young generation, especially youngsters, use the coffee shops as a symbol of pride and perceive them as a status indicator in social life.

Although consumption of Turkish coffee is widespread in the community, a small number of studies show that especially young and educated new generations have reduced the consumption of Turkish coffee. One of these studies conducted by Koç (2016), researched in order to determine the coffee consumption of Bingöl University students. According to the results of the study, it was determined that 39.5% of university students regularly consume coffee. In addition, it is determined

that students usually consume instant coffee along with their friends and family members and prefer coffee because they keep them awake.

In another study conducted by Tekirdağ, Turkish coffee consumption trends were tried to be determined. The results of the study revealed that the drinking habits of Turkish coffee were quite high in Turkey, but the interest in new coffee varieties increased rapidly. It was also determined that 66.7% of the consumers drank the coffee after breakfast and that it was seen as a means of sharpening concentration as well as to increase focusing of thought process.

In a study carried out by Nuran AKŞİT AŞIK'a with regards to factors affecting coffee consumption as well as selection of coffee shops for both Turkish coffee and brand coffee in Turkey, it was determined that taste and presentation were the most important factors in both Turkish coffee and brand coffee. Other important factors for brand coffee are reasonable price, the quality of service and service speed of the coffee shop, the high number of coffee types, as well as the decoration of the coffee shop. The factor that is thought to be less affecting the coffee consumption and choice selection for coffee shops was discovered to be environmentally friendly. Other factors influencing Turkish coffee preference are the reasonable price, the convenience of sitting in the coffee shop for long periods, quality of service and service speed, as well as cleanliness and hygiene. The factor with which negatively affects coffee selection of Turkish coffee is found to be coffee type, as diversity is limited.

It was also revealed that one of the most important features of coffee in general is the function of bringing people together to chat. The results of evaluating the social impact of coffee are discovered to be as, 60.6% of the participants stated that they went to coffee shops with their friends. The percentage of those who go to coffee houses with family members is 37.4% and the rate of those who go alone is 2%. Research findings reveal that coffee is not only a drink; rather it is one of the most important socializing tools of today's people.

2.3. The Evolution Process of Coffee and Coffee Shops

Even though coffeehouses were an important part of daily life and had a significant role as a gathering place as well as neighborhood community centers, nowadays they

have lost the importance and significance that they once had and are nearly to extinct in urban areas. Only in areas with smaller villages and towns can the traditional old-style Turkish coffeehouses be found readily. In book of Understanding Global Cultures, Gannon (1994) suggests that the following primary reasons have caused the traditional Turkish coffeehouses to demise in urban areas and lose their importance:

- The new generation in this day and age places greater emphasis on earning a living and thus less emphasis on traditional values.
- As cities become more cosmopolitan and a more modernized lifestyle is preferred therefore alternative activities have emerged. The middle and upper classes appear to be going to concerts, theaters, cinemas, and contemporary cafes.
- The male dominant coffeehouses are becoming less attractive as social environments in cities are becoming unisex.

Even though traditional coffeehouses lost their position in urban areas yet it has not influenced peoples' pleasure and tendency of drinking coffee, which resulted in emergence of second, and most important third generation coffee shops that resembles (Third Wave or Third Generation Coffee) which can be something such as fine dining of the coffee industry, because the main element is, that it offers value, appreciates and respects coffee as an artisan or craft beverage. The third-generation coffee is what gives the customer a sense of being special, part of it returns to the service provided to the customer, but the other part is sharing the story behind the very cup of coffee. A narrative that tells the story of producer, importer, roaster and the barista. Coffee in all the process that it goes through, from the place and origin of the bean that is harvested all the way to the roasting and brewing process is handled with the same respect as fine wine.

Trish Rothgeb with regards to contemporary coffee states that there seems to be three main movements which affect what is known as Specialty Coffee, with each having its own set of philosophies and priorities, and contributed to our livelihoods as well as how consumers experience their coffee. From time to time, it happens that the waves would overlap each other, and inevitably having one spill over to affect the next (Trish R. Skeie, 2003: 85–86).

As it is previously mentioned, the term (Wave) is used by contemporary coffee market to describe part of the movement with regards to specialty coffee. In spite of that, these movements with Turkey follow a different path. First wave introduces it to masses that coffee is available at large as soluble coffee granules that provide consumers of coffee with opportunity to have their coffee ready, fast without difficulty. After wide-spread globalization and popularization of worldwide branded coffee, Nescafe had entered The Turkey's market in 1984, and previously discussed traditional ibrik/cezve prepared coffee begun to become famous as Turkish coffee.

Second wave which emerged parallel to appearance of global coffeehouse chains seems to have followed a similar road. 15 years later for the first-time coffeehouse chains had entered Turkey, when Gloria Jean's Coffee established their very first branch in 1999. Afterwards it paved the way for other popular brands such as Starbucks to be opened in the rich historical neighborhood of Bebek, Istanbul (Yenal, 2006: 290).

Third Generation on the other hand develops the movement by treating and appreciating coffee with same respect as an artisanal product. Its main aim is to strive for quality and obtain the characteristic taste, flavor, and aroma from the coffee by using specialty coffee beans throughout its special roasting and brewing methods process (Manzo, 2015: 746-761). From the year 2012 forward, third generation coffee shops spread throughout Turkey in Izmir, Ankara, and Istanbul. Coffee is not only as a refined taste in these places, rather it attains mythical meanings and turns out to become a cultural product (Barthes, 1957: 223).

In order to have a better understanding towards the significance of (third wave or third generation) it is necessary to refer back and ponder upon (first wave) and (second wave) transitions for coffee. Even though the movements from first, second and third waves of coffee are not always lightly apparent, their priorities were certainly quite unique.

2.3.1. First generation coffee

The history of first Generation coffee that we now know, dates back to the 19th century as historians have recorded, a time when entrepreneurs as well as innovators saw a gap and potential coffee market with the innovation to be both readily available in other words (ready for the pot) and economically affordable at the same

time. Hence, hardworking coffee companies and brands such as Maxwell House have had put all their efforts into accomplishing the above-mentioned standards as a result their customer base had grown at a high rate across the US and would rapidly become names that are considered as household necessities (Prof. Peaberry).

On the other hand, the first wave despite the rapid growth it had experienced still faces criticism, due to the fact that quality and taste have been sacrificed in order to promote the concept of mass production as well as ease of use and convenience. Although in the event of mass produced and marketed coffee brew, a little of the quality may possibly be frowned upon, yet innovations by entrepreneurs in fields such as coffee processing, packaging, branding, relationship building and marketing would allow the coffee companies as well as the industry to grow tremendously in a pace it had never experienced before and drastically skyrocket into the future.

2.3.1.1. Folgers

A famous coffee brand with its well-known slogan ('The Best Part of Waking' Up). The Folger Coffee brand was founded in mid-19th century with the Spice Mills as well as Pioneer Steam being as the precursor in California of the United States by William Henry Bovee, a well-known pioneer. He saw an opportunity to produce ground and roasted coffee ready for brewing, therefore coffee production has begun through a process which was consisted of sealing coffee in small tins that was roasted previously. This product by the previously-mentioned innovative process was now made available and provided for every family living as middle-class, a product which was previously rare and considered as a luxury exclusive for the rich and upper class.

2.3.1.2. Vacuum packaging

It is safe to assume that the most noteworthy innovation in the coffee market that brought a pace of change came from shipbuilders, R.W. Hills and Austin, creators of the Hills Bros. Coffee. R.W. Hills in 1900, invented a process to get fresher beans and the process is called vacuum packaging, by which fresher beans are extracted in the process as a result of removing air from coffee prior to sealing inside tins. This process brought major changes in the coffee market and how coffee is packaged, and the coffee source have been transferred from the local roaster to the grocers that act as intermediaries, so the coffee now can be stored at their retail shelves and this

process has increased the shelf life of coffee. Consequently, vacuum packaging made it possible that further down the progression road, coffee had made its journey from San Francisco all the way up to the New York. This very innovation revolutionized the coffee packaging process to this day.

2.3.1.3 Instant coffee

It was early 20th century that put America on the move towards a revolutionized time and era! Entrepreneurs by modern industry through innovative approaches manufactured and marketed products with characteristics of being both convenient to use and time-saving (Instantly made ready) for consumers. In 1903, Satori Kato, a Japanese-American chemist, applied one of his processes which was dehydration process and achieved the recipe for Nescafé instant coffee which is the very first United States formula or patent for (instant coffee). The process by which instant coffee is prepared was easy, convenient and quick at the same time, as well as brewing equipment was not required. As time progressed towards the mid-20th century, new generation had emerged with new modern lifestyle that placed instant coffee in spotlight and grew its consumer base. Further down the road by the 3rd quarter of the 20th century instant coffee had turned out to be a widely consumed product, however by the 80's it experienced a downfall as a result of taste-buds United States (foodies).

2.3.1.4. Mr. Coffee

Prior to moving on towards explaining the second wave (second generation) of coffee, it would be considered thoughtless and negligent not to mention the very first machine that functioned automatically in order to make coffee and became famous as (Mr. Coffee), that could be used as a home device invented by entrepreneur Vincent Marotta. By end of the 1970's these machines had become a marketing uproar and sensation, and were being sold by the thousands each and every day. (Professor Peaberry, 2008: 2-12).

2.3.2. Second generation coffee

It was basically reaction to the (poor coffee) that was being marketed and put up for sale under the first wave that paved the way for the progression to evolve as well as to transition into the second wave. The first wave made coffee available to people of all classes, all across the globe. Consumers over the course of time formed a desire to

understand their coffee's origin (Where the coffee has come from) as well as expressed their will to experience better quality and to know unique innovative roasting styles.

This knowledge and information for consumers, added to the enjoyment of coffee as an experience and made it more than just a normal beverage. With second wave of coffee, the new guard was defined by individuals with training and skills to deliver their best. According to coffee historians wine industry is considered as a major influence, in a way that its applications, methods and principles now implemented to the coffee business and industry. It is worthy of mention that Alfred Peet with his small coffee store in Berkeley, California has contributed significantly towards the emergence of second wave coffee by his innovative artisanal blending, roasting and sourcing methods. The coffee by which prepared through his style was unlike any other coffee ever tasted previously with being superior in quality, fresh beans, small batches, and a roast that was dark resulted in a rich and complex coffee (Prof. Peaberry). By the emergence of the second wave, our coffee vocabulary started to experience some alterations, new words such as latte, and espresso turn out to be common and known among specialty coffee consumers. The analysts criticize second wave for abandoning to control quality of the source for the beans, thus lost its way. In spite of that coffee shops grew tremendously and became a high profitable business, attracting a vast number of consumers to coffee shops and serve them their favorite coffee beverage. Starbucks is the popular coffee brand most commonly associated with second wave of coffee.

2.3.2.1. Starbucks

Starbucks One of the most famous food companies in the United States, known mainly for coffee in the world. Founded and begun to operate in 1971 in Seattle, the port city. The founders of Starbucks are three friends Gordon Barker, Zev Siegl and Jerry Baldwin, each inspired through a different narrative and events, these three entrepreneurs and business partners were impassioned about a coffee with characteristics of being fresh taken freshly from roasted beans, therefore the brand started its work with the sole purpose of specializing in serving customers with freshly roasted coffee beans. The name and design of the Starbucks logo is inspired by an American novel called Moby Dick, with Herman Melville's being the writer, that's about a mermaid and using legends of ancient Greece.

Starbucks actually meets the third-generation coffee features more than being second generation in its origin. As time progressed a new entrepreneur by the name of Howard Schultz has joined the Starbucks team. His story is that in 1981, Schwalz was walking down the streets of Seattle city, where he encountered a small store selling tea and coffee with the Starbucks name, he drank a cup of Sumatra coffee, Schwalz was drowned in the unique flavors and aromas of this coffee, and after one year began to work at the coffeehouse, due to his great interest in coffee. Schwalz, after a few years, gradually started working as a Starbucks manager. he then tried to convince the other partners in order to sell brewed coffee beverage. They rejected the idea and notion. Thus, Schultz moved on and established his own successful coffee chain, by the name of (Il Giornale Coffee) and towards the end of 80s came back to purchase Starbucks company for three and a half million dollars. And after that variety of different types of coffees such as latte's, espresso's, as well as Pre-ground coffee became widely used in the coffee shops menus! The new coffee chain exceeded its own target in the 90s by establishing a new branch every workday and reached more than 3,000 retail branches by the 2000s.

Starbucks became widely known and as a representative (poster child) for second wave, not only promoting specialty coffee for its own popularity and language, but turning it to become a social activity through introducing a vast number of people to the coffeehouse experience.

The very first Starbucks retail branch outside of the United States opened in 1996 in Tokyo, which today accounts for about a third of revenue from branches outside the United States belonging to this branch. Products and retail branches of Starbucks are distributed all across the globe. Recently Starbucks has become the largest coffeehouse company in the world, with 27,339 branches and retail locations as of the first quarter of 2018 (Knoema). Entrepreneurs in the Second wave began to see and follow the Starbucks as a model by applying its methods and principles to create sanctuaries and providing service at its finest for customers to enjoy the experience of coffee throughout the world. Drinking coffee's social experience became more significant than the artisan coffee production process.

2.3.3. Third generation coffee as well as third generation coffee shops

Third Generation Coffee can be best described as fine dining of the coffee industry, because the main element is, that it offers value, appreciates and respects coffee as an artisan or craft beverage. The third wave/generation coffee is what gives the customer a sense of being special, part of it returns to the service provided to the customer, but the other part is sharing the story behind the very cup of coffee. A narrative that tells the story of producer, importer, roaster and the barista. Coffee in all the process that it goes through, from origin of the very bean that is harvested all the way to the roasting and brewing process is handled with the same respect as fine wine.

Currently it is believed to be the era of third wave or third generation coffee culture which is categorized by, Small chain or independent coffee houses as well as small chain handicraft coffee roasters which are part of a coffee supply chain along with actors having played a role in field-to-cup activities starting with directly trading cultivators and growers of coffee with whom the roasters, coffee brokers, café holders are known to have relationships (Manzo 2010: 83-97).

The very first time Third generation coffee has been defined by Nicholas Cho in an online article which states; he referred to the Third Generation coffee as allowing the coffee in order to speak for itself. Throughout the first two coffee waves, coffee has been admired for what it provides which is caffeine, a drink that can be modified with sweetener, syrups, dairies, whipped cream, an aromatic palatable hot beverage to sip and enjoy the experience as well as to have a conversation over, and so on. The Third Generation coffee on the other hand is to enjoy coffee for what it is really.

Furthermore, Cho discusses the evolution and development that is taking place with regards to the barista profession. According to him, over the years that have passed barista was a person who was merely responsible for operating an espresso machine. While a Third generation barista on the other hand is a student of the bean in a masterly way. He doesn't only focus on how quickly to prepare drinks and deliver them as fast as possible, rather he considers each and every aspect that have to be taken into account while preparing and delivering a high-quality coffee cup, be it putting as much effort, energy, and time as needed. It is safe to say a Third generation barista is regarded as an ambassador for coffee.

According to Nicholas Cho Specialty coffee is a beverage that should be appreciated with the same respect as an artisanal foodstuff such as wine, since it has its own special paraphernalia, etiquette, characteristics, origin, as well as unique way of processing. In order to achieve high quality coffee, all steps of preparation for coffee are important, that's the reason concentration must be paid on sustainable development at all stages of coffee production, from the very beginning which is improving the cultivation and growth of coffee plant (high quality beans, single origin coffee, direct trade), harvesting as well as processing, to fresh higher quality roasting process (lighter roasts, micro roasting), and finally yet just as importantly professional brewing (highly skilled baristas, knowledge of latte art, alternative various coffee preparation methods).

Third Wave coffee production involves a long process. Beans are bought from small plants and villages in small amounts, afterwards roasted in the production place, roasted coffee then grinded in amounts that is required, and the ground coffee (grinded) is then transformed to another place for a period of time (Adams, 2010: 35). The purpose is to deliver high quality fresh coffee. In addition, this gives the producers the ability to provide coffee with different tastes (Doğan, 2014: 812).

A unique class of coffee professionally handled, with due involvement of the work of all exporters and importers of coffee as well as roaster in the Third generation coffee, established and developed a process connected to a system that is based on valuations and values complying with numeric metrics and scales. As a result of hard work that under goes behind the scenes they help set the taste and flavor for the Third generation coffee, and all this work gets translated into the consumer through Third generation coffee shops.

With regards to Third Generation coffee shops, it can be said that, the increasing awareness of the coffee consumers and their willingness for new flavors and tastes as well as unique experiences resulted in emergence and wide spread popularization of the Third wave coffee shops.

In this day and age while there are increasing number of serious coffee outlets and coffee shops, yet they form a fraction of a typical coffee shop, Therefore Third Generation Coffee shop holders have to raise awareness for the distinctive coffee that is produced in unique ways, to create demand for a beverage that has been priced as a

luxury commodity, for instance; what sort of values does a 60TL coffee cup delivers when compared with a 10TL coffee cup?

Considerably most Third generation coffee shops stress the attributes of a specific terroir as well as the handicrafts quality of their served coffee. In a study carried out by Paige West with regards to coffee from field-to-cup in New Guinea, it is explained how different types of symbolic values are delivered by Third Generation coffee shops in order to infuse the beans of coffee with a type of inspirational meaning that would stimulate the consumers to connect the coffee beans to the ways they imagine themselves.

What is most likely to be listed on a Third Generation coffee shop menu are coffees with specific virtues and attributes highlighted, containing:

- Provenance: the place of geographic origin for instance region, country, cultivation farm, and for some exclusive ones even particular parts of farm is mentioned. It is important to take these details into account while categorizing a specific type of coffee. This contains not just the agronomically and ecological differences, moreover it encompasses values being symbolic with regards to the place of origin also (Wilson et al).

- Altitude: Another factor to analyze quality of coffee is meters above the sea level (MASL) which is considered as a prompt shorthand determinant for coffee quality. According to studies it has been revealed that, as the beans are cultivated on a higher altitudes, it produces more sweeter and denser beans with intense flavour. Most beans for Third generation coffees and specialty coffees are cultivated in altitudes higher than 1400 MASL, maximal up to 2000 MASL altitude.

- Varietal: Third Wave/generation coffee by majority is consisted of *Coffea Arabica*, the other main species of coffee for instance *Coffea Robusta* is regarded inferior with regards to sensory quality (even though some coffee enthusiasts are beginning to extract and unveil its own virtues). Arabicas have its own varieties as a result of differences in cultivation process, each with unique attribute and characteristics.

- Processing method: *coffea arabicas* that are washed have long been considered as the standard-bearer for coffee quality the process includes coffee fruit being de-pulped, and afterwards immediately washed following harvesting and

picking up. As opposed to natural processed coffee which lets cherries under sunlight to decompose off the beans, for instance Brazil coffee that is produced in a low-end-bulk way. Recently there is a new coffee category which is semi-washed, the process involves allowing cherries to rot slightly prior to washing.

- Taste descriptors: Taste descriptors and cupping notes are quite important for helping customer with the proper information and priming them to select their desired type of coffee. Descriptors contain information with regards to the flavour of coffee and a wider range sensory adjectives such as; clear, deep, clean, creamy, smooth, complex and so on. Bradley Wilson along fellow colleagues in 2012 revealed that considerably the utter number of descriptors utilized in the Cup of Excellence menu remarkably affects the prices for coffee.

- Brewing method: Specific type of coffees are usually paired along with recommended methods of brewing, mostly the typical method is the three minute simple pour over, which is pouring water that is 95 degree celsius, slowly on to the ground coffee through a filter, that is exactly what it sounds like. While these methods that are old and low-tech are considered to yield the cleanest and purest cup, various high-tech methods such as Modbar method all the way to the method that infuses nitrous and produces cold brew, all and all are being increasingly experimented which produces variety of flavours, even it can be the good old fashioned French Press method.

Baristas within the coffee shops are considered as the representators or middlemen for coffee culture, while trying to provide the customers of what they desire so that they can meet their wishes, at the same time induce them to experience new types. As stated by baristas, the most common type of coffee that is requested by customers is coffee with low levels of acidity with having clean and bold cup profiles. As a matter of fact, among all profiles of coffee, acidity is regarded as key component, and high-quality coffee would have high levels of acidity. Probably what the consumers mean is balanced level of acidity, it is here that the baristas should come in to play and gently educate the consumers by engaging in dialectic conversation with them, therefore consumers get what they desire and wish for by the barista, that gets to understand consumers' idea with regards to their preferences and gives it form and direction.

In a study carried out in Turkey with regards to the reasons for the gradual increase of Third generation coffee shops, it was revealed that due to the increase for fresh and high-quality coffee as well as tailor-made, therefore Third generation coffee shops which their sole purpose is to provide coffee with these characteristics provide.

With everlasting growth of globalization and advancements in technological communications, consumers become more aware and knowledgeable of their preferences, as a result their consumption behavior have been immensely diversified. As a consequence of this matter, coffee consumption has also been affected, leading to the Third generation coffee consumption trend, this scenario has occurred due to broad access of consumers to detailed information with regards to the coffee they consume. For instance, origin of the country for the coffee beans, certain options and alternatives available with their brewing methods, and other information are provided that serves as a useful source for consumers preferences to consider while picking up their coffee.

Additionally, this change in the new generation consumption behavior due to globalization and improved competition resulted in individuals to seek for environments that are genuine and more entertaining as well as comfortable. Third generation coffee shops are coffee outlet that strive for quality and easily meet preferences of the new generation consumption behavior (Özdemir Güzel, 2016: 1).

As Third Generation coffee shops starting to mature, it seems that the emphasis is more towards sensory attributes and properties (The Cup) as well as the artisanal of blending, mixing and roasting. Moreover, the coffee shops themselves are turning out to become more modern and sleeker, providing Wi-Fi and other additional services.

Nowadays many Third-Generation coffee shops are pursuing new innovative blends and flavors not just in the cup, rather through means of using technological devices as well as barista artisanry, by infusing herbal and terroir, cold brews, coffee cocktails, etc.

Due to the competitive environment such as today and wide spread popularity of the coffee, Third Generation coffee shops must put great emphasis on research and development activities in order to discover new flavours and tastes as well as to remain up to date which ensures to be distinctive among competitors.

According to studies, it is stated that Third Generation coffee shops prefer to be located in places which may likely to host coffee consumers with greater awareness with regards to coffee. Istanbul is found to be the city with having the largest number of Third Generation coffee shops in Turkey.

In a country such as Turkey where Turkish coffee has long been quite popular and one of the top-selling commodities, the thought and notion of a revival of appreciation for the beverage in Istanbul may seem sort of like a bizarre phenomenon. Although, it can't be denied that the coffee culture within Istanbul in recent years has gone through a major transformation. Gloria Jean's Coffees, an American coffeehouse company established its first branch in 1999, afterwards it didn't take long for other international coffeehouse companies to follow the footsteps. Later on, Turkey established its own specialty coffee by the name of Kahve Dünyası.

The story with regards to the Istanbul's newly-established appreciation and admiration for the Third Generation coffee, in many ways is similar to that of the globalization story which is happening for over a decade now. The trend of Third Generation coffee began to find a footing in Istanbul, as the front runner was Kronotrop, a tiny coffeeshop at the time.

Bellow some of the dominant coffee shops that are regarded as Third Generation will be looked into.

- Kronotrop: Kronotrop, founded by Çağatay Gülabioglu, a coffee enthusiast, launched its first franchise in early 2012, in Beyoğlu. Turks were introduced through the establishment to new terminologies such as (Single Origin) and (Cortado), and the franchise became famous instantly, to such an extent that it was bought by well-known Mehmet Gürs the Turkish chef's Istanbul Food and Beverage Group, the very first business decision carried out was to have the franchise relocated to a larger area in Cihangir. As time went by the brand more coffeeshop branches in Istanbul.

- Petra Roasting Co.: Kaan Bergsen and Talisa, two siblings founded the Petra Roasting Co., a Third Generation specialty coffeeshop pioneer in 2013. Kaan is the head roaster, and in 2014 at the World of Coffee Rimini event, held at Europe's Speciality Coffee Association he became one of the finalists in the World Coffee Roasting Championship. It comes as no surprise that with such top-notch credentials

and qualifications the Petra Roasting Co. invests in to procuring highest-quality beans from Africa as well as South America.

Similarly, other Third Generation coffee shops launched, such as Ministry of Coffee in Nişantaşı, which is a barista training hub as well as a micro-roastery.

Last but not least, Coffeetopia in places like Eminönü impresses travelers as well as visitors looking to take a break from sightseeing in the old city with speciality coffee beverages as well as desserts and pastries.

3. RESEARCH METHODOLOGY

As it is indicated in the title, this chapter includes the research methodology of the dissertation. In more details, the current chapter demonstrates the approaches and methodology used in this research, as well as the instruments used, and method of data collection.

3.1. Research Philosophy

There are three dominant views according to Widerberg (2002): positivism, hermeneutics and realism. It is as a result of these views that how knowledge emerges, they are not exclusively and independently in all aspects, rather more overlap one another. Even though the scientific approaches are generally limited to the schools of positivism and hermeneutic, they are often discussed as the methodological approaches.

Of the above-mentioned views positivism declares an objective, independent point of view. Researcher must be independent of and shall neither affects nor is affected by the subject or topic of the research (Williams and Remenyi, 1998). A research that holds positivism philosophy indicates researcher prefers working with social reality which is observable and would adopt the natural science, therefore the result and outcome tends to be Law-like generalizations (Saunders M, et al. 2003, Remenyi et al. 1998). Saunders, et al. (2003) describes that positivism approach emphasizes on quantifiable observations that can be conducted to statistical analysis. Overall, positivism approach tends to lean towards quantitative method-based research.

On the other hand, hermeneutic approach emphasizes more towards interpreting and understanding of the research field. Sköldberg and Alvesson (1994) claims that upon the base of preunder standing of background and phenomenon of the whole field, only the research area will be better understood. As claimed by to Wiedersheim-Paul and Eriksson (1999), hermeneutic approach indicates more qualitative nature.

The current paper leans more on positivism approach rather than hermeneutic. The author chooses positivism approach because the study is trying to analyze the factors that affect coffee consumption behavior and moreover discovering the extent of the affection. The author needs to find out the factors which affect coffee consumption behavior and that which of the factors are significantly affecting coffee consumption in Istanbul, Turkey. The positivism approach can help provide the bases to conduct the research.

3.2. Research Design

The research process involves identifying and analyzing factors affecting coffee consumption behavior, translating it into a research problem, moreover collecting, analyzing, as well as reporting the specified information according to research problem (Kervin, 2004). As stated by (Minocha, 2006), research design is well-designed detailed blueprint that guides a research study toward its objectives. The process by which a research study is designed encompasses many interrelated decisions. The most important decision is the choice of research approach, since it determines how the information will be gained. Tactical research decisions are made once the research approach has been selected (Schindler and Blumberg, 2008). At this point the attention is on the questions to be asked or specific measurements to be made, the length and structure of the questionnaire, as well as the procedure for selecting a sample to be surveyed. These mentioned tactical decisions also are constrained by budget and time availability, thus prior to implementation of a study, estimated costs must be compared in accordance to the anticipated value.

One of the ways in order to achieve the best outcome for the objectives of the research is a well-planned and structured research design (Fink, 2003). In current thesis the researcher makes sure that the research is well planned and structured right from setting objectives, framing research hypothesis, essential support theories for the research objectives and finally designing of the questionnaire with the intention to discover answers for the set research objectives. A well-planned and effective research design constitutes the blueprint for the collection, measurement as well as analysis of data and ensures that the research is conducted within the conceptual structure.

The research design which is adopted and will be carried out by researcher in the current thesis is descriptive research design that is also known as statistical research; it explains data and characteristics regarding the phenomenon or population being studied. Description of the data is systematic factual, and accurate, descriptive form of research often will include the research hypotheses, but they might be speculative and tentative. As in this thesis also the researcher has designed hypothesis that will be tested.

Generally, the relationships studied will not be causal in nature. But they might still have utility in prediction. In social sciences; descriptive research typically takes one of two forms: Observational research and Survey research.

As stated by Kervin (2004), Survey research is the systematic collecting of information from respondents for the purpose of understanding and predicting some aspects from the behavior of population of interest. Since the term is usually utilized, it indicates that the information has been collected with some version of a questionnaire. The survey researcher must be concerned with sampling, questionnaire design, questionnaire administration, and data analysis. And accordingly based on Kervin's quote on survey, for current paper the researcher is careful enough to decide about questionnaire design and the sampling technique which is discussed later in this chapter.

Main objective of the current paper is to investigate and explore effects of subjective norm, product packaging together with branding, sensory appealingness, perceived health concerns, protection of environment, quality of service, as well as perceived values regarding hedonic over coffee consumption behavior of coffee consumers in Istanbul, Turkey. It is a quantitative study that uses questionnaire as a tool for data collection.

3.3. Data Collection

3.3.1. Types of data collected

In order to collect data for the current research both primary and secondary data were used. By secondary data it refers to a type of data that are already available, in other words it refers to the data which have already been collected and analyzed previously (Chisnall, 2007). Whenever secondary data is used by a researcher, then he has

considered looking into different sources from where he can gather them. With regards to this case he is rather not confronted with much of the problems that are typically associated with the original or primary form of data collection.

With regards to the secondary data it may either be unpublished data or published data (Perry and Carson, 2001), Generally published data are available within various publications of the central, state or local governments; various publications of foreign governments or of international bodies and their subsidiary organization; trade and technical journals; magazines newspapers and books; publications and reports of different associations related with business and industry, stock exchanges, banks; reports that are prepared and published by economists, research scholars, universities, in various fields; historical documents and statistics and public records, as well as other sources of available published information (Downie, 2003)

Primary data are a type of data that are gathered for the first time and therefore are original in character. This type of data is gathered with certain set of objectives to assess and evaluate the current status of any problem or phenomenon. Primary data collection is essential whenever a researcher cannot find and gather the data which is needed in secondary sources (Johnson and Cassel, 2006) Researchers in Market field are interested in primary data regarding behavior, intentions, interests, opinions, attitudes, motivation, awareness/knowledge, characteristics demographic, and socioeconomic. Primary data are gathered and originated by the researcher for certain purpose of addressing the problem at hand (Hussey and Collis, 2009). As primary data is gathered with certain purpose, it forms the most important data of the entire thesis thus it is ultimately utilized for the purpose of analyzation.

3.3.2. Methods of data collection

3.3.2.1. Collection of secondary data

Secondary data is collected from national and international journals in the field of marketing as well as management, business dailies, business magazines, referred and specific text books in marketing management, websites as well as quality of service and academic studies conducted in the related areas in order to form a strong conceptual background including the review of literature for the study.

3.3.2.2. Collection of primary data

In general, there are various different methods of collecting primary data, specifically in descriptive and surveys researches. These methods are interview method, observation method, questionnaire method, scheduling method, as well as other methods for instance pantry audits, distributor audits, warranty cards, mechanical devices, consumer panels, and so on. With regards to the descriptive form of researches, the best – suited approach in order to collect primary data is the survey technique using questionnaire method. Data is collected from a sample, various magnitudes and values are measured with regards to the whole population (Cooper, 2006).

Questionnaire method in order to collect data is quite popular, specifically regarding big enquiry cases. Therefore, it is being adopted and implemented by research workers, private individuals, public and private organization and even by governments (George Day, Kumar and David Aaker, 2000). With regards to the current thesis the researcher has used questionnaire method for the purpose of collecting primary data from the coffee consumers in order to discover factors affecting coffee consumption behavior in Istanbul, Turkey, with a view to provide coffee businesses and third generation coffee shops in obtaining an insight into the consumers coffee consumption behavior so that they have a better performance in providing best experience and service for their customers.

3.4. Population and Sample Selection

3.4.1. Population

The population for current research is coffee consumers in Istanbul, Turkey, especially third generation coffee shop consumers which are unknown. The sample size was drawn from coffee consumers around the coffee shops, between December 2018 and during 2019.

3.4.2. Sample size

The sample size refers to the appropriate number of respondents required for a particular research in order to get reliable and accurate results. The more the sample, the more is the accuracy of the results. However, the limitation of resources restricts

the researcher ability to keep a large sample size in current research. For a descriptive research, the least sample size is 30 respondents to conduct statistical analyses of variables relationships (Sunders et al 2012). Therefore, as coffee consumers population is relatively large, the sample size for the population was decided 270 with confidence level being 90% and a margin error of 5%. This size may change due to limitation of time and resource as well as response rate. The accessibility to the respondents shall be made through personal administration of survey questionnaires to coffee consumers, as well as third generation coffee shops customers.

3.4.3. Sample selection

The sample in this research is carried out using the non-probability methods of sampling which is called convenience sampling; respondents are coffee consumers that are willing to cooperate with the researcher by answering the questionnaire survey form. The researcher handed out questionnaires to the respondents and collected the filled-up questionnaires on the spot.

3.4.3. Response rate

270 survey questionnaires were distributed and collected, but all of the filled-up forms were not usable due to incomplete and vague responses, hence were excluded from this study, therefore in order to determine the rate of response, response rate formula is used.

Total received forms / Total distributed forms * 100

$$\Rightarrow 257 / 270 * 100 = 95.2\%$$

After the evaluation of response rate with regards to the distributed and received survey questionnaires, the response rate for current research is 95.2%

3.5. Research Instruments

The researcher in current paper used questionnaire as data collection instrument in order to carry out examination over subjective norm, product packaging together with branding, sensory appealingness, perceived concerns regarding health, protection of environment, quality of service, as well as perceived values regarding hedonic and their positive effect over consumer coffee consumption behavior at

coffee shops in Istanbul, Turkey. Previous studies with regards to the related field were explored and modified which help to develop the questionnaire survey form, by reviewing works from Chen and Hu, 2010; Lee, Cho and Bon, 2015; Yu, Wang and Edward, 2016.

3.5.1. Questionnaire design

As described earlier for the purpose of primary data collection, questionnaire method has been adopted in this thesis. However, designing and constructing a questionnaire for effective implementation is not an easy task for the researcher (Peterson, 2000). It is one of the most challenging and interesting tasks of conducting a research for the researcher. Questionnaire is a self-administered measuring instrument even though it is designed by the researcher, for gathering data from the respondents with view to find out their attitude, opinion to answer the research objectives set earlier in the study. Questionnaires are not just used to record the responses of the respondents regarding their attitude and opinion but also are used to describe, compare, or explain individual and societal knowledge, feelings, values, preferences and behavior (Bryman and Bell, 2007).

Previous studies with regards to the related field were reviewed and modified which assist in developing the questionnaire instrument. The statements were adapted and modified by reviewing works from Chen and Hu, 2010; Lee, Cho and Bonn, 2015; Yu, Wang and Edward, 2016, approved by the thesis advisor.

In the current thesis both attitudinal and classification questions have been used. Classification questions are directed to the participants of the survey with intent to gather demographic and socio-economic related data (Dell Hawkins and Donald Tull, 2005). Attitudinal questions are designed with intent to seek opinions or basic beliefs which consumers have about the coffee consumption and their experience in coffee shops as well as views regarding the quality of service performance.

As Classification and attitudinal questions are two types of technique adopted by the researcher while designing a questionnaire, similarly there are two other types for developing a questionnaire, open-ended questions and the close ended questions. The idea of open and closed questions is to allow the researcher to determine how best to guide the way in which respondent's answers the questions framed. By framing an open-ended questionnaire, it would give the respondents the ability to freely reply in

their own words rather than being limited to choosing from among a set of alternatives. But for a thesis which requires conclusion through analysis, this is not a suggested technique, rather closed questions can be used by the researcher. In the close ended questionnaire, there are a number of options for the participants to the questions asked by the researcher from which the respondents are to select one or more (Hussey,2007). This has advantages in the analysis stage as it would provide an opening in which the respondent would be able to express their opinion, allowing for a stronger correlation to be gained (King, 2004).

In this thesis the researcher has designed a close ended questionnaire for collecting data from the respondents.

The questionnaire in current paper made of four parts:

- It contains six close-ended questions provided with a checklist answers which includes respondent’s demographic and general information such as sex, age, marital status, education level, level of income, as well as job.
- Followed by five close-ended questions provided with checklist answers regarding the respondent’s coffee consumption behavior.
- Also followed by 30 close-ended questions provided with a five-point Likert type scale.
- The questionnaire answers were rated by the respondents on a five-point Likert scale, every question has a scale from 1 being strongly disagree level to 5 with strongly agree level.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

And an open-ended question at the end that allows the respondents to leave comments expresses opinion and makes suggestions.

In order to carry out measurement analysis, mean and class interval formula were utilized to analyze the information range within each level.

The part by which interval scale was used, mean scores towards justification level of agreeable perception was used in terms of the following groupings:

Average mean score at 1.00 – 1.49 indicates the respondents lowest agreeable level.

Average mean score at 1.50 – 2.49 indicates the respondents' low agreeable level.

Average mean score at 2.50 – 3.49 indicates the respondents' moderate agreeable level.

Average mean score at 3.50 – 4.49 indicates the respondents' high agreeable level.

Average mean score at 4.50 – 5.00 indicates the respondents' highest agreeable level

3.6. Ethics

At beginning of the questionnaire, the purpose of questionnaire is stated and made clear. Questions are also made based on specific information which is necessary for conducting research. Furthermore, respondents are assured that their identities will be kept secret and will not be shared with any person or any other groups. Before handing the questionnaires to respondents, they had been informed that the research purpose was academic.

3.7. Research Limitations

Environment, respondents, and research population are significant factors affecting conducting a research. One of the limitations of the study was time. However, the questionnaires were administered in a few coffee shops to the respondents in Istanbul, which ensures the geographical scope for the research. In addition, the research was conducted only in Istanbul, which means that the results cannot be used to evaluate the factors affecting coffee consumption behavior in other countries. The survey was also carried out during a specific date and time, which meant that I was not able to reach the most active customers all the time.

Despite the limitations the research is able to give an overall understanding of factors affecting coffee consumption behavior in Istanbul, Turkey and pave the way for further research in other regions and countries.

3.8. Data Analysis

In the current research SPSS 23.0 software was used to carry out statistical analysis with regards this paper, after survey form questions were coded into the software. Descriptive method of statistics analysis was conducted through percentage and

frequency in order to describe respondents demographic related information such as (sex, age, education level, status, occupation, and income) and coffee consumption behavior (amount spent for coffee daily, most preferred type of coffee, how often coffee is drunk, most preferred time and place to purchase coffee).

Likewise, Mean and standard deviation were evaluated along the process to describe independent variables (subjective norm, product packaging together with branding, sensory appealingness, perceived health concerns, protection of environment, quality of service, as well as perceived hedonic value) as well as the dependent variable (coffee consumption behavior) which were presented in Likert scale sort of questions. And the open-ended question at the end was explored to find out other probable related factors suggested by respondent with regards to this study.

Moreover, the hypothesis testing process was carried out though multiple regression analysis in order to examine the effect of independent variables over dependent variable. Generally multiple regression analysis is conducted to examine the correlation among a number of independent variables and the dependent variable. The variance analysis (ANOVA) was implemented in order to look at variance level that the independent variables are responsible for (Sheevlin and Miles, 2001; Kanthawongs, 2017).

3.9. Reliability

Reliability is a concept used to evaluate the quality of research. It indicates how well a method, technique or test measures something. Reliability is about the consistency of a measure.

Cronbach's alpha, α (or coefficient alpha), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. "Reliability" is how well a test measures what it should. Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable.

3.10. Statistical Methods

In the current research statistical analysis methods consisted of:

Descriptive Statistics Analysis:

Percentage:

$$p = \frac{f}{n} \times 10$$

p Percentage

f percentage frequency

n frequency

Mean:

$$\bar{X} = \frac{\sum X}{n}$$

\bar{X} Mean

$\sum X$ Total group score

n Number of group score

Standard Deviation:

$$S.D. = \sqrt{\frac{\sum(x+\bar{X})^2}{n-1}}$$

$S.D.$ Standard Deviation

x Score

n Number of scores in each group

\sum Total amount

4. RESEARCH RESULTS AND ANALYSIS

In the current chapter empirical part of the research along with analysis are presented. The primary data through survey questionnaire has been collected from 257 respondents. Research closed-ended questionnaire with multiple choice questions as well as Likert scale questions, were designed to examine factors affecting coffee consumption behavior in form of quantitative research.

The below hypotheses are written according to conceptual framework:

- H₁: Sensory appealingness has a positive effect on perceived values regarding hedonic.
- H₂: Product packaging together with branding has a positive effect on perceived values regarding hedonic.
- H₃: Perceived concerns regarding health have a positive effect on subjective norm.
- H₄: Protection of environment has a positive effect on subjective norm.
- H₅: Perceived values regarding hedonic has a positive effect on coffee consumption behavior.
- H₆: Quality of service has a positive effect on coffee consumption behavior.
- H₇: Subjective norm has a positive effect on coffee consumption behavior.

Conceptual Framework:

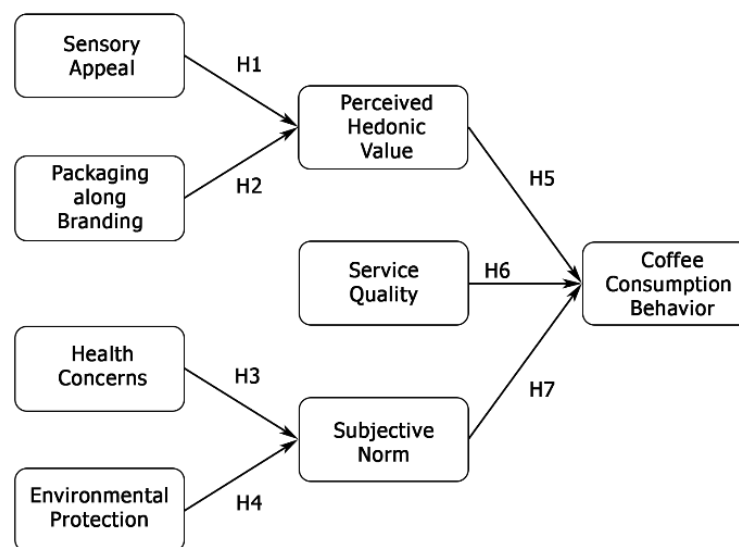


Figure 1.4: Conceptual Framework

4.1. Reliability

Table 4.1: Case Processing Summary

Gender	N	Percentage %
Cases Valid	257	100.0
Excluded	0	.0
Total	257	100.0

Table 4.2: Reliability Statistics

Cronbach's Alpha	N of Items
.727	7

According to Table 4.2 the reliability is within the acceptable range. Cronbach's alpha is a convenient test used to estimate the reliability or internal consistency. According to the general rule of thumb with regards to Cronbach's alpha, the research instrument is reliable.

4.2. Demographic Data Analysis

Table 4.3: Gender data analysis

Gender	Frequency	Percentage
Male	185	72%
Female	72	28%
Total	257	100%

According to the Table 4.1, of the 257 respondents, 185 (72%) responses are from males and 72 (28%) responses are from females

Table 4.4: Age data analysis

Age	Frequency	Percentage
24 and under	102	39.7%
25–35years	132	51.4%
36–45years	20	7.8%
46–55years	1	0.4%
56 and over	2	0.8%

According to the Table 4.2, of the 257 respondents, most of the respondents are within the age range of 25-35 years old totaling 132 responses (51.4%), followed by 24 and under years old with 102 responses (39.7%), 20 respondents were within the range of 36–45 years (7.8%), 2 respondents were 56 and over years old (0.8%), and 1 respondent was 46–55 years old (0.4%) respectively.

Table 4.5: Status Data Analysis

Status	Frequency	Percentage
Single	200	77.8%
Married	55	21.4%
Divorced/ Widowed/ Separated	2	0.8%

According to the Table 4.3, most of the respondents were single totaling 200 (77.8%), 55 respondents were married (21.4%), and 2 respondents were Divorced/ Widowed/Separated (0.8%).

Table 4.6: Level of education data analysis

Education Level	Frequency	Percentage
I'm Under Bachelor Degree	21	8.2%
I've obtained Bachelor Degree	60	23.3%
I've obtained Master Degree	170	66.1%
I've obtained Doctorate Degree	4	1.6%
Others	2	0.8%

According to the Table 4.4, most of the respondents were Master Degree graduates totaling 170 responses (66.1%), followed by 60 respondents with Bachelor Degree (23.3%), 21 respondents were Under Bachelor Degree (8.2%), 2 respondents had Doctorate Degree, and 2 of the respondents were under Others category (0.8%) respectively.

Table 4.7: Monthly income data analysis

Monthly income	Frequency	Percentage
1,000 TL and lower	78	30.4%
1,001–2,000 TL	47	18.3%
2,001–3,000 TL	55	21.4%
3,001–4,000 TL	25	9.7%
4,001–5,000 TL	21	8.2%
More than 5,000 TL	31	12.1%

According to the Table 4.5, most of the respondents income were within the range of 1,000 TL and lower totaling to 78 responses (30.4%), followed by 55 respondents with 2,001–3,000 TL income (21.4%), 47 respondents had 1,001–2,000 TL income (18.3%), 31 respondents income was More than 5,000 TL (12.1%), 25 respondents had income of 3,001–4,000 TL (9.7%), and 21 respondents income was 4,001–5,000 TL (8.2%) respectively.

Table 4.8: Occupation data analysis

Occupation	Frequency	Percentage
State enterprise employee	15	5.8%
Private employee	48	18.7%
Self-Employed	87	33.9%
Others	107	41.6%

According to the Table 4.6, most of the respondents selected Others for Occupation totaling to 107 responses (41.6%), followed by 87 Self-Employed respondents (33.9%), 48 respondents were Private employees (18.7%), and 15 State enterprise employees (5.8%) respectively.

Table 4.9: Preferred type of coffee data analysis

Preferred type of coffee	Frequency	Percentage
Espresso	60	23.3%
Turk Kahvesi	87	33.9%
Caffè Americano	36	14%
Caffé Latte.	65	25.3%
Caffè Macchiato	33	12.8%
Flat White	14	5.4%
Cappuccino	92	35.8%
Cold Drip	15	5.8%

According to the Table 4.7, most of the respondents preferred Cappuccino totaling to 92 responses (35.8%), followed by 87 respondents which preferred Turk Kahvesi (33.9%), 65 Caffé Latte (25.3%), 60 Espresso (23.3%), 36 Caffè Americano (14%), 33 Caffè Macchiato (12.8%), 15 Cold Drip (5.8%), and 14 respondents which preferred Flat White (5.4%) respectively.

Table 4.10: Amount spent data analysis

Amount spent	Frequency	Percentage
Less than 10 TL	111	43.2%
10–20 TL	93	36.2%
21–30 TL	34	13.2%
31–40 TL	8	3.1%
41–50 TL	5	1.9%
More than 50 TL	6	2.3%

According to the Table 4.8, most of the respondents spend or are willing to spend Less than 10 TL totaling to 111 respondents (43.2%), followed by 93 respondents with willingness to pay 10–20 TL (36.2%), 34 with willingness to pay 21–30 TL (13.2%), 8 with willingness to pay 31–40 TL (3.1%), 6 with willingness to pay More than 50 TL (2.3%), and 5 respondents with willingness to pay 41–50 TL (1.9%) respectively.

Table 4.11: Coffee Drinking Rate data analysis

Coffee Drinking Rate	Frequency	Percentage
Once per day	84	32.7%
Twice or more per day	72	28%
Once per week	25	9.7%
3-5 times per week	30	11.7%
Occasionally	32	12.5%
Others	14	5.4%

According to the Table 4.9, most of the respondents drink coffee Once daily, totaling to 84 respondents (32.7%), followed by 72 respondents with drink rate of Twice or more daily (28%), 32 Occasionally (12.5%), 30 3-5 times a week (11.7%), 25 Once a week (9.7%), and 14 respondents with drink rate of Others (5.4%) respectively.

Table 4.12: Preferred Drinking Time data analysis

Preferred Drinking Time	Frequency	Percentage
In the Morning	112	43.6%
In the Afternoon	63	24.5%
In the Evening	48	18.7%
During the Night	20	7.8%
Anytime	76	29.6%

According to the Table 4.10, most of the respondents preferred to drink coffee in the Morning, totaling to 112 respondents (43.6%), followed by 76 any-timers respondents (29.6%), 63 Afternoon (24.5%), 48 Evening (18.7%), and 20 respondents that preferred to drink coffee during the Night (7.8%) respectively.

Table 4.13: Preferred Drinking Place data analysis

Preferred Drinking Place	Frequency	Percentage
Brand store (BS)	152	59.1%
Quick service restaurants (QSR)	52	20.2%
Convenience store (CS)	43	16.7%
Ready to drink coffee (RTD)	39	15.2%
Street vendors (SV)	19	7.4%
Others	41	16%

According to the Table 4.11, most of the respondents totaling to 152, preferred going to Branded stores to drink coffee (59.1%), followed by 52 respondents which preferred Quick service restaurants for their coffee, 43 Convenience stores (16.7%), 41 Others (16%), 39 Ready to drink coffee (RTD) (15.2%), and 19 respondents that preferred Street vendors as a place to drink coffee (7.4%) respectively.

4.3. Independent and the Dependent Variables Analysis.

All the independent variables (subjective norm, product packaging together with branding, sensory appealingness, perceived health concerns, protection of environment, quality of service, as well as perceived hedonic value) as well as the dependent variable (coffee consumption behavior) which were presented and measured in Likert scale according to the following Table:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

The highest mean scores with regards to the independent variables indicates highest customers interest on the independent variables which are used to determine consumption behavior.

Mean scores justification level of agreeable perception was used in terms of the following groupings:

Average mean score at 1.00 – 1.49 indicates the respondents lowest agreeable level.

Average mean score at 1.50 – 2.49 indicates the respondents' low agreeable level.

Average mean score at 2.50 – 3.49 indicates the respondents' moderate agreeable level.

Average mean score at 3.50 – 4.49 indicates the respondents' high agreeable level.

Average mean score at 4.50 – 5.00 indicates the respondents' highest agreeable level

By using the descriptive statistics procedure in SPSS, following means and standard deviations can be derived from answers with regards to the research variables.

Table 4.14: Analysis of Sensory Appealingness

Sensory Appealingness	Mean	Standard Deviation	Interpretation
Your day can be brightened up by the coffee's rich texture as well as flavor.	3.638	1.2237	High
Coffee's taste must be consistent on a daily basis.	3.696	1.1256	High
The coffee aroma must be pleasant.	3.739	1.0781	High

According to the data presented on Table 4.12, the result from the opinion of the respondents towards Sensory Appealingness indicate an overall high mean score, coffee aroma is on top of the ranking scores amongst all the items which is ranked high (Mean=3.739, S.D=1.0781), followed by taste consistency which again ranked high level (Mean=3.696, S.D=1.1256), and texture and flavor also ranked high level (Mean=3.638, , S.D=1.2237) respectively.

Table 4.15: Analysis of Quality of the Service

Quality of the Service	Mean	Standard Deviation	Interpretation
Coffee shops employees must have friendly manner.	3.549	1.0998	High
The services in which coffee shops provide must be fast.	3.288	1.1297	Moderate
Coffee shops must have employees with service minded attitude.	3.486	1.0647	Moderate
Employees of coffee shops must fulfill orders accurately.	3.272	1.1021	Moderate

According to the data presented on Table 4.14, the result from the opinion of the respondents towards Quality of Service shows 1 high ranking and 3 moderate scores, friendly employees is on top of the ranking scores amongst all the items which is ranked high (Mean=3.549, S.D=1.0998), followed by employees service minded attitude which is ranked moderate level (Mean=3.486, S.D=1.0647), and fast services also ranked moderate level (Mean=3.288, S.D=1.1297), as well as fulfilling orders accurately which is ranked moderate level (Mean=3.272, S.D=1.1021) respectively.

Table 4.16: Analysis of Perceived Concerns Regarding

Perceived Health Concerns	Mean	Standard Deviation	Interpretation
My coffee must contain nutritional ingredients.	3.739	.6025	High
My coffee must not contain harmful ingredients.	3.795	.5770	High
My coffee must be able to enhance and improve the wellbeing of my body.	3.711	.6324	High
My coffee must contain organic ingredients.	3.755	.5682	High

According to the data presented on Table 4.18, the result from the opinion of the respondents over Perceived Concerns Regarding Health indicate an overall high mean score, not having harmful ingredients is on top of the ranking scores amongst all the items which is ranked high (Mean=3.795, S.D=.5770), followed by coffee

being organic which again ranked high level (Mean=3.755, S.D=.5682), and coffee being nutritional also ranked high level (Mean=3.739, S.D=.5770), as well as enhancement of wellbeing through coffee drinking which is ranked high level (Mean=3.711, S.D=.5682) respectively.

Table 4.17: Analysis of Perceived Values Regarding Hedonic

Perceived Values Regarding Hedonic	Mean	Standard Deviation	Interpretation
For me it has become daily routine to drink coffee.	4.027	.9329	High
I drink coffee as it generally makes me physically gets going throughout the day.	3.864	.9727	High
It is quite fun experience to drink coffee.	3.879	.9867	High
It is very entertaining to drink coffee.	3.595	1.1489	High

According to the data presented on Table 4.16, the result from the opinion of the respondents towards Protection of Environment indicate an overall high mean score, daily routine of drinking coffee is on top of the ranking scores amongst all the items which is ranked high (Mean=4.027, S.D=.9329), followed Drinking coffee is fun which again ranked high level (Mean=3.879, S.D=.9867), and Drinking coffee which results to get going also ranked high level (Mean=3.864, S.D=.9727), as well as Drinking coffee is very entertaining which is ranked high level (Mean=3.595, S.D=1.1489) respectively.

Table 4.18: Analysis of Subjective Norm

Subjective Norm	Mean	Standard Deviation	Interpretation
I drink coffee as a result of my friends recommending me to.	3.669	1.0287	High
Most of the people who are related to me are the reason I drink coffee as a result of them telling me to.	3.642	1.0290	High
Most of those who I consider to be important to me generally think positive toward me purchasing coffee.	3.599	1.0527	High
Majority of those who are relevant to me assist me in buying coffee.	3.63	1.057	High

According to the data presented on Table 4.17, the result from the opinion of the respondents towards Subjective Norm indicate an overall high mean score, Friends recommendation to drink coffee is on top of the ranking scores amongst all the items which is ranked high (Mean=3.669, S.D=1.0287), followed relatives telling to drink coffee which again ranked high level (Mean=3.642, S.D=1.0290), and the help of majority relevant people to purchase coffee also ranked high level (Mean=3.63, S.D=1.057), as well as positively thinking of most important close people towards buying of coffee which is ranked high level (Mean=3.599, S.D=1.057) respectively.

Table 4.19: Analysis of Product Packaging together with Branding

Product packaging together with Branding	Mean	Standard Deviation	Interpretation
Coffee cups color must be attractive and appealing.	4.261	.9428	High
My coffee must have creatively well-designed cups.	4.307	.8855	High
My coffee brand must be widely known.	4.125	.9354	High
My coffee brand must be memorable.	4.237	.8938	High

According to the data presented on Table 4.13, the result from the opinion of the respondents towards Product Packaging together with Branding indicate an overall high mean score, coffee cups design is on top of the ranking scores amongst all the items which is ranked high (Mean=4.307, S.D=0.8855), followed by coffee cups color which again ranked high level (Mean=4.261, S.D=0.9428), and coffee brand memorability also ranked high level (Mean=4.237, S.D=0.8938), as well as coffee brand popularity which is ranked high level (Mean=4.125, S.D=0.9354) respectively.

Table 4.20: Analysis of Protection of Environment

Protection of Environment	Mean	Standard Deviation	Interpretation
My coffee must be produced without harming or destroying the natural habitat.	4.035	1.0091	High
Product packaging of my coffee must be environmentally friendly.	3.9767	.99973	High
Coffee shops must consider environmental protection while producing their products.	3.984	1.0344	High
My coffee possibly must have the least waste.	3.864	1.0793	High

According to the data presented on Table 4.15, the result from the opinion of the respondents towards Protection of Environment indicate an overall high mean score, production of coffee without destroying our natural habitat is on top of the ranking scores amongst all the items which is ranked high (Mean=4.035, S.D=1.0091), followed by coffee shops consideration of protection of environment which again ranked high level (Mean=3.984, S.D=1.0344), and environmentally friendly packaging also ranked high level (Mean=3.9767, S.D=.99973), as well as least waste production which is ranked high level (Mean=3.864, S.D=1.0793) respectively.

Table 4.21: Analysis of Coffee Consumption Behavior

Coffee Consumption Behavior	Mean	Standard Deviation	Interpretation
I consume coffee on a daily basis.	3.576	1.2881	High
If my usual choice of coffee would not be accessible, I would consume a different coffee that is not my usual choice.	3.440	1.0740	Moderate
I put effort in to coffee consumption in order to make it happen.	3.420	1.2321	Moderate

According to the data presented on Table 4.19, the result from the opinion of the respondents towards Coffee Consumption Behavior shows 1 high ranking and 2 moderate scores, every day coffee consumption is on top of the ranking scores amongst all the items which is ranked high (Mean=3.576, S.D=1.2881), followed by consumption of coffee that is not of usual choice if it's accessible which ranked moderate level (Mean=3.440, S.D=1.0740), and making effort to consume coffee also ranked moderate level (Mean=3.420, , S.D=1.2321) respectively.

4.4. Hypothesis Testing

The hypothesis testing process was carried out through multiple regression analysis in order to examine the effect of independent variables over dependent variable. Generally multiple regression analysis is conducted to examine the correlation among a number of independent variables and the dependent variable.

Table 4.22: Hypothesis 1 and 2 Multiple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
		Regression	2	909.504	.000 ^b
.937 ^a	.877	Residual	254		
		Coefficients			
		Independent Variable	Std. Error	Beta (β)	Sig.
		(Constant)	.128		.897
		Sensory Appealingness	.024	.913	.000
		Product packaging together with Branding	.034	.057	.019

a. Dependent Variable: Perceived Hedonic Value

b. Predictors: (Constant), Product packaging together with Branding, Sensory Appealingness

c. n value: 257

Model Summary: $R^2 = .88$; Taken as a set the predictors Sensory Appealingness, and Product Packaging together with Branding account for 88% of the variance in Perceived Hedonic Value.

ANOVA (test using $\alpha = .05$): The overall regression model was Significant, $F(2,254) = 810$, $P < 0.001$, $R^2 = .88$. It could be concluded from this that, the 2 independent variables explained 88% ($R = .937$, $R^2 = .877$) of the variance.

Coefficients (test each predictor at alpha = .05):

Sensory Appealingness Sig. (P < .05)

Product Packaging together with Branding Sig. (P = .019)

Hypothesis 1 Sensory Appealingness has a positive effect over perceived values regarding hedonic (dependent) at level of significance being P < .05, hence the hypothesis is accepted.

Hypothesis 2, Product Packaging together with Branding has a positive effect over perceived values regarding hedonic (dependent) at significance level being P = .019, hence the hypothesis is accepted.

Table 4.23: Hypothesis 3 and 4 Multiple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
.297a	.088	Regression	2	12.258	.000 ^b
		Residual	254		
Coefficients					
Independent Variable		Std. Error	Beta (β)	Sig.	
(Constant)		.358		.000	
Perceived Health Concerns		.096	.291	.000	
Protection of Environment		.047	.021	.737	

a. Dependent Variable: Subjective Norm

b. Predictors: (Constant), Perceived Health Concerns, Protection of Environment

c. n value: 257

Model Summary: R² = .09; Taken as a set the predictors Perceived Health Concerns, and Protection of Environment account for 9% of the variance in Subjective Norm.

ANOVA (test using alpha = .05): The overall regression model was Significant, F (2,254) = 12.3, P < 0.001, R² = .09. It could be concluded from this that, the 2 independent variables explained 9% (R = .297, R² = .088) of the variance.

Coefficients (test each predictor at alpha = .05):

Perceived Health Concerns Sig. (P < .05)

Protection of Environment Not Sig. (P = .737)

Hypothesis 3, Perceived Concerns Regarding Health has a positive effect toward Subjective Norm at P < .05 level of significance, hence the hypothesis is accepted.

Hypothesis 4, Protection of Environment is related with Subjective Norm (dependent) At P = .737 level of significance, therefore it doesn't have a positive effect on Subjective Norm, hence the hypothesis is rejected.

Table 4.24: Hypothesis 5, 6 and 7 Multiple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
.363 ^a	.132	Regression	3	12.811	.000 ^b
		Residual	253		
Coefficients					
Independent Variable		Std. Error	Beta (β)	Sig.	
(Constant)		.351		.000	
Perceived Hedonic Value		.065	.268	.000	
Quality of Service		.066	.207	.001	
Subjective Norm		.083	-.150	.019	

a. Dependent Variable: Coffee Consumption Behavior

b. Predictors: (Constant), Perceived Hedonic Value, Quality of Service, Subjective Norm

c. n value: 257

Model Summary: R² = .13; Taken as a set the predictors Perceived Hedonic Value, Quality of Service, and Subjective Norm account for 13% of the variance in Coffee Consumption Behavior.

ANOVA (test using alpha = .05): The overall regression model was Significant, F (3,253) = 12.8, P < 0.05, R² = .13. It could be concluded from this that, the 3 independent variables explained 13% (R = .363, R² = .132) of the variance.

Coefficients (test each predictor at alpha = .05):

Perceived Hedonic Value	Sig.	(P < .05)
Quality of Service	Sig.	(P = .001)
Subjective Norm	Sig.	(P = .019)

Hypothesis 5 Perceived values regarding hedonic positively influences Coffee Consumption Behavior (dependent) At P < .05 level of significance, as a result the hypothesis is found to be accepted.

Hypothesis 6, Quality of Service positively affect Coffee Consumption Behavior (dependent) at P = .001 level of significance, therefore the hypothesis is proved to be accepted.

Hypothesis 7, Subjective Norm has a positive effect over Coffee Consumption Behavior (dependent) At P = .019 level of significance, hence the hypothesis is accepted.

5. CONCLUSIONS AND SUGGESTIONS

The current chapter aims to summarize as well as present the main findings, results, and indications from the research analysis with regards to collected data.

Purpose in this paper was to study and analyze factors that affect coffee consumption behavior. In other words, this paper tried to study the effect of subjective norm, perceived health concerns, product packaging together with branding, sensory appealingness, Protection of Environment, quality of service, as well as perceived values regarding hedonic toward coffee consumption behavior.

A quantitative method that used survey questionnaire as an instrument of data collection has been carried out.

The population for current research is coffee consumers in Istanbul, Turkey, thus, as coffee consumers population is relatively large in Istanbul, the sample size for the population was decided 270 with confidence level being 90% and a margin error of 5%.

The response rate for current research is 95.2%, meaning of all the 270 distributed and received survey questionnaires 257 forms were usable, and the results and collected data were analyzed by SPSS 23.0 software.

The results of analysis on collected data indicate; 72% male and 28% female respondents, most of the respondents were within the age range of 25 to 35 years old (51.4%), most were single (77.8%), most had attained masters degrees (66.1%) followed by bachelor degree (23.3%), majority received an income of 1,000 TL and lower per month (30.4%) and were working with others (41.6%), majority's WTP for coffee was Less than 10 TL (43.2%), majority preferred cappuccino (35.8%) followed by Turk Kahvesi (33.9%) with daily drink habit of once (32.7%) preferably in the morning (43.6%) from stores which are branded (59.1%).

- Hypothesis 1 and 2; Sensory Appealingness (Hypothesis 1), and Product Packaging together with Branding (Hypothesis 2) have been examined to confirm whether have a positive effect on perceived hedonic value. The findings of the

analysis verify that Sensory Appealingness (Hypothesis 1), and Product Packaging together with Branding (Hypothesis 2) have a positive effect over perceived hedonic value, each at $P < .05$ and $P = .019$ level of significance, hence the both hypotheses are accepted.

Sensory appealingness refers to attributes such as flavor and rich texture of coffee, sugar content, no change or alteration in taste of the coffee, and to be appealing and pleasing for the coffee drinkers' sense of smell (Yu and Wang, Edward, 2016). The concept of product packaging together with branding is a method of differentiating and presenting a product in a way that catches the eye and becomes more appealing through elements of color, shape, design, capacity, typography and brand name, to the customers, Bogue and Sorenson, (2006). These are factors which affect customer perceived value regarding hedonic, this is important since perceived values regarding hedonic within the current context refers to the potential pleasure and enjoyment as well as positive emotional response which can be gained through coffee drinking for the purpose of enjoyment, pleasure, fun, and meeting people and forming friendships (Chang, Wang, and Lin, 2011; Yu and Wang, Edward, 2016). It could be stated that sensory appealingness and product packaging together with branding are attributes that would seem as elements of attraction to the consumers perception and feelings, therefore trigger joy, pleasure and excitement.

- Hypothesis 3, and 4; Perceived Concerns Regarding Health (Hypothesis 3) and the (Hypothesis 4) which is Protection of Environment have been examined to confirm whether have a positive effect on Subjective Norm. Findings of the analysis confirms that Perceived Concerns Regarding Health (Hypothesis 3) has a positive effect over Subjective Norm, at $P < .05$ level of significance, but Protection of Environment (Hypothesis 4) is related with Subjective Norm at $P = .737$ level of significance, therefore it has no positive effect on Subjective Norm, hence the Hypothesis 3 is accepted and Hypothesis 4 is rejected.

It is believed that perceived concerns regarding health is considered as a predictor of subjective norm. Rational coffee consumers would always put health concerns at the forefront, specially in this day and age that some diseases could be linked to coffee consumption as a result of health consequences of caffeine being present in coffee beverages (Sloan, McDonald, and Armstrong, 1992). Relatively large number consumers of coffee prefer to have coffee in the morning since it has numerous

health benefits of generating freshly new start and sharpness of mind, as well as assists in brightening up the day and make them stay and be more active throughout the day (Rogers, 2012). On another front coffee consumers are believed to be paying less attention toward protection of environment problems, since they consider it to be the coffee makers responsibility to deal with. A product with attracting packaging would seem appealing for consumers, yet rather they don't mind if whether the environmental issues are taken into account for packaging or not.

- Hypothesis 5; Perceived values regarding hedonic has a positive effect on Coffee Consumption Behavior. Findings of the analysis shows that Perceived Values Regarding Hedonic has a positive effect towards Coffee Consumption Behavior, at $P < .05$ level of significance, therefore the hypothesis is accepted.

Past literature reveals that hedonic value described the responses that are emotional and related along with the purchase intention and product or service consumption (Yu, Wang, and, Edward 2016). It can be concluded, as suggested by Jang, and Han, (2010), coffee shop businesses had better provide a more pleasant and joyful environment. In order to provide such an entertaining atmosphere, it may require the implementation of cases such as, unique interior design and décor, eye-catching color, relaxing music, professional employees that would be service minded attitudes with proper appearance, as well as other additional aspects that could add to the experience and make it more pleasant, exciting, and enjoyable (Ryu et al., 2010).

- Hypothesis 6; Quality of Service holds a positive effect over Coffee Consumption Behavior. Findings of the analysis verifies that Quality of Service positively effects and influences Coffee Consumption Behavior, at $P = .001$ level of significance, thus the hypothesis is accepted.

In a research carried out by Hu and Chen (2010), it was studied how customer-perceived value influenced by the determinant attributes of coffee quality of service in coffee outlet industry, the results proved that quality of service significantly influenced Coffee Consumption behavior, since the service industry including coffee outlets and coffee shops in order to remain profitable in the market, were forced to invest in research and development of quality of service to find new ways and approaches of offering competitive advantage for instance training and providing friendly cheerful attitudes and genuine service minded staff, fast service delivery

with no waiting time, staff that are polite and friendly when taking their orders(Hu and Chen, 2010).

The current research proved the same, that quality of service has a significant influence on Coffee Consumption behavior. In fact, Third generation coffee shop consumers without question consider quality of service to be of the up most important factor which qualifies a coffee shop to be regarded as Third Generation.

- Hypothesis 7; Subjective Norm have a positive effect on Coffee Consumption Behavior. Based on analysis, it is found that Subjective Norm has a positive effect towards Coffee Consumption Behavior, at $P = .019$ level of significance, as a result the hypothesis is accepted.

This concept explains the pressure comes from social that an individual perceives when having to engage to certain actions or behaviors. The concept is based on thoughts and beliefs of individuals that are considered significant to them. Furthermore, Cheen (2007) discovered whenever an individual's subjective norm was positive, relatively its consumption behavior with regards to products that are organic is remarkably improved. Results indicated that it is believed by consumers that if people and individuals who are closely related, see and perceive coffee that is organic as being fresher, more healthy, and produced while taking environmental protection issues in to account, at that time and point he or she might has a higher intention in order to consume coffee that is organic more. In other words, subjective norm is with regards to the respondent's relationship.

- Suggestion for Coffee Shops and Coffee Businesses

As it was indicated at the beginning in the first chapter one of the additional purposes for the current research was to help provide coffee businesses specially third generation coffee shop businesses in obtaining a vision into the consumers incentives who are coffee shop enthusiasts, so that they can catch in for success of the coffee business.

Therefore, the results and findings of this paper can be used as an added value development for the coffee business as well as beneficial to marketing strategies. The managers should take sensory appealingness with regards to coffee into consideration for instance rich texture and flavor of the coffee as well as consistent taste. Also product packaging together with branding should be considered through

the use of proper colors, and wrapping, unique methods of presenting the coffee, great and memorable brands for their coffee so that it would portray to the consumers that coffee drinking is fun, enjoyable, pleasant, enjoyable, and good environment to make new friends (perceived hedonic value). Moreover, perceived concerns regarding health should be taken into account, for instance, no harmful ingredients, nutritional content, and the enhancement of consumers wellbeing through coffee consumption. Encouraging subjective norm factors among customers such as word of mouth toward great coffee, establishing and retaining trust amongst friends through the means of building loyalty, and making sure to confirm positive choice if the customer's sphere of influence agreed to it, as well as purchasing promotions.

- Suggestion for Future Research

The current research was carried out in Istanbul, Turkey, further comparative research can be conducted in other parts of Turkey for instance Izmir, Ankara, and so on, to compare the result. Moreover, other additional factors can be added to be examined.

- Respondents Recommendations:

- The price can affect coffee consumption, specially in Turkey, for instance coffee in Lavazza or Starbucks is too expensive compared to small bakeries or stores, where coffee can be purchased with lower prices.
- Changes in weather condition also affects coffee consumption
- Smoking has a huge effect on drinking coffee
- Accessibility, most people make coffee at home, as they can't find good product in the stores.

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APPENDICES

Appendix A: Questionnaire (English version)

Appendix B: Anket (Türkçe versiyonu)

Appendix A: Questionnaire (English version)

Objective of the current survey is to gather and provide data in order to use in MBA Research of İstanbul Aydın Üniversitesi. Findings of this paper can be beneficial to both academic fields and the coffee businesses especially third generation coffee shops in Istanbul that strive for quality in order to provide best experience for their customers. Hence, cooperation as well as precision from the respondents in filling up this survey form is much needed and appreciated. I, Mohammad Yama Karimi, MBA student from İstanbul Aydın Üniversitesi appreciate your time and cooperation.

Please fill up the following form and put in that corresponds you most.

1. Gender (sex)

1) Male

2) Female

2. Age (how many years old are you)

1) I'm 24 and under years old

2) I'm 25–35years old

3) I'm 36–45years old

4) I'm 46–55years old

5) I'm 56 and over years old

3. Marital status (what is your marital statuses)

1) Single

2) Married

3) Separated / Widowed/ Divorced

4. Education level (what education level have you obtained)

1) I'm Under Bachelor Degree

2) I've obtained Bachelor Degree

3) I've obtained Master Degree

4) I've obtained Doctorate Degree

5) Others.....

5. Monthly income (how much do you earn monthly)

1) 1,000 TL and lower

2) 1,001–2,000 TL

3) 2,001–3,000 TL

4) 3,001–4,000 TL

5) 4,001–5,000 TL

6) More than 5,000 TL

6. Occupation (what is your job)

1) I'm State enterprise employee

2) I'm private employee

3) I'm Self-Employed

4) Others

7. Your preferred type of coffee which you drink mostly (You can choose more than one answer)

1) I prefer Espresso

2) I prefer Turk Kahvesi

4) I prefer Caffè Americano

5) I prefer Caffé Latte

6) I prefer Caffè Macchiato

3) I prefer Flat White

7) I prefer Cappuccino

8) I prefer Cold Drip

8. How much you are willing to spend on coffee daily?

1) Less than 10 TL

2) 10–20 TL

3) 21–30 TL

4) 31–40 TL

5) 41–50 TL

6) More than 50 TL

9. How frequently do you consume coffee? (coffee drinking frequency)

1) I drink coffee once per day

2) I drink coffee two or more times per day

3) I drink coffee once per week

4) I drink coffee 3 to 5 times per week

5) I drink coffee Occasionally

6) Others.....

10. What is your preferred time to drink coffee? (You can choose more than one answer)

- 1) I drink coffee in the morning
- 2) I drink coffee in the afternoon
- 3) I drink coffee in the evening
- 4) I drink coffee at night
- 5) I drink coffee anytime

11. Where do you commonly buy your coffee from? (You can choose more than one answer)

- 1) I buy coffee from brand store
- 2) I buy coffee from quick service restaurants
- 3) I buy coffee from convenience store
- 4) I buy coffee from ready to drink coffee
- 5) I buy coffee from street vendors
- 6) Others.....

Instruction: Please fill up the bellow questions with just one for each question that most resembles your opinion.

Statement		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
		(5)	(4)	(3)	(2)	(1)
Sensory Appealingness						
1	Your day can be brightened up by the coffee's rich texture as well as flavor.					
2	Coffee's taste must be consistent on a daily basis.					
3	The coffee aroma must be pleasant.					
Quality of the Service						
1	Coffee shops employees must have friendly manner.					
2	The services in which coffee shops provide must be fast.					
3	Coffee shops must have employees with service minded attitude.					
4	Employees of coffee shops must fulfill orders accurately.					
Perceived Concerns regarding Health						
1	My coffee must contain nutritional ingredients.					
2	My coffee must not contain harmful ingredients.					
3	My coffee must be able to enhance and improve the wellbeing of my body.					
4	My coffee must contain organic ingredients.					
Perceived Values Regarding Hedonic						
1	For me it has become daily routine to drink coffee.					
2	I drink coffee as it generally makes me physically gets going throughout the day.					
3	It is quite fun experience to drink coffee.					
4	It is very entertaining to drink coffee.					
Subjective Norm						
1	I drink coffee as a result of my friends recommending me to.					
2	Most of the people who are related to me are the reason I drink coffee as a result of them telling me to.					
3	Most of those who I consider to be important to me generally think positive toward me purchasing coffee.					
4	Majority of those who are relevant to me assist me in buying coffee.					

Statement		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
		(5)	(4)	(3)	(2)	(1)
Product Packaging together with Branding						
1	Coffee cups color must be attractive and appealing.					
2	My coffee must have creatively well-designed cups.					
3	My coffee brand must be widely known.					
4	My coffee brand must be memorable.					
Protection of Environment						
1	My coffee must be produced without harming or destroying the natural habitat.					
2	Product packaging of my coffee must be environmentally friendly.					
3	Coffee shops must consider environmental protection while producing their products.					
4	My coffee possibly must have the least waste.					
Consumer Consumption Behavior						
1	I consume coffee on a daily basis.					
2	If my usual choice of coffee would not be accessible, I would consume a different coffee that is not my usual choice.					
3	I put effort in to coffee consumption in order to make it happen.					
Please recommend any other factor that you think might affect coffee consumption behavior:						

Appendix B: Anket (Türkçe versiyonu)

Açıklama: Bu anketin amacı Aydın Üniversitesi İşletme yüksek lisansı programında kullanılmak üzere veri toplamak ve sağlamaktır. Bu çalışmanın bu bulguların sonucu hem akademik alanları hem de müşterilerine en iyi kahve tecrübesini yaşatmak için kaliteli hizmet vermeye gayret eden İstanbul'da özellikle üçüncü nesil kahve ticareti için faydalı olabilir. Bu bağlamda, ankete katılanların cevapları çok gereklidir. Aydın Üniversitesi İşletme Yüksek Lisans Programı Öğrencisi, Ben, Mohammad Yama Karimi, işbirliğiniz için size teşekkür ederim.

Açıklama: Lütfen aşağıdaki soruları cevaplayınız ve sizin için en uygun seçeneğe ✓ işareti koyunuz.

1. Cinsiyet

- 1) Erkek 2) Bayan

2. Yaş

- 1) 24 ve daha altı yaş 2) 25–35 yaş
 3) 36–45 yaş 4) 46–55 yaş
 5) 56 ve üzeri yaş

3. Medeni Hal

- 1) Bekar 2) Evli
 3) Boşanmış/ Dul/ Ayrı

4. Eğitim Düzeyi

- 1) Lisans Altı 2) Lisans
 3) Yüksek Lisans 4) Doktora
 5) Diğer.....

5. Aylık Gelir

- 1) 1,000 TL ve altı 2) 1,001–2,000 TL
 3) 2,001–3,000 TL 4) 3,001–4,000 TL
 5) 4,001–5,000 TL 6) 5,000 TL'den daha fazla

6. Meslek

- 1) Devlet kurumu çalışanı 2) Özel Çalışan
 3) Serbest Meslek 4) Diğer

7. Genellikle içmeyi tercih ettiğiniz kahve çeşidi (Birden fazla seçebilirsiniz)

- 1) Espresso 2) Türk Kahvesi
 4) Caffè Americano 5) Caffé Latte
 6) Caffè Macchiato 3) Flat White
 7) Cappuccino 8) Cold Drip (Soğuk Kahve)

8. Kahve için harcadığınız günlük miktar

- 1) 10 TL altı 2) 10–20 TL
 3) 21–30 TL 4) 31–40 TL
 5) 41–50 TL 6) 50 TL fazlası

9. Ne sıklıkla kahve içersiniz?

- 1) Günde bir 2) günlük iki veya daha fazla
 3) Haftada bir 4) haftada 3-5 defa
 5) Ara sıra 6) Diğer.....

10. Günün hangi saati kahve içmeyi tercih edersiniz? (Birden fazla cevap seçebilirsiniz)

- 1) Sabah 2) Öğleden Sonra
 3) Akşam 4) Gece
 5) Herhangi bir vakit

11. Kahvenizi nereden satın alırsınız? (Birden fazla cevap seçebilirsiniz)

- 1) Marka mağazadan 2) Hızlı servis restoranı
 3) Mahalle Bakkalı 4) Hazır Kahve İçeceği (RTD)
 5) Sokak satıcısı 6) Diğer.....

Lütfen size en uygun olan seçeneği sadece bir ✓ ile işaretleyiniz.

İfade	Kesinlikle Katılıyor	Katılıyorum	Tarafsız	Katılmıyorum	Kesinlikle Katılmıyorum
	(5)	(4)	(3)	(2)	(1)
Duyusal Çekicilik					
1	Kahvenin zengin kıvamı ve aroması gününüzü neşelendirebilir.				
2	Kahvenin tadı her gün kıvamlı olmalıdır.				
3	Kahvemim hoş bir aroması olmalıdır.				
Marka ile Ambalaj					
1	Kahve fincanlarının rengi çekici olmalıdır.				
2	Kahve fincanları yaratıcı bir şekilde tasarlanmalıdır.				
3	Kahvemim markası popüler olmalıdır.				
4	Kahvemim markası unutulmaz olmalıdır.				
Servis Kalitesi					
1	Kahve Dükkanları arkadaş canlısı çalışana sahip olmalıdır.				
2	Kahve Dükkanları hızlı servis sunmalıdır.				
3	Kahve dükkanı çalışanlarının servis odaklı davranışları olmalıdır.				
4	Kahve dükkanı çalışanları siparişleri tam olarak getirmelidirler.				
Çevresel Koruma					
1	İçtiğim Kahve doğal habitata zarar vermeden üretilmelidir.				
2	İçtiğim kahvenin doğa dostu ambalajı olmalıdır.				
3	Kahve dükkanları çevresel korumayı düşünerek ürünlerini üretmelidirler.				
4	İçtiğim kahvenin en az atığı olmalıdır.				
Algılanan Hazsal Değer					
1	Kahve içmek benim günlük rutininin bir parçasıdır.				
2	Kahve içmek beni gaza getirir.				
3	Kahve içmek eğlencelidir.				
4	Kahve içmek çok eğlendirir.				

Statement	Kesinlikle Katılıyorum	Katılıyorum	Tarafsız	Katılmıyorum	Kesinlikle Katılmıyorum
	(5)	(4)	(3)	(2)	(1)
Sübjektif normlar					
1	Arkadaşlarım bana kahve içmeyi önerdi.				
2	Akrabalarım kahve içmemi söyledi.				
3	Benim için önemli olan insanların çoğu kahve almama pozitif bakıyorlar.				
4	Benimle alakalı insanların çoğu kahve almama yardımcı oluyor.				
Algılanan Sağlık Sorunları					
1	İçtiğim kahve besleyici olmalıdır.				
2	İçtiğim Kahvenin zararlı içerikleri olmamalıdır.				
3	İçtiğim kahve sağlığa katkıda bulunmalıdır.				
4	İçtiğim Kahve organik olmalıdır..				
Tüketici Tüketim Davranışı					
1	Her gün kahve tüketirim.				
2	Eğer erişilebilirse genellikle tercih etmediğim kahve tüketirim.				
3	Kahve tüketmek için çaba sarf ederim.				
Lütfen kahve tüketim davranışını etkileme olasılığı olan diğer etkenleri öneriniz:					

SOURCE REFERENCE

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2011

Certificates and awards

- Headway English Course provided by Informatics Institute
- Top photographer of the year award in Herat provided by Herat Government Office

Languages

- Persian (Native)
- English (Advanced)
- Urdo (Early Intermediate)

Publications

- Master degree dissertation: Analyzing The Factors Affecting Coffee Consumption Behavior in Istanbul, Turkey, A Study On 3rd Generation Coffee Shop Consumers.
- Bachelor degree dissertation: The Impact of Insurance Services on Increasing Investment in Herat Industrial Companies in Afghanistan.

References

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