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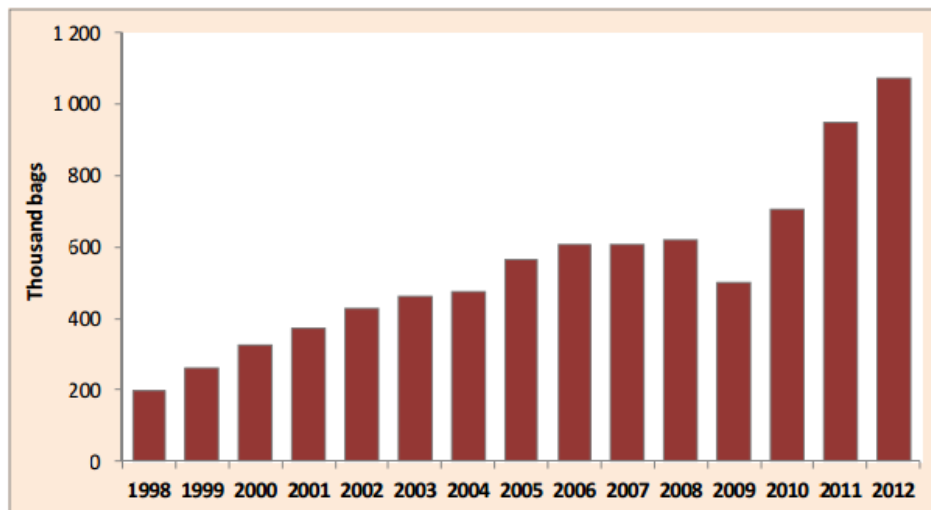
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1. Introduction

Coffee is considered as one of the most important and famous drinks in the world, over 2.25 billion cups of coffee are consumed worldwide every day (International Coffee Organization). The global spread of coffee growing and drinking made it became the top agricultural export for twelve countries in 2004 (FAO, 2006), and it was the world's seventh-largest legal agricultural export by value in 2005 (FAO, 2007). Meanwhile, a country with long tea culture history also witness the dramatic growing of coffee consumption. Since international coffee brands were first imported in 1990, the coffee business in China has been significantly growing in the past two decades.

Chart.1. Total coffee consumption in China (Calendar years 1998 to 2012)



Source: International Coffee Organization

From the chart above I could see in the last 15 years, Chinese consumption of coffee increased from 199,000 bags in 1998 to around 1.1 million bags in 2012, dramatically increased almost 5 times as before. The average annual growth rate between 1998 and 2012 was 12.8%, and the average annual consumption is estimated at 43, 00 bags. Within this fast speed growing, the most significant aspect is the dramatic expanding of international name-brand coffee stores. According to the official websites of these coffee shops, Starbucks entered Chinese market in 1999, currently reached 1000 branches, and with the aim of 1500 more by 2015. Meanwhile, other foreign coffee shop, such as Costa Coffee opened first store in 2006, has 100 stores but wish to achieve its goal of 2500 by 2018, and Pacific Coffee is also having 207 stores in mainland China.

However, in October of 2013, CCTV (China Central Television) reported that Starbucks in China is selling their products with a higher price¹. For instance, CCTV reported that a tall size cafélatte costs 27 Yuan or \$4.40 in China, while the same drink costs about a dollar less in the US. The report also said a Starbucks coffee mug, which is made in China, sells for between \$10 and \$14 in the U.S., and as much as \$18 in China. In addition, according to ILO (The International Labour Organization), compared with the monthly average salary with the West, China is still far behind with only \$656, while the American is enjoying \$3263 and UK is \$3065, holding always 5 times as Chinese consumers' salary. To put in another way, if a cup of Starbucks coffee is selling 5 times more expensive in the US, it will become a luxury product for American consumers as well. Therefore, it is no doubt that for Chinese consumers it is more expensive to visit these name-brand coffee stores. Nevertheless, Chinese consumers keep visiting name-brand coffee shops for individual reasons.

A few studies were done on coffee consumption and collectivists' consumer behavior, researchers indicate that consuming foreign product is a symbol of success and wealth, considering the high price of coffee in name-brand coffee shops. Furthermore, the reason why customers with collectivistic culture visit name-brand coffee shops is because the desire to be perceived as a member of a stereotype customer group with westernized, stylish, and socially successful image (Kang, Tang, Lee & Bosselman, 2011). General speaking, Chinese culture is characterized as a collectivistic culture (Hofstede, 2001), however, since Chinese society is a large and complex, there probably are different cultures and values in different region (Ralston, Yu, Wang, Terpstra & He, 1996). What is more, other researchers also suggest that geographic regions existing in a country can vary people's degree of individualism and collectivism (Hecht, Anderson & Ribeau, 1989). Many parts of the coastal line in China had become domestic trade centers and ultimately China's gateway for international trade, the residents in the coastal regions are more individualistic due to the influence of the outside world. In contrast, the inland region in China had traditionally relied on agriculture and domestic industries, residents here are more conservative and collectivistic (Zhou, Arnold, Pereira and Yu, 2010). Thus, it is critical for markets and marketers to develop a better understanding about Chinese consumers within different regions (Cui &Liu, 2000).

¹ <http://money.cnn.com/2013/10/22/news/starbucks-china/>

As there is a lack of studies that involve different regions within China, it will be interesting to investigate why Chinese consumers visit these name-brand coffee shops and willing to pay for an “expensive” coffee, with the cases study of consumers between inland region and coastal region. In addition, how individualistic and collectivistic values influence Chinese customers’ choice decision-making process is also the goal of the paper. What is more, the study aiming to focus on customers whom are from urban cities and were given birth to after the economic reform of 1979.

Thus, the research question is defined as:

- *Why some young Chinese Consumers Visit Foreign Name-brand Coffee Shops? Case study of consumers’ values of coastal region and inland region*

The sub-questions are:

- *How do individualism and collectivism influence Chinese consumers?*
- *Are there any differences between coastal and inland consumers’ values?*

2. Methodology

In this chapter, firstly, the associated ontology and epistemology of the research are explained, as different approaches require different design of the research strategy and the collection of data (Bryman, 2012). Then, mixed-method of quantitative and qualitative designs is discussed. The tools for the collection of both the quantitative and qualitative data are explored in the following part. In addition, netnography is also applied in the study. The final part is the analysis strategies for the collected data. To conclude, as the coherent advantage is represented along with the previous parts, the drawbacks of the methodological design are also considered in the conclusion section.

2.1 Epistemology

Epistemology concerns the nature of knowledge (Bryman, 2012), the core questions of epistemology is what is the nature of the relationship between the knower and the known (Guba, 1990), is how can knowledge and the truth be known (Burrell & Morgan, 1979).

In this research, post-positivism was chosen as the epistemological position. Post-positivism replaced another paradigm called positivism after World War II (Mertens, 2005). According to Burrell and Morgan (1979), positivism believes that the social world can be understood by searching for regulations. Positivists assume that the social reality can be studied in the same ways (Mertens, 2005). Moreover, the study of social world can be conducted in a way that is value free (Bryman, 2012; Mertens, 2005). In other words, the study is objective (Bryman, 2012). Post-positivism is considered as the evolution of positivism, differing from positivism, O'Leary (2004) argues that post-positivists see the social realities as multiple and variable, that is *what might be the truth for one person or cultural group may not be the "truth" for another* (O'Leary, 2004: 6). Post-positivism no longer consider the social reality and beyond can be studied with the same methods hence the external realities are internalized by different social group members in different ways. One of the study goals is to find out whether potential differences between coastal consumers and inland consumers exist or not, an approach allows researchers to see the world in different ways is likely benefit the study. Also, although quantitative research methods are viewed as dominant tools for post-positivist approach, it allows researchers to apply qualitative ways to study. Thus, post-positivism tends

to be the proper epistemological position for this study.

2.2 Ontology

Ontology concerns the nature of existence (Guba 1990; Herslund, 2004; Bryman, 2012). And the question exists in the central of ontology is about whether the social reality is an external existence from our conscious or is the product of our conscious (Burrell & Morgan, 1979).

The study aims to find out the reasons why Chinese consumers visit foreign name-brand coffee shops, as well Chinese consumer cultural values toward this type of consumption. Thanks to the development of society and changes of consumer cultures, the phenomenon changes over decades, however, there are always functional concepts to categorize cultures (i.e., Hofstede's individualism-collectivism dimension). It implies that culture is assumed as an external social phenomenon that exists independent from social actors, and this is considered as the characteristic of objectivism (Bryman, 2012). Objectivism is an ontological position that suggests social pheromone (i.e., cultures and subcultures) has an external reality and constraining powers to influences and inhibits its social members (Bryman, 2012). To put in another way, according to objectivism, cultures have regulations to guide and constrain people's behaviors, hence *we internalize their beliefs and values* (Bryman, 2012: 33). Additionally, objectivism has similarity with post-positivism and positivism. What is more, objective consideration is shared by both of the epistemological position and ontological position in this study. Therefore, this research can hold an objectivism approach for further methodology design.

2.3 Mixed-method Research Strategy

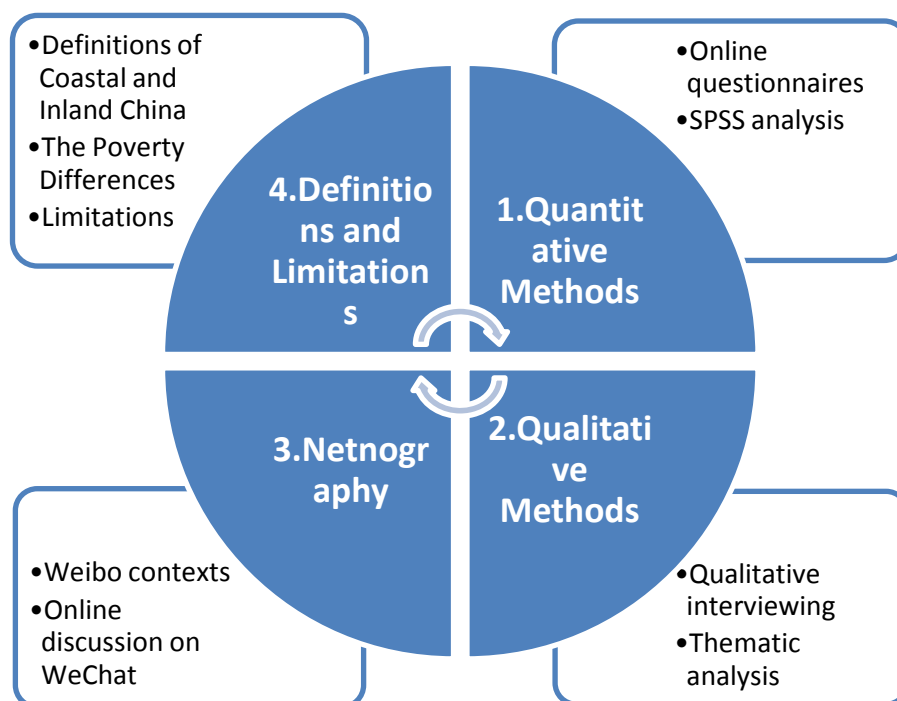
A research strategy is considered as the direction for the social research, and qualitative and quantitative methods are regarded as two major ways for conducting a research. In this study, a mix of quantitative and qualitative research methods is applied. Multi- or mixed-method research is normally understood as a combination of statistical analysis and a few case studies within the same research design (Bryman, 2012). That is to say, this research strategy is to find out the answer of the same question using two methods. Moreover, the logic behind this strategy can help me to catch the relative strengths of both quantitative and qualitative, as it not only require researcher to think more about measurement and aggregation, but also focus

more attention on concepts. It could help study to reduce the limitations, such as the lack of context in quantitative study (Guba and Lincoln, 1994) and the problem of validity in qualitative study (Mays and Pope, 1995). Furthermore, Fiske (1986) mentioned that findings from single methods often fail to replicate, whereas findings established with multi-method approaches do much better. Overall, a mixed-method strategy will be best choice for this research, and both of quantitative and qualitative methods will be included in the following descriptions.

2.4 Research Process and Mixed-method Research Approaches

In this section all the approaches will be discussed, Figure below demonstrates the research design in this study:

Figure 1. Framework of research design



According to Bryman (2012), research methods are the tools for data collection. As stated above, a multi-method approach that includes both quantitative and qualitative methods is employed for collecting and analyzing data.

First of all, as the target group is young customers from urban cities, thus, an online questionnaire with Likert's 7 point system was sent out to both inland and coastal young consumers that is currently living in urban cities. The aim of the questionnaire was to reveal the general patterns in consumer's values about international name-branded coffee shops. In

addition, the result of the questionnaire would guide the further collection. The quantitative data will be processed in SPSS system, in order to get general agreement or disagreement on addressed topics.

Secondly, qualitative personal interview was conducted to get in-depth knowledge for why consumers were willing or no willing to visiting these shops, and understand how cultural values influence consumers' decisions. The interviews also aimed to investigate whether inland and coastal consumers have different consumer values or not. For analyzing qualitative data, thematic analysis method was chosen, as it can help researcher to develop themes and subthemes to understand and explain the qualitative data.

Thirdly, another 'new' qualitative research method called netnography was also applied for the research design (Kozinets, 2002; Mariampolski, 1999, 2005). Several online contexts from Chinese Micro-blog (Weibo.com) were also collected, mainly focused, because the study research was conducted 5 months after the news was reported, thus, netnography can contribute to the data collection about consumers reactions at that time. In addition, some contexts were also informed for the questions of interviews. Furthermore, I also posted an online discussion on one Chinese digital communication application WeChat, the respondents were my personal contacts. In the end, 21 posts were collected to understand what consumption value influences consumers' decision making-process. In short, each stage will be explained with more details in the further part of methodology section.

2.4.1 Online Quantitative Questionnaire

The online self-completion questionnaire for this study was the first stage of data collection, and it has been designed using closed-ended questions for Chinese consumers according to the relevant theories. The aim of choosing closed-ended questionnaire is to collect quantitative data toward Chinese consumers' cultural values, because it is widely used for quantitative research, and the total structured nature of it is considered as quantitative (Bryman, 2012). The questionnaire composing 30 questions with single choice, respondent is asked to choose one answer from several alternatives. Single choice questions can benefit quantitative analysis in SPSS system, since the results of the questionnaire can be converted to numbers.

The questionnaire was divided into two parts: first part was about consumers' experiences. The aim was to reveal Chinese consumers' general consumption experience towards international name-branded coffee shops, and the questions of this part were designed according to consumer choice behavior theory. Second part was designed based on cultural materialism perspective, and the aim was to find out respondent's level of individualism and collectivism. 25 questions used 7 Likert items in the Likert-type scale for respondents to rate their evaluation of chosen topics. The equal numbers of 3 positive items and 3 negative items make this type of questions balanced, thus, respondents have same number of positions on both side (A. Burns & R. Burns, 2008). In addition, Likert-type scale contributes to the measurement of the level of agreement and disagreement of the chosen statements.

Moreover, considering some respondents might have never been to these international name-brand coffee shops, but it is also interesting and fruitful to know why they failed to engage in this consumption, thus, the questionnaire used a re-direct function to fulfill this requirement. As respondents stated that they have never tried the products from these brands, they will be re-directed to another page with different questions but under same structure. Hence, the data of why some Chinese consumers chose not to visit international name-branded coffee shops were also collected.

2.4.1.1 SPSS Analysis

IBM SPSS (Statistical Package for the Social sciences) is a digital software used for statistical analysis, and it is common to use it in many social sciences fields, including marketing and consumer behaviors. In this study, online survey used only closed-ended questions. Therefore, this software was conducted for the quantitative analysis, since the answers of quantitative research can be converted into numbers to analyze the data. In this study, SPSS is used to calculate means and standard deviations of all kinds of answers to weight respondents' attitudes and values, so I can see the analyzed result of online questionnaire in a clearer and direct way.

2.4.2 Qualitative Interviews

Interviewing is most likely the most common method for data collection in the qualitative research strategy, as it contributes to understanding the study topic in a more detail way

(Bryman, 2008). The interviewing was designed with a semi-structured with 12 open-ended questions, and this type of interviewing is usually refers to qualitative interviewing (Manson, 2002; Bryman, 2008). Same as questionnaire, the questions were also designed according to chosen theories, however, the nature of semi-structured interview allows respondents to share their opinions and views (Richardson, Dohrenwend & Klein, 1965; Spradley, 1979). Also, the less structured and more adaptive characteristics of this type of interview allows researcher to ask the questions in multiple ways. Bearing in mind that the study goal was to find out how cultural values influence consumer behaviors and potential consumer values differences between two target regions, semi-structured interviews contributed researcher to emphasize more specific topics during the data collection process (Bryman, 2008). The aim of these interviews was specially to gather further and more detail information on addressed issue, and it is beneficial for the supplement and illuminate the quantitative data already collected (Mile & Huberman, 1994). Besides answering the questions, interviewees were also asked to fill out some questions to measure their level of individualism and collectivism before they started the interviews.

Personal interviews included 6 interviewees, all these interviews were conducted by telephone and face-to-face. 3 interviews by telephone took between 15 minutes to 35 minutes, while the rest were between 17 minutes to 23 minutes. Thanks to the semi-structured design, I did not find out any significant differences of the data quality by telephone interviews compared to the face-to-face interviews. In addition, all interviews were conducted in Chinese (5 in Mandarin and one in Cantonese), and several notes were translated into English by native Chinese for the analyzing. With their permission, the interviews were recorded to enable full transcription for the analysis, however one respondent refused to be recorded, thus one transcription was made out of the notes of that interview.

2.4.3 Netnography

Netnography is regarded as the “ethnography on the Internet” (Kozinets, 2002), since late 1990s, the term was used by the leading researcher Kozinets (1997, 1998, 2001, 2002) in the studies of marketing and consumer behavior. Kozinets (2002) has defined netnography as a *new qualitative research methodology that adapts ethnographic research techniques to study*

the cultures and communities that are emerging through computer mediated communications (62). It concerns about researchers can observe or participate in the publicly online communications, and it allows researchers to collect the reflexive narratives that people publish online.

Firstly, several online messages were archived on Weibo.com (literally meaning micro blog), because of the news of Starbuck sells more expensive products in China was once became a hot topic on this website. Furthermore, the number of Weibo.com users achieved 556 million by the end of March 2013 and it is considered as one of the main Chinese social media. Thus, the data of the discussion about the focused topic seem to be useful for this study. All the posts were published online between 11st October 2013 to 12nd October 2013, and just one day after the news was reported in the television. Besides, all the collected messages are with the *hashtag*² Starbucks event. However, as the posts were from different users online, it is impossible to identify which region these users are from and their sexual, thus, I did not state Weibo users' regions.

Apart from previous discussed information from Weibo.com, a digital application called WeChat was also used to collect qualitative data. In October 2013, WeChat total worldwide users reached 600 million, and it is one of the furthest growing online communication platforms. Therefore, the question *Why you visit foreign name-brand coffee shops (Starbucks, Costa, Pacific Coffee, or even Zoo Coffee and Bene Coffee)* was posted on my personal homepage, so my personal contacts could see and comment. Compared with Weibo.com, WeChat is more private, because users cannot see and read others' information unless they are friends on the application. Thus, my online discussion's comments would not be seen by any stranger, so my personal contracts are likely to share their opinions in a more free way. In this study, direct copy of the contexts from Weibo.com and WeChat will be adopted, and they were all translated from Chinese to English for the analysis part. Besides, two posts were used to design the questions of personal interviewing (see at Appendix 2).

2.4.4 Thematic Analysis

After translated the interview transcription and netnography data, for the analysis method,

² *Hashtag* refers to Twitter or other social media users for making topics or making commentary by using hash symbol (#) followed by a word or phrase (<http://www.americandialect.org/hashtag-2012>)

thematic approach was chosen, hence it is regarded to be one of the most common ways for the qualitative data analysis. The general strategy to adopt the thematic analysis for the qualitative data is called framework (Bryman, 2012). Framework is defined as *a matrix based method for ordering and synthesizing data* (Ritchie, Spencer & O'Connor, 2003: 219). The thought behind using framework is to develop themes and subthemes for further analysis, and they are represented in a matrix (Bryman, 2012). A theme is defined as *a pattern in the information that at minimum describes and organizes the possible observation and at maximum interprets aspects of the phenomenon* (Boyatzis 1998: 161). The themes or subthemes were developed after reading and listening of collected qualitative data to identify significant and repeated words or idea. Moreover, the results of SPSS analysis will be displayed under these developed themes and subthemes in the following analysis section as well.

2.5 Definition of terms

In order for readers to understand the paper easier, several key concepts will be defined in this part of methodology, and they are the definitions of coastal regions and inland regions in China, as well as the explanation and description of the long time existence of poverty differences between these two areas in China.

2.5.1 Coastal Area and Inland Area

From the east north part of China to the most south part, covering approximately 14,500 kilometers, China has a relatively long coastline, from the north part of Bohai gulf to the south part of Tonkin gulf. According to China Oceanic Information Network (COIN), coastal area includes 8 provinces (Liaoning, Hebei, Shandong, Zhejiang, Fujian, Guangdong, Guangxi and Hainan), 3 direct-controlled municipalities (Beijing, Tianjin and Shanghai), and 2 special administrative regions (Hongkong and Macau). Conversely, inland area contains the rest of the country that away from the sea. For defining which region is the respondent from, they were asked to write down the city they were born, the city they grew up and the city now they are currently living (for studying or working). As a person's values and behavior normally formed during the teenage time, and the culture that society shared has a great impact on the formation. Therefore, I considered the city where the respondent grew up as the key point to

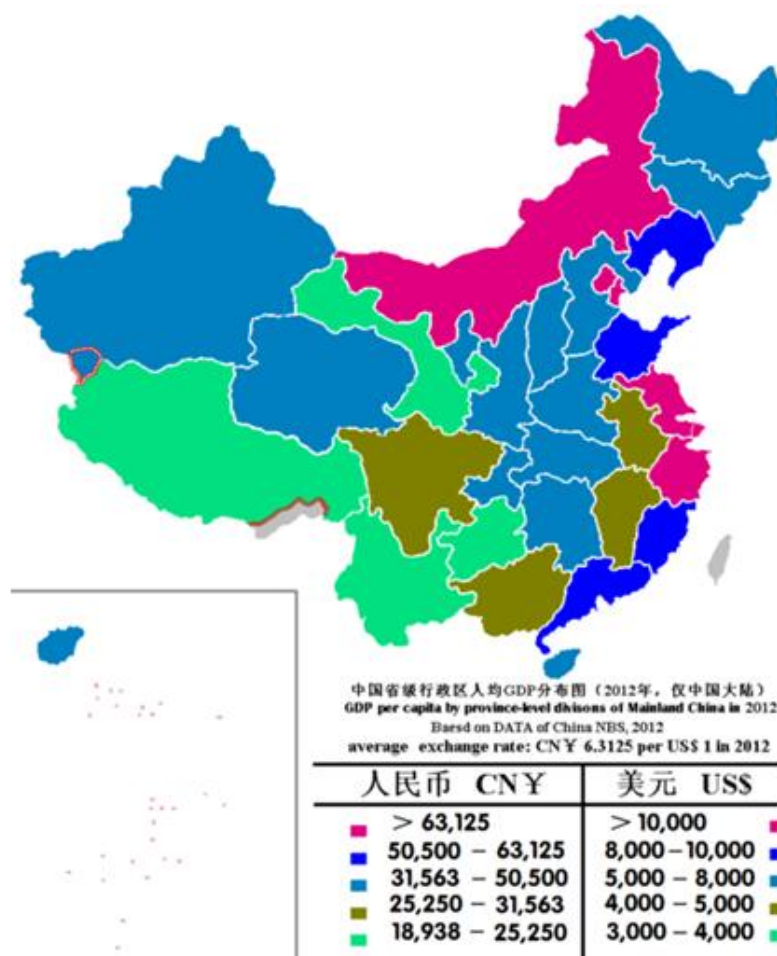
identify s/he belongs to coastal regions or inland China.

2.5.2 The Poverty Differences between Coastal Area and Inland Area

In order to understand the value differences between coastal and inland China, the different regional developments in China have to be understood first. It is common to see poverty varies between nations and between regions within a country (Wan & Zhang, 2008). As the case of China, regional inequality is a multidimensional and evident phenomenon. In addition, the inequality between coastal region and inland region has a long history. The coastal parts of China have always been ahead of the inland regions in terms of development and modernization, even before the People's Republic of China was established in 1949. For instance, Guangzhou (capital city of Guangdong province) was once the only Chinese port opened to the West during 1757 – 1842. During this period, all commerce and trades with outside China was to be conducted via a single port, Guangzhou. In other words, coastal part of China has more opportunities to reach Western business and culture.

The gap of per capita GDP between China's coastal and interior provinces has been rise since the early 1980s, when China's urban and industrial reform started. And it accelerated in the following decade when larger scale and more intensive reforms began to take place after Deng Xiaoping's southern China tour in 1992 (Zheng & Chen, 2007). The figure below shows the GDP by province-level division in Mainland China in 2012(excluded Hongkong and Macau).

Figure 2. GDP Per Capita by Province-level Divisions of Mainland China in 2012



Source: National Bureau of Statistics of the People's Republic of China

The GDP per capita is especially fruitful when comparing one country to another, as it shows the relative performance of the countries. As it divides the total GDP by the number of people in the country, thus, GDP per capital can also seen as an indicator of living standard. The higher a country's GDP per capital is, the higher its people's living standard is. Similarly, I also used GDP per capita by province level to show the poverty differences in China.

As the figure shows, the pink color represents the region that holds the highest GDP per capita in China. In 2012, two coastal provinces Zhejiang and Jiangsu were the leading ones, as well three other direct-controlled municipalities (Beijing, Tianjin and Shanghai). For the following high GDP per capital provinces (dark blue color), only four coastal regions' GDP per capital reached 8,000 to 10,000 US dollar in 2012, and they were Guangdong, Fujian, Shandong and Liaoning. Although Neimenggu province also had highest GDP per capital, most of the interior provinces were in green, light blue and tan color, which means they held low and lower GDP per capital in 2012. Nonetheless, there is no doubt that poverty

differences also exist between urban areas and rural regions, as urban regions are more industrialized and modern. However, the aim of the study is the young consumers from urban cities, thus, the customers from rural areas will not be taken into account in this paper.

2.6 Limitations of research design

Mixed methods design can provide pragmatic advantages when exploring complex research questions (Driscoll, Yeboah, Salib and Rupert, 2007). Thus, the design of using mixed method is fruitful for me to catch a fuller picture than conducting only qualitative or quantitative methods. Nonetheless, although I consider my research design is the proper way to conduct this study, it is nearly impossible to have a perfect design when carrying out research. Thus, this last section of methodology relates some of the issues of methodology that have arisen during the research.

As an objectivist, I have to admit that the research design of the paper is not objective enough, even though I only applied Hofstede's cultural dimension. Firstly, the data sample is relatively small, so the result cannot really represent one respondent's cultural dimension according to Hofstede's theory. Secondly, the selected topics of online questionnaire are based on my own standing and bias toward individualism and collectivism. Thirdly, it is very difficult to keep being objective when conducting qualitative research methods, for instance, thematic analysis, because I used my own understanding to explain certain terms. On the contrary, being a post-positivist allows me to see the world in my way, as post-positivists consider the world can be understood in a multiple way. In all, although post-positivist approaches allow me to understand the knowledge in a different way, trying to remain as objective as possible is still one problem for the mix-method research design.

Another problem associated with mixed method design is the possible statistical measurement limitations of data. In order to collect and analyze qualitative and quantitative data, the sample size for the design may be reduced to be less time-consuming. However, this action can lead the researcher to a situation that statistical power is not strong enough to support the study (Driscoll et al., 2007). What is more, this is also similar as one of the dominant challenges of qualitative research (Mays & Pope, 1995; Babbie, 2013), which is the validity and reliability of this inquiry.

In this study, the sample size is only with 133 respondents in total (106 of online questionnaire, 6 of personal interviewing and 21 of online discussion), therefore, it is difficult to draw any conclusion with this amount of respondents. However, by using 13 previous studies as a literature review (see in the theory section) is helpful to avoid this problem. As these literatures are all related to Chinese consumer behavior, and the sizes of sample are rather big (from 126 to 1628), therefore, the findings of these literatures and the findings of my study can support each other. Hence, although it is always nicer to have more data than less, in order to provide a better quality for the study, but the issue of validity and reliability of my study can be avoided by using secondary survey data as a supporter for my data sample.

In all, limitations do exist and there are always drawbacks for the research methods, however, this research design is the most suitable choice for this study.

2.7 Limitations of cultural research

As the goal of the study is to find out the potential consumer values differences between coastal and inland regions, thus, the paper involves with cultural research. However, it is impossible to say there are no drawbacks for cultural research.

The use of Hofstede's cultural dimension theory can be considered as the limitation of cultural research. Although the theory is popular for cross-cultural research in recently, but the critiques and limitations of his works do remain. Firstly, the cultural dimension ignores the differences among individuals, since everyone has different and unique cultural characters. Besides, differences of respondents' personalities are not taken into account. Similar to this, Hofstede always overlooks the variations of community (Dorfman & Howell, 1988; Lindell & Arvonen, 1992). As the study only focuses on two big communities in China (coastal regions and inland regions), the overlook of the influences from different communities to individuals is considered as one drawback of the paper. In addition, Matsumoto, Yoo and Nakagawa (2008) also argue that many different cultures exist inside countries. In all, coastal and inland cultures are viewed as two homogenous cultures in this study. However, it is difficult to say a region has one coherent culture, as there are more social communities exist in both coastal and inland regions, for example, different ethnic and racial communities can hold different cultures. What is more, I only applied individualism and collectivism of Hofstede's cultural

dimension to investigate consumer values, whereas there might be more than these two cultures exist in China and influence Chinese consumer's behavior. Therefore, I can see that the cultural dimension theory by Hofstede is fruitful but at the same time limits the research.

3. Empirical Findings

After collecting the data, 106 Chinese consumers answered the online questionnaire, aging from 18 years old to 30 years old, and the average age of respondents was 23.80 years. Surprisingly, all the respondents are grown up in an urban city, and 59 answers showed that they were grew up in coastal area in China, whereas 47 respondents indicated they are from inland China. Moreover, there were 39 male respondents and 67 females. Respondents comprised of 66 students, including bachelor, master and PHD students, and 40 people working in different areas. What is more, the design of re-direction was useful for the study, as 22 respondents mentioned they have never visited these name-brand coffee shops. Although the size of the sample is relatively small, so it is hard to make any conclusion about their cultural values, it is still acceptable to say these respondents' attitude toward asked social/cultural norms.

6 interviewees participated in the personal interviewing. According to their answers to the small questionnaire, 3 respondents are from coastal region and their answers show higher level of individualism. On the contrary, 3 respondents from interior region indicate themselves have higher level of collectivistic culture. In addition, there were 3 men and 3 women. 3 interviewees (2 from coastal region) working in different areas while the rest (2 from inland region) are studying for their master degree, however, they shared the similar age from 23 to 25 years old, which fit the aim of the research target that is young Chinese consumer.

For the online discussion, 21 people commented under my post on WeChat, 10 people are from inland cities and 11 contracts are from coastal region. There are students, business people, and teachers in the respondents, and the ages of them are from 22 to 28. Moreover, all the messages in the Appendix 4 are the combination of more than one post.

4. Theory

The following chapter is to describe the theoretical framework of this study. As the aim of the paper is to understand why Chinese consumers visit international name-brand coffee shops, hence, two main theoretical aspects were chose:

- 1) Consumer choice behavior
- 2) Cultural materialism
- 3) The Chinese consumers

Further in this section each conceptual approach will be explained in relation to the study.

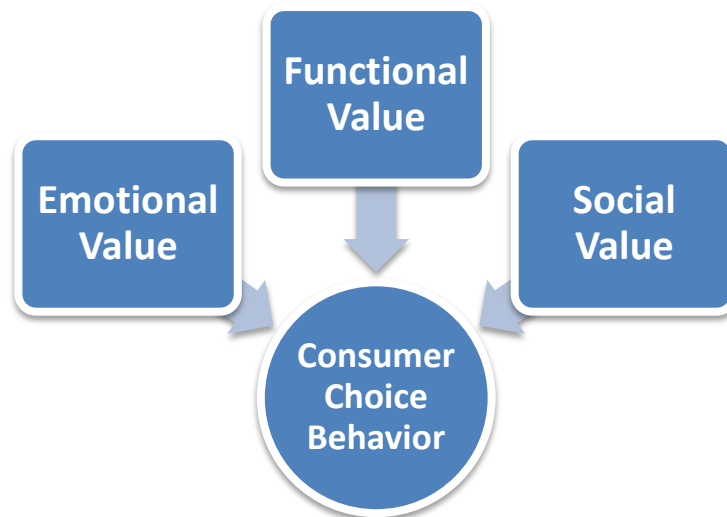
4.1 Consumer Choice Behavior

Sheth, Newman and Gross (1991) developed a theory to explain why consumers make the purchasing decision, and suggest consumer choice is a function of multiple consumption values. In other words, this theory concerns consumer decision-making process, and values of the product that seen by consumers is the core of it. All consumers' decision can be understood according to their consumption values, thus, in post-positivistic position, this theory seems to be fruitful for the study. The concept of value could be understood as *socially shared conceptions of what is good, right, and desirable* (Knafo, Roccas & Sagiv, 2011: 178). What is more, some scientists argue that value seen as partly based on needs (Calogero, Bardi & Sutton, 2009). Therefore, these definitions may be suggested that values are related with positive feelings that can make people wish for something. In other words, people need something is because these things have certain desirable values for them. As the study investigates into the reasons why Chinese consumers purchase international name-brand coffee, thus, the values of these products that drive consumers is definitely one key factor for understanding consumers' decision-making process.

The developed theory includes five consumption values influencing consumer choice behavior, including *functional value*, *conditional value*, *social value*, *emotional value* and *epistemic value* (Sheth et al., 1991). However, according to whether these values can be explained by individualism – collectivism dimension, as well the value is related to consumer culture or not. Therefore, only three values were chosen to examine the choice to visit foreign name-brand coffee shops or not visit. As shown in Figure 3, the theory identifies three

influential consumption values to consumer decision making process, including *functional value*, *emotional value* and *social value*. Since consumer choice is a combination of multiply consumption values (Sheth et al., 1991), thus, decision-making might be affected or decided by any or all the three consumption values. Moreover, these values are independent from each other.

Figure 3. Consumer Choice Behavior Model



4.1.1 Functional Value

Kang et al., (2011) investigated Korean customer behavior in name-brand Korean coffee shops, and they indicated that functional congruity has a positive influence toward visiting name-brand coffee shops. Sirgy, Grewal, and Mangleburg (2000) defined quality, price, atmosphere, and performance as commodity's functional characters. Functional value is usually gained through the possession of outstanding functional, utilitarian, or physical attributes (Sheth et al., 1991). The functional value normally produced from a product's characteristics or attributes (Ferber, 1973), and consumer choose the product because these functional utilities could contribute to their consumption. What is more, functional value is considered as the domain driver of consumer choice (Sheth et al., 1991). For instance, in this case, Chinese consumer chose to visit international well-known coffee shops might be based on the attractive low price, quality of their products or even they just need a coffee to keep their mind clear during working hours. Thus, according to this theory, specific questions about functional attributes of international name-brand coffee shop were designed for the online survey and personal interviews.

4.1.2 Emotional Value

Apart from physical value, psychological values are also presumed to be main factors for consumer's decision-making process. A product gains emotional value when related with specific feelings, and general speaking, products and services are associated with emotional responses (Sheth et al., 1991). Positive emotions could be seen as partly base on needs, in other words, consumers would choose certain product over the others just because these products can satisfy their desires for positive emotions. For example, the relaxing feelings could be aroused by a nice massage or feeling good when purchasing groceries with a fair-trade label. Consumers choose to purchase a particular product or service when they tend to have a positive feeling toward it. Conversely, they do not purchase when they have a negative feeling.

4.1.3 Social Value

Another psychological value is considering as social value, which could be acquired when the product or service is associate with stereotyped demographic, socioeconomic, and cultural-ethnic groups (Sheth et al., 1991). According Kang et al., (2011), Korean consumers visit name-brand coffee shops because the symbols of these shops in accordance with their social values, such as conformity with the society. As Hyman (1942) suggested, individual behavior is influenced by group membership, especially in collectivistic society. They also suggested that Korean consumers are driven by the nature of collectivistic cultures, so they chose to purchase these products to prove that they have similar patterns of consumer behavior within their social group. In other words, consumers could favor one brand over another brand because of the social needs, instead of focusing on other aspects. For this study, the reason why Chinese consumers purchasing the products from Starbucks or Costa might be the brand image is socially well-known. Hence, as Chinese still considered as a relatively collectivistic society, especially the inland area, social value is chosen as one part of consumer choice behavior theory to explore why Chinese consumer visit international name-brand coffee shops.

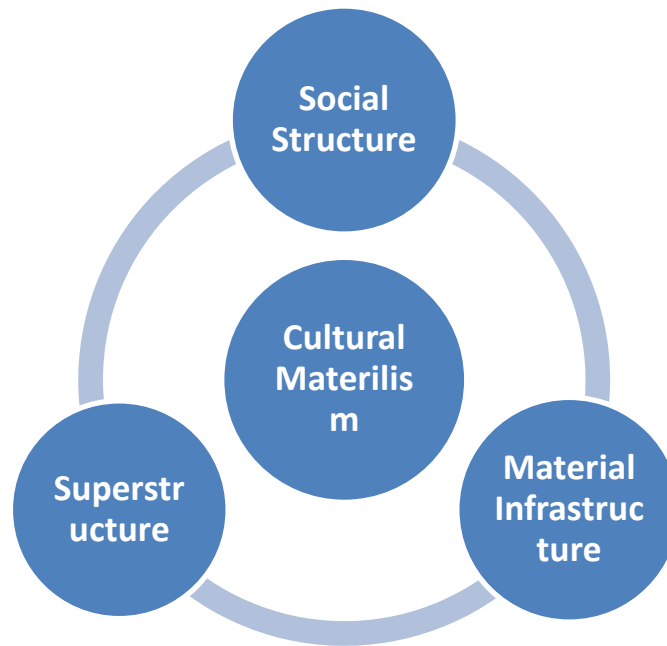
4.2 Chinese Consumer Cultural Materialism

However, consumer decision-making process is highly influenced by consumers' own culture (Park, 1998), thus, Chinese consumer culture should also be understood. As this study

involves with consumer culture, the term culture should be define for the theoretical part. The word culture is used everywhere and everything, it concerns people's everyday life and our behaviors and practices. However, it is likely one of the most difficult concept to be identified in social science and humanities literature, since it could be understood in different ways by different people. Culture contain a capacious range of meanings, it can be a narrow and specific concept, as well as a board one. One of the most common definition of culture could be date back to 1871, scientist Taylor defined culture as “...*that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society*” (Fridl, 1976: 40ff). Barker (2012) also state his argument that culture is about the norms that shared by members in the society, about what binds the social group members together and what keeps them apart. The most basic of culture is *a concept that refers to the means of formation and of identification of social groups* (Barker, 2012: PP). In short, people share same culture (same social norms) can be seen as a social group, while people with different culture will be seen as others. In this case, consumers share individualism is considered as a specific social group. Conversely, collectivistic consumers are seen to share collectivistic culture.

Cultural materialism is chosen as one theoretical framework for this study. Another study about Chinese consumer decision-making style was done by Zhou et al, in 2009, they focused on the comparison between the coastal and inland regions. The study suggested that cultural materialism can emphasize the uniqueness existing differences within in a country, explore and understand two different cultures represented by the inland and the coastal regions in China. According to Harris (1979) and Ralston et al. (1996), cultural materialism describes cultural systems has three elements, which are an ideological superstructure, a social structure and a material infrastructure. Consumers' cultural values and behaviors of individuals (superstructure) are determined by the influences of their material infrastructure, which in turn are derived from the society's structure (Zhou et al., 2009). With this theory, individualism - collectivism dimension is also examined to explore the potential differences between coastal and inland region in China.

Figure 4. Consumer Cultural Materialism Model



4.2.1 Superstructure

The superstructure of a culture system includes conscious and unconscious goals, values, attitudes and socially accepted norms (Harris, 1997; Zhou, Arnold, Pereira and Yu, 2010). Individualism and collectivism are considered as main factor that influence and decided consumers' cultural values and attitudes, as well as the socially accepted ideas. In the coastal area of China, consumers are tending to have higher level of individualism. On the contrast, interior consumers are more influenced by collectivistic values. In short, superstructure can help researcher to explore how culture differences are formed in the first place. As values included in cultural superstructure, two prominent cultural values will be explained at the following section.

4.2.1.1 Collectivism and Individualism

Individualism and collectivism are considered as the most dominant cultural values to describe cultural characteristic (Hofstede, 1980; Kluckhohn and Strodtbeck, 1961; Oyserman, Coon, & Kemmelmeier, 2002; Triandis, 1995), and they are popular for most of the social sciences study for nearly a century (Triandis, McCusker and Hui, 1990). Individualism is considered have higher influences in Western countries, such as the United States, United Kingdom and Australia (Hofstede, 1980). Conversely, in many African, Asian and Latin American countries, collectivism has been identified as the prominent cultural values (Triandis, McCusker and Hui, 1990). Therefore, it is common to use these two concepts to

explain consumers' decision-making process across different cultures or nations (Hofstede, 1980; Park, 1998). The individualism-collectivism constructs in the areas of cultural values relates to how one values the individual relative to the group. In addition, the individualistic and collectivistic values can be distinguished with different attributes. Collectivistic societies emphasize values such as family security, responsibility, conformity to societal norms (Hofstede, 1980). Within these societies, group is viewed as the basic unit of societies by collectivists (Nakane, 1970), and the members of this kind of social group concern about other members in the same group and what happens in the in-group. The group achievement and needs are more important and prior than personal achievement and needs (Triandis, McCusker and Hui, 1990). Moreover, collectivism emphasizes the interdependence of individuals.

On the other hand, individual is the basic unit of individualistic society (Triandis, McCusker and Hui, 1990), individualists emphasize values such as achievement, recognition (McCarty and Hattwick, 1992). However, when group achievements and personal goals have contradictions between each other, then personal goals have priority over group achievements, because individualism emphasizes the independence within groups (Triandis, 2001; Litvin & Kar, 2004). In addition, unlike collectivists, people with individualistic culture barely get influences from other group members.

General speaking, individualism-collectivism dimension is used to explain cultural differences across nations, but it could also become a tool to describe the cultural differences within a single country. According to a study by Triandis, McCusker and Hui (1990), a shift from collectivism to individualism can be found in many parts of the world. China used to view as a country with high level collectivistic culture, however, as mentioned above, following the rapid economic development, individualism is seen to have more impact on Chinese people's values than before. The rise of individualism can be also related to the import of Western culture and products. Foreign brands carry western culture to enter Chinese market, thus, consumers can access to it easily. Western culture arouses individualism as most of the western countries have high level of individualism (Hofstede, 1980).

4.2.2 Social structure

Social structure is defined as social organization based on established patterns of social interaction between different relationships (such as those between parents and children, teachers and students, employers and employees), regulated through accepted norms and shared values. Social structure emphasizes the idea that society is formed into different groups according to different structures. This component is related to social relations, such as internal moral and behavior in the society. In addition, social structure focuses on what people actually do rather than what they think, and this differs social structure from the superstructure (Sanderson, 1991).

4.2.3 Material infrastructure

Harrison (1979) argued that material infrastructure is the most basic aspect of a society. The physical environment and the demographic nature of the inhabitants are likely composed in this component of cultural system, and it focus on the relation between environment and society. According to the description of cultural materialism theory, material infrastructure has impact on cultural values of a society. The previous study of Zhou et al. (2010) mentioned that two environmental factors - historical impact of geographic locations and the level of industrialization are affecting consumer cultural values and social norms in coastal and inland regions, and the geographic location differences already mentioned in the section of defining coastal are in China.

Most of the China's long coastline had become the center of both domestic and international trades, however, after First Opium War, it was once the only gateway for Western trade (Yeung and Hu, 1992). According to Zheng (2006) and Zhou et al. (2010), as the result, the long history of being exposed to the Western business and cultural has gave coastal consumers another view to see the world. That is to say, coastal people are probably has had a more global view than inland people for a long time. On the other hand, consumers in a society with high level of industrialization are more likely to have Western-oriented values and are more individualistic than others (Ralston, Gustafson, Cheung, and Terpstra, 1993). The exposure of Western businesses made coastal region's economy has been leading China for hundreds of years, developing a vastly superior industrial sector, while the economy in the inland area has been dominated largely by agriculture (Chen and Wu, 2005; Zheng, 2006).

Also, past research has indicated that this exposure to Western influence tends to make people from Eastern cultures more individualistic. This opinion has confirmed by some studies that Chinese coastal consumers are more individualistic than inland consumers (Zhang, Grigoriou and Li, 2008).

Many studies like works of Hofstede have compared the differences between national cultures, however, they did not address the uniqueness inherent within a country (Zhou et al., 2010). However, regions within in a country, like China, share the overall culture of the society, but still maintain their own distinctive values and norms due to different superstructure, social structure and material infrastructure. What is more, the three components of culture materialism can exam subcultures within a single country from different but coherent angles, and they are influencing each other. Overall, cultural materialism is considered by researcher as the suitable choice for explore and understand the potential differences of consumer culture.

4.3 China's coastal and inland consumers

As the main focus of the study are the Chinese consumers, including people from both interior and coastal regions. Hence, a table with 13 previous literatures will be displayed below, and all the studies involve Chinese consumers' behavior and the values would influence consumer's decisions. In addition, the targets of these papers are focusing on coastal or inland consumers, or both of them, therefore, the table can provide this paper a general idea that what are Chinese consumers conscious about their purchases.

Table 1. 13 previous literatures related to Chinese consumers and main findings

Authors	Sample location (IL=Inland CT =Coastal)	Sample Size	Main findings
Dickson et al. (2004)	Beijing (CT), Guangzhou (CT), Shanghai (CT)	1628	Consumers prefer Western brands due to the association with success. Price and quality are essential attributes influence their purchase decisions
Fan and Xiao (1988)	Guangzhou (CT)	271	Consumers are very price and quality conscious.
Forsythe et al. (2002)	Shanghai (CT)	399	Consumers use price acceptability to determine product value, and brand names is a significant predictor of value

perception			
Kim et al.(2002)	Shanghai (CT)	399	Young consumers want to have fun and enjoyment in life
Li and Xiao (1999)	Beijing (CT)	275	Consumers are very pragmatic. They pursue the practical aspects of consumer goods, and shop for usefulness
Li et al. (2004)	Xi'an (IL)	459	Consumers are very price conscious
Smith and Wylie (2004)	Beijing(CT), Shanghai(CT)	1200	Consumers bond with brands that are unique and show individual style
Sternquist et al. (2004)	Shanghai (CT)	163	Consumers have a strong and negative perception about price
Sun and Collins (2002)	Guangzhou (CT)	495	Consumers value symbolic and hedonic values when purchasing imported fruits
Sun and Collins (2005)	Guangzhou (CT), Urumqi (IL)	1021	Coastal consumers buy fruits mainly for self consumption, and inland consumers for gifts to others, but they are all price and quality conscious
Tai (2005)	Shanghai (CT)	126	Consumers are very price and value conscious, enthusiastic about fashion and personal style
Wang et al. (2004)	Guangzhou (CT)	431	Consumers have a hedonic shopping orientation
Zhou et al. (2010)	Fujian (CT), Shanxi (IL)	440	There are not significantly different on price and value consciousness but coastal respondents are more associate with hedonistic shopping

Source : Edited from the study of Zhou et al. (2010)

However, the studies failed to form a coherent pattern of coastal and inland respondents' consumers behaviors, as coastal consumers are portrayed as hedonistic but as well as price and quality conscious. What is more, coastal respondents have a negative opinion toward price, whereas they also enjoy the successful, luxury and unique image that Western brands associated. On the other hand, although there are only three surveys are involved with inland consumers, the findings also reveal that inland people pay attention on product's price and quality as coastal customers. The most significantly difference from this table is that coastal consumers are more hedonistic while inland respondents purchase product for other group members. Hence, these literatures provide an idea that Chinese customers can hold contradictory values at the same time, and coastal consumers and inland consumers also have many similarities about the value that could influence their consumer decisions, whereas

differences also exist.

Besides, as the table indicates there are many values could has positive and negative impact on consumer behavior, this paper will be more specific to investigate consumer values, since it has a limited focus on foreign name-brand coffee shops.

5. Chinese consumers and drinking name-brand coffee

The first part of analysis will be the analysis of all respondents' level of individual-collectivism dimension. As the online survey was designed also to find out consumers' cultural value toward collectivism and individualism, for the better understanding about respondents' answers about consumers behaviors, thus, two figures that produced by SPSS will be displayed for the general idea of the coastal and inland consumers' level of collectivism and individualism.

Table 2. Respondents answers from coastal and inland regions about related collectivism-individualism norms

Respondents from coastal regions										
		Consider others feelings	Not caring others feelings	Good to not consider others	Ask friends for help	Feel sad if friends ignore my needs	People should handle their own troubles	Family	Friends	Myself
N	Valid	59	59	59	59	59	59	59	59	59
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.85	3.76	4.71	5.03	4.88	5.46	4.37	4.97	5.36
Std. Deviation		1.284	1.695	1.723	.964	1.115	1.222	1.244	1.050	1.228
Minimum		2	1	1	3	2	2	2	2	2
Maximum		7	7	7	7	7	7	6	7	7

Respondents from inland regions										
		Consider others feelings	Not caring others feelings	Good to not consider others	Ask friends for help	Feel sad if friends ignore my needs	People should handle their own troubles	Family	Friends	Myself
N	Valid	47	47	47	47	47	47	47	47	47
	Missing	0	0	0	0	0	0	0	0	0
Mean		5.19	3.36	3.98	5.40	5.64	4.66	4.53	5.26	4.38
Std. Deviation		1.313	1.495	1.581	1.077	1.072	1.536	1.586	1.052	1.423
Minimum		1	1	2	1	3	2	1	3	2
Maximum		7	7	7	7	7	7	7	7	7

The tables above displayed the mean and standard deviation of respondents' answers about 9 questions related to collectivism-individualism dimension. The mean is from minimum 1(strongly disagree) to maximum 7 (strongly agree). That is to say, if the mean is above 4 (undecided), people tend to agree the collectivistic or individualistic description, while it is lower than 4, then respondent is likely disagree with the description. In addition, a low standard deviation indicates that respondents' answers are close to each others, and the data points tend to be very close to the mean. On the contrast, a high standard deviation indicates that respondents' opinions were more different from each other, and the data points tend to be in a larger range.

For the first six questions, the gaps between the means of coastal and inland answers are not that big, but coastal respondents are more positive about several statements related to

individualism, such as *people should handle their own troubles* (M=5.46) and *it is good to not consider others feelings* (M=4.71). On the other hand, inland consumers are more negative to these descriptions but have higher scores for those sentences like *I consider others feelings* (M=5.19) and *I feel sad if my friends ignore my needs* (M=5.64). What is more, compared with answers from Chinese inland regions, although there are no big differences between respondents' values toward family and friends, but it is obvious that coastal respondents value themselves more. The mean of coastal respondents' answer is 5.36 (close to the item *Somewhat agree*) while inland respondents are holding a 4.38 (close to the item *Undecided*). Moreover, the standard deviation of coastal respondents' answers is lower than inland ones, thus, coastal consumers value themselves more than the family and friends. Although both of the inland and coastal respondents had negative answers for one individualistic question and positive answers for three collectivistic questions, coastal consumers are still holding more positive to individualistic behaviors and less to collectivism (according to the figures above). Therefore, these 59 coastal respondents in this study are considered more positive to individualistic norms, while the 47 inland respondents are more inclined to collectivistic social norms.

The next part is the relevant themes and subthemes were found after reading the online discussion, and they were discovered by analyzing the most repeated words and ideas:

- Good atmosphere
- Good environment
- High-end consumption
- Foreign products
- Enjoy
- Fast and convenient

Meanwhile the thematic analysis was conducted for the personal interviews as well, and thereafter some new themes and sub-themes were found out and emerged with the online discussion ones. Therefore, the final analysis section will follow these themes:

- Coffee is a mind-refreshing drink
- Function aspects
 - Space function

- Atmosphere
 - Fast and convenient
- Identity desires
 - Seeking of uniqueness
 - Social/Personal status pursue
 - Group conformity
- Foreign brand worship
- Emotional Enjoyment

This section will discuss about each theme and their sub-themes, as well the existence of potential differences between inland consumers and coastal consumers will be analyzed. Nevertheless, some terms should be explained before discussing the found topics. As quotations from interviews will be used in the following part, so I would like to use several abbreviations to indicate respondents' basic information, and they are as follows:

- Ruiqi, F/M, 23, IL/CT, PI – Name of the interviewee, Female/Male, Age, Inland/Coastal, Personal Interview
- R1, IL/CT, OD – Respondent 1, Inland/Coastal, Online Discussion
- ID=2919456222, WB – User's ID, Weibo Content

Moreover, as the online questionnaire asked respondents to share their reasons of visiting or not visiting these coffee shops, the results from SPSS will be displayed above in 4 figures, including consumers whom tried name-brand coffee shops above (coastal and inland) and whom do not have the consumption experiences (coastal and inland).

Table3. Coastal and inland respondents' reasons of their previous consumption

Coastal respondents		Price	Location	Environment	Quality	Food Safety	Other People
N	Valid	47	47	47	47	47	47
	Missing	0	0	0	0	0	0
Mean		3.06	4.81	5.26	4.79	4.72	3.35
Std. Deviation		1.374	1.439	1.206	1.232	1.280	1.666
Minimum		1	1	2	2	1	1
Maximum		6	7	7	7	7	7

Inland respondents	Price	Location	Environment	Quality	Food Safety	Other People
N Valid	37	37	37	37	37	37
N Missing	0	0	0	0	0	0
Mean	2.68	5.00	4.59	4.70	4.97	4.97
Std. Deviation	1.292	1.333	1.235	1.244	1.443	1.692
Minimum	1	1	1	1	1	1
Maximum	5	7	7	7	7	7

Similar as the tables displayed in the previous section, if the result has a high mean ($M > 4$), then these consumers' choice are more likely influenced by that related key concept. For example, general speaking, coastal respondents have a positive answer ($M = 5.26$) towards the environment of international name-brand coffee shops, thus, it indicates that coastal consumers in this research will choose name-brand products due to the environment. Conversely, both of inland and coastal consumers have a relatively low mean for the price of brands, therefore, price cannot influence their consumer decision-making process positively. Furthermore, the online questionnaire also asked people whom have never tried Starbucks or Costa this type of foreign coffees.

Table 4. Coastal and inland respondents' reason of not visiting name-brand coffee shop

Coastal respondents	Price	Location	Environment	Quality	Food Safety	Other People
N Valid	12	12	12	12	12	12
N Missing	0	0	0	0	0	0
Mean	5.33	3.50	3.75	4.58	3.17	4.92
Std. Deviation	1.371	1.087	1.545	1.621	1.337	2.503
Minimum	2	1	1	2	2	1
Maximum	7	5	6	6	6	7

Inland respondents	Price	Location	Environment	Quality	Food Safety	Other People
N Valid	10	10	10	10	10	10
N Missing	0	0	0	0	0	0
Mean	4.40	3.00	3.10	3.00	3.40	3.80
Std. Deviation	1.838	2.000	1.663	1.247	1.838	2.251
Minimum	2	1	1	1	1	1
Maximum	7	7	6	5	6	7

Even though the structure of the Likert scale was designed the same for the whole online questionnaire, different with the previous figures, these two are to show the reason why

consumers chose to not visit shops like Starbucks and Costa. Therefore, the higher the mean, the less positive attitude respondents hold. As an illustration, the result of name-brand coffee shop's location is relatively negative (M=3.50 and M=3.00) to the question *I did not visit international name-brand coffee shops because of their locations*, hence, the location was not the reason that stopped these consumers to purchase. In the further analysis parts, more results from the SPSS analysis will be applied to support the themes and sub-themes.

5.1 Coffee is a drink for refreshing the mind

Before asking the questions about visiting international name-brand coffee shops, respondents were asked to share their general opinions toward drinking coffee. *Tishen* (提神) and *Xingnao* (醒脑)³ are the most common words that respondents used to describe coffee. Thus, drinking coffee is for refreshing the mind is clearly one prominent idea that respondents hold. Moreover, several interviewees claim that it is important for them to drink coffee when they need to work or study.

Coffee is a drink for breakfast or when I need to refresh my mind during work.

[Shengnan, F, 25, IL, PI]

Coffee is just a drink for relaxing or refreshing my mind in the morning { ... }

[Ying, M, 25, CT, PI]

For me, it is necessary to have coffee every day, it can bring my soul back.

[Yi, F, 25, IL, PI]

Both of these answers show that they would drink coffee in the morning or during working time, due to the caffeine can keep people feel fresh and energetic. Thus, coffee is not simply a casual drink to have whenever you want, but a functional drink with mind refreshing effects. However, another respondent mentioned in his comments that he considers coffee as something more than a functional drink:

At the very beginning, coffee was a refreshing drink for me, like when I am tired I want to have a cup of coffee to refresh my mind. But living aboard for some time, it became the same thing as water and tea. For example, you need to drink water every day, yes, just like having

³ 提神 and 醒脑 are translated as refreshing mind in the study

a cup of coffee every day. It became a part of life style from a functional drink that you have occasionally.

[Lei, M, 24, CT, PI]

As Lei commented, the role of coffee already transferred from *a functional drink* to *a part of life style*. For him, drinking coffee already became a common and usual activity, just like drinking water, it is a thing people do every day for granted. That is to say, coffee is still considered as a functional drink for most of the interviewees, but one respondent thinks coffee is already a part of his daily life. As this respondent used to live aboard (New Zealand) for some time, his is more influenced by the Western culture than the rest of Chinese consumers, therefore, his opinion toward drinking coffee is apparently different with other answers.

5.2 Function aspects

One of the most repeated themes found out was that international name-brand coffee shops can satisfy consumers' functional desires. Most of the respondents mentioned that these shops can not only fulfill their requirement of drinking coffee, but also the need of finding a place for social life and working.

5.2.1 Space functions

There is no doubt Starbucks Coffee or Costa Coffee can fulfill the needs of drinking a coffee, however, respondents from both of the interviews and online discussion mentioned that they visited international name-brand coffee shops due to the needs of finding a space for different reasons.

I think these international name-brand coffee shops are not mainly providing coffee but the places { ... } because most of them locate in the shopping streets, so they also provide a place for people to meet or rest. { ... } Sometime when I need to meet with my clients, I would choose these shops if I wish a casual atmosphere.

[Shengnan, F, 25, IL, PI]

{ ... } Starbuck and Costa also provide a place for friends to meet and chat { ... } meanwhile the space function provides us a place to drink coffee with others. If I want to drink coffee or I need a proper place to meet others, I will go to this type of shops.

[Lei, M, 24, CT, PI]

I want to find a place to sit, to wait for others, or for business meeting

[R13, CT, OD]

These three respondents emphasized that they consider these foreign name-brand coffee shops also a suitable place for friends meeting or business talking. The statements mentioned that their visits to these shops were determined by their needs of finding a place for social networking and business. Therefore, the space function of these coffee shops matches consumers' need of finding a place to have coffee and chat, and this functional congruity influences their decision-making process toward visiting international name-brand coffee shop (Kang et al., 2011). Furthermore, Shengnan mentioned she prefers the casual atmosphere of the international name-brand coffee shops, and this idea was also shared by other respondents.

5.2.2 Atmosphere

I like the relaxing and free atmosphere there, it has a strong foreign cultural atmosphere.

[R15, IL, OD]

To be honest, I do not really understand the coffee there, but I like the atmosphere. Sometimes I just want to go and enjoy the atmosphere.

[R16, IL, OD]

Similar as Shengnan's opinion, these answers also indicated that the relaxing and foreign atmosphere of name-brand coffee shops has positive impact on their consumer decision. In addition, one answer from online discussion even stated that the atmosphere was the reason for her to consume foreign coffee shops. According to Sirgy, Grewal, and Mangleburg (2000), *atmosphere* is a functional character of a product, consumers choose one product over the others because the commodity's outstanding functional attributes (Sheth et al., 1991). In short, for these respondents, international name-brand coffee shops provide a place with outstanding atmosphere, and they consider it as a suitable place for social networking and business working. Therefore, these two functional values influence their consumer choice behavior.

5.2.3 Fast and convenient

The last founded sub-theme related to functional values is some coastal Chinese customers

claim that the characteristics of foreign name-brand coffee are fast and convenient, and they indicate these attributes drew their previous consumption.

I go because it's easy and convenient to get (the coffee)

[R7, CT, OD]

Good environment, fast and convenient

[R8, CT, OD]

The coffee there is fast produced, so I can save my time.

[R18, CT, OD]

These three respondents used words like *easy*, *convenient* and *fast* to describe international name-brand coffee. As Feber (1972) suggests that a commodity's characteristics or attributes form its functional values, thus, for these three respondents, the functional values of international name-brand coffee are fast, easy and convenient. Apart from this, one respondent from online discussion replied me that purchasing these fast coffees is for time saving. Hence, for these three customers, visiting international name-brand coffee shops is not troublesome, and since they do not need to wait for the coffee making process for a long time, drinking foreign coffee shop is considered having attribute of a fast pace of life. An answer from personal interviewing also share the agreement:

I think the existence of these fast coffee shops is to provide me a space to drink fast and OK quality coffee when I am outside home.

[Lei, M, 24, CT, PI]

Lei even used twice the word '*fast*' in his statement. He thinks not only the coffee Starbucks or Costa produce is fast, but also the coffee shop itself has a fast character, suggesting it is easy and quick to go to the shop when he is not at home. Besides, he also mentioned that the space function of name-brand coffee is an important driver for his consumption, whereas the quality of these shops is just considered as normal (by using the word '*OK*'). Therefore, a convenient place with fast produced coffee and normal quality is how Lei sees international name-brand coffee shops. What is more, as Figure 2 shows, location of the coffee shop is important for respondents' consumption (coastal=4.81, inland= 5.00). Therefore, combining all the data displayed, the fast and convenient attributes of these coffees and coffee shops can

match customers' expectation and desires (for a less time needed coffee), that is to say, these functional values have positive influences on consumer's choice behavior.

To conclude the finding of the theme and its sub-themes, according to the SPSS analysis results, five functional characters (including location, environment, quality and food safety) that international name-brand coffee shops associated are all positive for both coastal and inland region, whereas price is a negative driver for these 106 consumers. Moreover, apart from the environment feature, the gaps between both means are rather small. Therefore, I can summarize the findings that both coastal and inland respondents' consumer behaviors are affected by their desires for the functional attributes that foreign coffee shops associated. To put it another way, the matching of consumers' needs and shop's functions help customers from a positive attitude toward visiting international name-brand coffee shops, and make purchase decision or re-purchase decision in the further (Kang et al., 2011).

5.3 Identity Needs

The following theme found in the thematic analysis was related to consumers' desire for identity. The need of seeking uniqueness and pursuing social and personal status were revealed as the sub-themes of this part of analysis.

5.3.1 Seeking for uniqueness

{ ... } there is a trend now, just like being a fan of celebrities. If the band that you like was not that famous at the very beginning, then you will have a feeling that "mmm, this is fancy", and you will feel like belonging to minority. Actually the word 'minority' is considered more positive; people would think it's cool to belong to minorities. However, if the band starts to attract more people, it just became overflow in a second. People like you are everywhere, you are not special anymore. Everyone is seeking to be different, and this is why some loyal consumers will stop buying these products.

[Ruiqi, F, 23, IL, PI]

When sharing her reasons why foreign coffee shops would lose some consumers if they put the price lower, Ruiqi used the metaphor of being fan-boys of a band as consuming name-brand coffee. She suggested that the relatively high price makes this consumption less overflow, thus,

purchasing the products can bring a positive feeling of being special from the majority groups of people. Two other respondents also stated their similar opinions about this idea:

Many Chinese young consumers, especially those from relatively wealthy family, they are tending to seek for some identities. As Starbuck Coffee is relatively new to China and it is quite expensive to consume it, thus, consuming these shops can be an identity of 'Wenyiqingnian and good income' for young consumers.

[Ying, M, 25, CT, PI]

[I visit those coffee shops was] pretend to be Wenyi

[R21, IL,OD]

Wenyiqingnian (Cultured youth) is a relatively new word that invented to describe certain Chinese youths whom share the same subculture such as enjoy indie music, artistic events or just to have fun together. Ying mentioned before he would visit foreign name-brand coffee shops with his Wenyi friends, and he believed that these people chose to purchase name-brand products was because they would be identified as different from general young people, since the products are relatively new and expensive for the rest. And the answer from online discussion also stated that visiting foreign name-brand cafes can satisfy the desire of being as a part of Wenyi people, even though the respondent considers it is not the proper way to become a cultured youth. The behavior of seeking to be different can be explained as consumers' need for uniqueness in collectivistic culture (Kang et al., 2011). Although only three answers from interviewing and online discussion mentioned the social norm of being different with others, I can still see the idea that young consumers are inclined to pursue the special self-recognition that Starbucks and Costa related (Babin, Chebat & Robicheaux, 2006; Park, Rabolt & Jeon, 2008). As China is still a relatively collectivistic country, so the consumer behavior of all the respondents (including coastal and inland ones) is likely influenced by this collectivistic norm that being considered as special.

Furthermore, in the interview Ying mentioned that some Chinese consumers also want to prove their wealthy economic status, and the pursuing of social and personal status was also identified a sub-theme.

5.3.2 Social/Personal status pursue

Several answers also suggested that respondents had a feeling that Chinese consumers are pursuing a way to show their personal status:

Many young people now consider Starbucks as a high-end thing. They think drinking these coffees can show how classy they are, but I do not think it is a way to prove your taste.

[Ruiqi, F, 23, IL]

From the interviewee's point of view, young consumers think Starbucks and other name-brand coffee shops are symbolized as a high-end place, people whom purchase products there will be considered as good taste and classy. Other comments from the interviews and online discussion also revealed the similar opinions:

When many international brands entered Chinese market, they improved their consumers' social statues by increasing their products' price. {...} because it [name-brand coffee] is expensive, it wraps the brand from a normal product to a high-end consumption, even as a luxury product.

[Ying, M, 25, CT, PI]

Some consumers believe that buying these products is very xiaozi⁴, so their social status can be proved. Price is playing an important role here (why Chinese consumers visiting international-name brand coffee shops). If the price is lower (than now), then consumers cannot utilize these products to show their economic income or relevant social status.

[Yang, M, 25, CT, PI]

#Starbucks event# Why Chinese citizens did not support CCTV's criticism about Starbucks? I think it is because Starbucks itself represents a xiaozi life. If the price of Starbucks is as low as a cup of instant coffee, I do not think people will consume it. Starbucks itself is not a necessity of life, so drinking Starbucks can make consumers feel they have a fine-taste. If Chinese consumers can not really afford a cup of Starbucks coffee, they can still buy a cup of instant coffee.

[ID=2810300180, WB]

(...) I felt like upper class people when I was sitting inside

⁴ Xiaozi is a new combined word of Xiao (small) and Zichan jiezi (bourgeoisie), it is used to describe a group of people that enjoy foreign or expensive products. The difference between middle class people and xiaozi consumers is that middle class is related to buying expensive houses or cars, whereas xiaozi is more associated with products like drinking expensive wine or coffee.

The first three quotations indicated that the interviewees believe that Chinese consumers purchasing the products were for the personal and social status that these coffee shops are representing, such as wealthy economic income and *xiaozi* status. The Weibo user suggests that if the price of foreign coffee is as cheap as instant coffee, consumers would not purchase the products, because the brand represents certain status. In this case, the high price of the products wraps drinking foreign brand coffee as high-end consumption, and consumers enjoy this wrapping. Moreover, the comment from online discussion even emphasized that sitting in the shops already made this respondent feel like belonging to the upper class groups. Social status or face is regarded as one collectivistic values *mianzi*, the desire for social status display is to gain *mianzi* in front of other members in the society. That is to say, in the case of consumers visit international name-brand coffee shop, the desire for being considered as a member of a certain social groups (Wenyiqingnian or upper class) matches these international name-brand products' social value, and this congruity drives the consumption (Kang et al., 2011).

All these respondents above, no matter they are positive or negative to this idea or not, they associated name-brand coffee shops with status display. The aim of the study is also to find out whether there are consumer value differences between the target regions. Therefore, two figures will be displayed for the analysis.

Table 4. Respondents consumption association towards certain terms

Inland Respondents		Social Status	Identity	Society	Pleasure
N	Valid	47	47	47	47
	Missing	0	0	0	0
Mean		3.84	3.72	4.96	4.23
Std. Deviation		1.587	1.802	1.967	1.448
Minimum		1	1	1	1
Maximum		6	6	7	7

Coastal Respondents		Social Status	Identity	Society	Pleasure
N	Valid	59	59	59	59
	Missing	0	0	0	0
Mean		2.90	2.80	2.49	5.24
Std. Deviation		1.398	1.399	1.357	1.357
Minimum		1	1	1	1
Maximum		6	6	6	7

The tables displayed above show that both of inland and coastal respondents of online survey have negative opinions that drinking international coffees is related to social status and identity display. Nonetheless, compare with coastal respondents, answers from inland regions still have a higher average score for social status (IL=3.84> CT=2.90) and identity (IL=3.72>CT=2.80), also, the standard deviation of coastal respondents' answers is lower, indicating these people have a more stable negative opinion. Combining the answers from interviews, online discussion and Weibo content, it seems inland consumers' are inclined to have a more positive attitude toward collectivistic cultural norms like social status and identity.

5.3.3 Group conformity

What is more, the conformity with the society also influencing my respondents' consumer choice:

I have to try it, because I cannot behind everyone and lose the connection with the society

[Ruiqi, 23, F, IL, PI]

I just follow the others

[R5, IL, OD]

As Hyman (1942) argued that under collectivist society, individual behavior is more likely influenced by other members in the social group. China is considered as a country with relatively high level of collectivism, especially in the inland region (Zhou et al., 2010). In this study, the potential differences between coastal and inland consumers were also the aim of investigation. The comments above were from two inland respondents, and both of them stated that they would visit shops like Starbucks Coffee was just because they follow the rest

of the society, and Ruiqi even had the feeling that her connect with the society would be lost if she does not have the same experience. It is obvious that their consumers' behavior was greatly influenced by the other members in the same society group, since they wanted to prove they also share the same patterns of consumers' behavior (Sheth et al., 1991). What is more, customers show their identity or belonging to the group or follow the trend through visiting foreign coffee shops can be interpreted as the need of conformity to the society, and it is similar to another dominant value of the collectivistic culture *guanxi* (relationship). In addition, this behavior can also be explained by the social structure (Maguire & Hu, 2013), since members in the same social groups have same shared values and internal moral and behaviors.

Compare the results of online questionnaire, interestingly, the answers of the questions *I visit these shops (international name-brand cafes) is because other people do so* shows an apparent difference between two regions. Firstly, the mean of inland respondents' answer reaches almost 5, while coastal respondents only hold the mean of 2.49, thus, it reveals that the pressure of other society members is a prominent driver for inland consumers' choice. Secondly, the reasons that stop several respondents' visit to foreign coffee shops also support this finding. 12 coastal respondents is more likely to agree the statement *I do not visit these shops (international name-brand cafes) is because other people do so* (M=4.92), meanwhile, the answers of inland customers hold a disagree view (M=3.80). Both of these means have a gap more than 1.00, thus, it can be summarized that inland consumers have more positive attitude toward the social norm that people in the same social group should have the same behavior pattern. And the agreement with the social value will influence their consumer values behavior since it is suggesting consumers what to do is right and what will be the wrong things to do. In this case, respondents from inland regions report that they consume name-brand coffee are affected by the social norm as group conformity. Moreover, the previous study done by Sun and Collins (2005) also supported the finding that inland consumers consider other social members when making decisions.

One of the cultural differences between individualism and collectivism is that the human relationships. In collectivist cultures, members tend to pay more attention to the social group or community that they belong, for instance, people tend to do the same thing as others

because they share the same values or fashions. By contrast, people from individualist countries are generally have a less tight social network, due to the nature of self-centered and self-oriented. From the previous analysis I can see that inland consumers have a more positive idea for being connected to the rest and they feel more obligated to visit international name-brand coffee shops, whereas the coastal members do not focus on this opinion. Besides, as mentioned in the methodology section, the coastal respondents in this study are considered have higher level individualism, whereas the respondents from inland region are tested as collectivistic. Thus, the natures of collectivism and individualism about group conformity differentiate respondents' consumer choice behavior. Also, the social norm of gaining or not losing mianzi (face) by improving or showing social and personal status is also seen as a character of collectivistic culture. Thus, according to the findings above, inland respondents' decision of visiting foreign coffee shops are more affected by the collectivism. However, there are no apparent attitude differences between coastal and inland respondents toward the social norm of uniqueness. As the online questionnaire did not involve any question related to this topic, so it is impossible to draw a conclusion with the limited data size. Nevertheless, as the behavior seeking to be special can be explained by collectivistic culture, and China is still enjoying a relatively high level of collectivism, hence, this might be the reason of why the respondents use consuming foreign brands to look for uniqueness.

5.4 Foreign brand worship

Another theme relates to respondents' psychological feelings toward consuming foreign coffee is Chinese consumers are worshipping foreign brands. However, one online comment from Weibo.com expresses his/her idea that even drinking coffee can be considered as a foreign thing:

#Starbuck event# Many people could not understand more and more Chinese say they like drinking coffee nowadays. Some people even look down upon coffee drinkers, they think these people are with xenophilia

[ID=2919456222, WB]

The user used the word *xenophilia* to describe how some people think about coffee drinkers, and the word indicates these coffee drinkers are attracted to foreign cultures or products.

Moreover, people who not understand drinking coffee even have negative opinion towards those coffee lovers. Therefore, some Chinese regard it is a foreign activity to drink coffee. Besides, some respondents also mention foreignness in their answers:

*Even though it is an instant coffee I believe many people will choose brands too, just like me (...)
I believe that Chinese consumers will buy things just because it is brand (...) For some people,
when they consume a product, they value more about the brand, whether the brand can bring
them the sense of entitlement, instead focusing on the quality or the content of a product.*

[Yi, 25, F, IL, PI]

*Apart from the functional needs, many consumers just worship the brand because of the
brand effects.*

[Lei, 24, M, CT, PI]

According to the first answer, Yi think Chinese consumers would even choose name-brand instant coffee over normal ones, and consumers pay less attention to the product quality but value the brand itself more. In addition, she also considered she is the same as these consumers. Those customers who prefer more expensive, well-known international brands are identified as *brand conscious* (Zhou et al., 2010). For them, brands are regarded with better quality and they just consume these brands blindly. Furthermore, some respondents also revealed that foreignness was central in their consumption choice, considering the following examples:

Foreign thing is always good (...)

[R14, IL, OD]

Because it's real coffee. Is not coffee produced in foreign countries?

[R11, IL, OD]

Some domestic brands they do not have good taste

[R9, IL, OD]

For these three respondents, foreign products are associated with better quality (tastier and more original) than the local shops. The first respondent used '*always*' to emphasize foreign products' good quality and the word '*real*' is also used in one comment, while indicates that local coffee shops are producing fake or less professional coffee. Several researchers pointed out those Chinese consumers believe that Western brands always carry superior quality to

domestic brands (Kapfere, 1997; Tian & Dong, 2011), and it is the reason why some consumers prefer or loyal to foreign products. In this study, those respondents highlighted the more original and better quality of name-brand products was simply because the association of foreignness. That is to say, Starbucks and Costa carries positive quality association by virtue of their otherness (Maguire & Hu, 2013).

5.5 Emotional enjoyment

Although several respondents reported that they enjoy the social and personal status that Starbucks or Costa brings to them, some answers also revealed that they just simply enjoy drinking these name-brand coffees. Firstly, as interviewee Lei mentioned in the theme of coffee is a mind-refreshing drink above, he also shared his opinion that drinking coffee is already a part of his life style. Thus, for this respondent, drinking coffee is already a natural thing to do, instead of a fashion thing. Other respondents also stated that they just visit the coffee shops for simply a cup of coffee:

Because I am really afraid of crowded place, indeed I will go to these shops in some weekdays afternoon or weekend morning, since there will be less people, and I could really enjoy a cup of coffee

[Yang, 25, M, CT, PI]

Enjoy myself while having a cup of coffee and reading books. But I only go there when the shop is not that crowded

[R17, CT, OD]

Both of the respondents used the key word *enjoy* to describe their visit to international name-brand coffee shops. In other words, they consider simply drinking a cup of coffee in the shops can bring them enjoyment, and they do not value other contexts that the brand is carrying that much. According to Sheth et al., (1991), consumers would choose a product over the others due to the product can fulfill their desire for positive emotions. From these respondents' answers, they desire for the enjoyment feelings so they visit the shops. However, they would choose the moment when fewer consumers are visiting the shops, since they could not enjoy themselves when surrounded by many people. The consumer behaviors relate to the enjoyment of purchasing experience are usually defined as hedonic consumption (Hirschman

& Holbrook, 1982), and according to Triandis (1995), people with individualistic cultures emphasize hedonism. To put in another way, the pleasure seeking is the main driver for individualistic consumers' behaviours. As displayed before, coastal consumers in this study are considered with higher level of individualistic culture, and the two respondents above are also from coastal regions. Moreover, 3 of the 21 comments of online discussion have a positive feeling toward the environment in the shop (see at Appendix 4), and they were all from coastal respondents. At the same time, as noticed above, although the results from online questionnaire show that both coastal consumers have more positive opinion about the environment, but the gap between coastal respondents ($M=5.26$) and inland ones ($M=4.59$) is still significant. To support the idea that coastal consumers are more inclined more hedonism, figure 4 is indicating both inland and coastal customers have a positive value that consuming name-brand products can satisfy their expectation of enjoyment, nevertheless, coastal respondents is enjoying a higher rating than the inland consumers. Besides, the standard deviation of coastal respondents' answer is lower, meaning the their opinions are similar to each other, therefore, it is likely that coastal consumers from the online questionnaire are more inclined that consuming international can bring them pleasure emotions.

To sum up the finding of this theme, firstly, both of the coastal and inland consumers enjoy the environment of name-brand coffee shops in some degree. According to the theory of consumer choice behavior, consumers choose to purchase certain product or service when the consumption can satisfy their desires for positive emotions, and this is the emotional value that affecting consumers' decision-making process (Sheth et al., 1991). Hence, I can claim that these respondents' behaviors are influenced by their associated emotional responses of the shop's environment. Nevertheless, only coastal consumers in the interviews and online discussion emphasized the visit of famous coffee places was simply for enjoyment, and Triandis (1995) calmed that this is because they have more influences from individualistic culture, and individualists are inclined to purchase pleasures. Therefore, one of the differences between these two regions consumers is the emotional enjoyment is more emphasized by coastal respondents, and emotional value is likely has more impacts on coastal respondents' consumer behavior.

6. Conclusion

The final section of this paper will be the conclusions that based on the main findings of the research. The first intension of this inquiry was to investigate consumers' values toward visiting international name-brand coffee shops, and the research targets are inland and coastal consumers in China. The research questions to be answered were as following:

Why some young Chinese Consumers Visit Foreign Name-brand Coffee Shops?

How do individualism and collectivism influence Chinese consumers?

Are there any differences between coastal and inland consumers' values?

First of all, coffee is indicated as a special drink to have when some respondents need to refresh themselves during working or studying, and they consider drinking coffee is still a relatively new thing in China. Moreover, since foreign name-brand coffee shops entered Chinese market only around 20 years ago, hence, the most conventional idea of visiting name-brand coffee shops can be viewed that Chinese consumers are purchasing a product is still new to them and it is not a necessary thing for daily life.

The first reason why young Chinese consumers visit international name-brand coffee shops can be concluded as the functional congruity. Some consumers have positive opinions toward the casual and relaxing atmosphere, and some consumers consider these shops are the proper places for social networking and business meeting. Moreover, the fast and convenient performance of the shop is also a consideration for some consumers when they make their decision. That is to say, some functional attributes of Starbucks, Costa and Pacific Coffee are positive to these consumers, and functional characters like space function and proper atmosphere also match some respondents' functional desires. In short, the functional congruity between international name-brand coffee shops and consumers' need is influencing consumers' behavior. Therefore, functional value is summarized as one positive driver for some consumers' decision-making process in this research as the shop's functional utilities are beneficial to their consumption.

The second driver of some young Chinese consumers' purchase decision is the needs of social or personal identity. Firstly, some respondents have a very positive association with the social and personal status that international name-brand coffee shops representing, such as *xiaozi*

and upper-class. Secondly, some respondents also reflect the phenomenon that Chinese consumer's purchase these coffees are because they want to be special. However, as a contradictory value, some respondents also pay attention to the group conformity when they consume, for instance, they decide to visit name-brand coffee shops because they do not want to lose the connection with the rest of the society. Thus, I can argue that the symbols behind international brands are in accordance with some Chinese social value and need of seeking specific identities, and this congruity also influencing consumers' choice behavior.

The next conclusion is some Chinese consumers' visit is related the enjoyable feelings. As some respondents emphasized they made their previous consumption due to the enjoyment, such as reading a book with a cup of coffee in hand, hence, I can see that these consumers are more inclined for hedonic shopping. Besides, all the respondents in the online discussion and interviews state that they could not enjoy themselves when the shop is full of people, and this behavior cannot be explained by individualism or collectivism, nonetheless, it still one common consumption experience of coastal consumers.

Besides, there are also some reasons that related to more than one value. One of them is concluded as some Chinese customers are attracted to foreign products, even simply worshipping the brand. Firstly, some respondents mentioned the functional values, such as they believe foreign coffee has better and more original quality. Secondly, emotional value of international products is also influencing consumers' decision behavior, since some respondents purely enjoy the sense of entitlement that foreign coffee brings to them. In all, I summarized some Chinese consumers purchase name-brand coffee are just because of the product's foreignness.

After concluding the reasons why some Chinese consumers visit foreign brand cafes and the possible values that influencing their choice behavior. The following part is to answer the question how individualism and collectivism affect some Chinese respondents' decision making-process, and summarize the differences between urban coastal and inland young consumers.

In this paper, several inland consumers agree with the collectivistic norms that associated with visiting international name-brand coffee shops, such as group conformity and status displayed. Moreover, the study draws a general picture that coastal consumers are holding a higher level

of individualism than the inland consumers. That is to say, these collectivistic values are having positive impacts on some inland consumers' behavior. As collectivistic culture has an internal influence at telling or suggesting consumers what is the right purchase decision to make and what is not, thus, some inland respondents consumed name brand coffee were to show the same social pattern to the rest of the society, or to display their wealthy economic income status (gaining *mianzi*). In short, collectivism is influencing some Chinese inland consumers' social values.

On the other hand, individualism is also influencing some Chinese consumers' social value and emotional value. Contradictory with inland consumers, respondents from coastal areas have a rather negative attitude towards the collectivistic norms mentioned above, especially group conformity. They indicate these collectivistic norms are not the drivers for their consumer decision behavior. Thanks to the nature of individualistic culture (self-oriented), these respondents do not feel the pressure from the society that they have to share the same consumer pattern/behavior. Therefore, combining the findings of this study and the previous literatures, this study can draw a conclusion that one of the differences between inland consumers and coastal consumers is how they perceive the social values that associate with international name-brand coffee shops. Moreover, hedonism is another considerable difference. As individualism also drives several inland respondents to purchase name-brand coffee for pleasures, whereas inland consumers with higher level of collectivism did not mention about enjoyment at all. Additionally, some coastal consumers also indicate that they would like to enjoy themselves when there are less people around, this behavior is most likely influenced by respondents' own personalities, although I did not include consumer personality in the research, it can be seen as one possible further research topic.

Apart from answering the research question and its sub-questions, surprisingly, there are several interesting findings are contradictory with each other. Firstly, both of the inland and coastal consumers have a relatively negative feeling about foreign name-brand coffee's high price, however, one of the finding of the social value indicates Chinese consumers also enjoy how the high price transforms the product from a normal coffee to a luxury product. Several answers also suggest price is the key factor of consuming name-brand coffee, and the expensive character symbolizes the success image behind the brand. Hence, on one hand,

some Chinese consumers are criticizing the high price of Starbucks or Costa, on the other hand, if the brand lower the price, some consumers are likely will not choose its products anymore. Secondly, it is interesting to see most of the interviewees from coastal regions kept reflecting the social phenomena of other people, instead of focusing on themselves. This behavior is quite contradictory with individualistic value that individuals pay more attention on themselves. Nevertheless, they still act in their consumption in a more individualistic way. Thus, this finding reveal one fact that how consumer think and what they actually do are different.

Findings suggest that Chinese consumers are purchasing international name-brand coffee for many reasons, and some of them are contradictory with each other. Individualism and collectivism are playing different roles in shaping consumers' choice behavior. What is more, the cultural dimension of collectivism and individualism varies inland and coastal consumers' behavior towards social status display, group conformity and hedonism. Apart from this, there are still many similarities between these two areas' consumers, for instance, they are both conscious about space functions. What is more, compare with the West, Chinese is still considered as a relatively high level of collectivistic country, although coastal residents are more individualistic than inland Chinese, they are still probably getting many influences from collectivism.

7. Recommendations for further research

To close off the study, I will shortly show some recommendations for further research of this chosen topic. The paper focuses on two regions in China with geographical and economic differences, however, there are more than two regions in this country, and they are all very different with each other. Thus, I recognize that there are more research directions of this topic. Also, the goal of the paper was to find out why some young Chinese consumers purchase international name-brand coffee, and I examine the consumer choice behavior and how individualism-collectivism dimension influence it. In order to get the fullest picture of this aim, there are still more researches needed. For instance, the educational background and economic income status of respondents should be investigated, as well as their personalities. What is more, although shops like Starbucks and Costa are mostly attracting young consumers, it will be also interesting to enlarge the age range to reach more consumers, since elder consumers might have a completely different consumer choice behavior of visiting these coffee shops. Similarly, the research can be reached to people that living or grew up in rural areas in coastal and inland China. Since residents from rural areas are viewed as more collectivistic and less modern than this study's respondents, hence, they are tending to hold different idea about coffee consumption too. Therefore, it will be beneficial for markets to investigate into rural consumers' values. Furthermore, as mentioned in the limitations of research design, it will be fruitful for this topic if the sample size is larger, and more data can be collected if I could use netnography as a tool to do more than one online discussion.

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Appendix

Appendix 1.

Question guide for online questionnaire

1. 我喜欢喝咖啡
I like drinking coffee
2. 我了解星巴克、Costa 或是太平洋咖啡品牌的意义
如，品牌历史和品牌概念等
I understand the meaning behind the brand itself, like brand story and its concept
3. 我尝试过星巴克、Costa 或是太平洋咖啡这类外国品牌咖啡店的产品
I have tried products in international name-brand coffee shops
4. 我上次在这些店铺消费是在...
My last visit to the shop was...
5. 我平均在这些店铺消费...
Normally I spent ...(how much money)
6. 我会/不会选择在这些店铺消费是因为它们的价格
I would/would not choose these shops because of the price
7. 我会/不会选择在这些店铺消费是因为店铺的地点
I would/would not choose these shops because of the location
8. 我会/不会选择在这些店铺消费是因为它们的环境
I would/would not choose these shops because of the environment
9. 我会/不会选择在这些店铺消费是因为它们的品质
I would/would not choose these shops because of the product quality
10. 我会/不会选择在这些店铺消费是因为它们的食物安全
I would/would not choose these shops because of the food safety
11. 我会/不会选择在这些店铺消费是因为其他人也这样做
I would/would not choose these shops because of others do so
12. 我认为在这些店铺消费可以体现我的社会地位
I think visiting these shops can display my social status
13. 我认为在这些店铺消费可以提高我的自我意象
如别人如何看待你
I think visiting these shops can improve my personal image, like how people think about me
14. 我认为在这些店铺消费可以带来愉悦感
I think visiting these shops can bring me pleasures
15. 我认为在这些店铺消费可以让我不会显得与别人格格不入
I think visiting these shops can show others I am not different with them
16. 在作出决定时，我考虑别人的需要和感受
I consider other people's needs and feelings when making decisions
17. 我不是特别在意别人的感受
I am not really care about other people's feeling
18. 我认为不要过于考虑别人的个人需要是好事
I think it is good not to consider other people's personal needs
19. 当我有需求之时，我会向认识的人求助
I ask people I knew for help when I have requirements

20. 如果别人忽视我的需求, 我会感到伤心
I feel sad if people ignore my needs
21. 我认为人们应该自己处理自己的烦恼
I think people should handle their own troubles
22. 我通常和家人一起度过我空闲的时间
I normally spend my free time with family
23. 我通常和朋友一起度过我空闲的时间
I normally spend my free time with friends
24. 我通常自己一个人度过我空闲的时间
I normally spend my free time alone
25. 请告诉我们你的年龄, 性别和职业
Please tell me your age, gender and occupation
26. 请告诉我们你出生和长大的城市, 和你现在就读或者就业的城市
Please tell me the city you were born, grown up, and the city you currently living

Question 1 aimed to collect the most basic information of drinking coffee, which is whether Chinese young consumers like this drink or not. The result shows that almost 2/3 of the respondents (72) argue that they like drinking coffee. The next question was designed to ask whether consumers know the brand good enough or not. Question 3 was for dividing the questionnaire into two directions. If respondent answered no in this question, then s/he will be guided to another version of question 6 to question 11, so the reason why the respondents fail to consume can be found out. Questions 4 to 5 were to find out is the respondent a regular consumer for name-brand coffee shops or not. Moreover, question 6 to question 10 were designed based on the functional attributes that coffee shops have, and question 11 is related to social group conformity. The following questions from number 12 to 15 were related to individualism or collectivism, and they were aimed to discover respondents' agreement or disagreement toward chosen norms. The last part of the questionnaire was to value respondent's level of individualism and collectivism. In order to identify respondent's region, they were asked to write down three cities that they were born, grown up and currently living for study or work.

Appendix 2.

Question guide for personal interview

1. 咖啡对于你来说是什么？

What does coffee mean to you?

2. 星巴克或 Costa 或太平洋咖啡，这些店对你来说是什么？

What does international coffee shop mean to you? (Starbucks, Costa or Pacific Coffee)

3. 通常你都会在这些店消费什么产品？

Normally what product do you consume?

4. 通常在什么情况下你会前往这些店消费？

Normally under which circumstances will you consume?

5. 可否描述一下通常你都会店里做什么？

Please describe what you do in the shop?

6. 通常会在店内呆多久？自己去的情况和与朋友一起去的情况会有差别吗？

Normally how long will you stay in the shop? Is there any difference when you go alone and with friends?

7. 在店内消费的时候，你会选择哪类型的位置就坐？

Where would you choose to sit in the shop during your visit?

8. 你认为这类咖啡店的产品质量如何？

How do you think about their product's quality?

9. 会因为产品安全质量的原因而考虑/不考虑这些店铺吗？

Is the food safety the reason that you consider/not consider to visit these coffee shops?

10. 你认为这类咖啡店的价格如何？

How do you think about their product's price?

11. 你认为这类咖啡店的环境如何？

How do you think about the shop's environment?

12. 有人认为饮用这些店铺的咖啡是一种小资的体现，如果星巴克或者 COSTA 的咖啡只跟一杯普通的即冲咖啡价格一样，那么就on不会有人购买这些产品了。你同意这个观点吗？为什么？

Some people said drinking name-brand coffee is displaying xiaozi. If their coffee is as cheap as a cup of instant coffee, then nobody will continue to consume these products. Do you agree this idea? Why or why not?

13. 对于 CCTV 事件的看法，会继续消费星巴克这类商店吗？

How do you think about CCTV's report about Starbucks Coffee in last October? Will you continue consuming these shops?

14. 请分别用三个词或三句话描述茶文化和咖啡

Please use three words/sentences to describe tea culture and coffee culture

Semi-structured interview guide was developed for the personal interviewing. Question 1 aimed to gain the general idea what does coffee mean to all the interviewees, as it is good to know how they perceive this basic element of the research. Question 2 asked how interviewees think about the existence of international name-brand coffee shops, and it can undercover respondents' attitude toward these shops is negative or positive. As international name-brand coffee shops provide various products, so question 3 asked respondents have preferences of products or not. Question 4 was designed to reveal why interviewees made their previous consumption. Question 5 to 7 were

asked to reveal interviewees' consumption experiences of visiting international name-brand coffee shops, and the what will consumers do apart from drinking coffee. Moreover, question 8 to 11 aimed to gather more elaborate information on what consumers conscious toward their purchase, and these chosen functional utilities are the same with the online questionnaire, including price, environment, food safety and product's quality. Questions from number 12 to 14 were informed from online context of Weibo.com. Question 12 was based on the context *#Starbuck event# Why Chinese citizens did not support CCTV's criticism about Starbucks? I think it is because Starbucks itself represents a xiaozi life (bourgeois life). If the price of Starbucks is as low as a cup of instant coffee, I do not think people will consume it. Starbucks itself is not a necessity of life, so drinking Starbucks can make consumers feel they have a fine-taste. If Chinese consumers can not afford a cup of Starbucks coffee, they can still afford a cup of instant coffee*, and it can contribute to uncover what interviewees will think about when international name-brand coffee is no longer expensive. Question 13 aimed to see interviewees' attitude toward expensive foreign products. The last question strives to see how respondents compare these two drinking cultures in China, and the question was based on another online context from Weibo.com :

(...) Chinese tea culture is profound, should not we carry forward this traditional culture? As for me, Tea is not less popular than coffee, and it is not true that many people do not like drinking tea, but China stepped into a fast-paced environment with general anxiety. Coffee is representing fast-paced culture, while tea is to slowly savor.

The recordings of the interviews are not including in this paper, however, they are available upon request.

Appendix 3.

Transcriptions of personal interviews

Respondent 1: Ruiqi, 22, Female, Inland

请告诉你的年龄、职业和出生长大的城市

年龄：22

职业：学生

出生的城市：昆明

长大的城市：贵阳

现居（非短期）的城市：奥尔堡

Q：我是个会考虑别人的需要和感觉再作出决定的人
是的

Q：我认为不要过于考虑别人是好事
是的，但我有时候会觉得一定要考虑别人才行

Q：当我有需求时，我会向朋友求助
是的

Q：朋友若忽视或拒绝我的要求时，我会觉得伤心
是的

Q：我认为每个人都应该自己解决自己的问题
一般情况下是的，但假若有问题不能解决，应该找别人帮忙

Q：家人，朋友和我自己，请排列和三者的
重要性
家人，自己，朋友。

Int：首先第一个问题就是，想请问一下对于你来说咖啡是什么呢？

R：咖啡...咖啡对于我来说就是休闲的时候会想要喝，或者是不是很经常，但偶尔会想要喝的一种饮料吧。

Int：就休闲的时候想要喝的东西对吧？

R：嗯。

Int：然后就是像星巴克，Costa 这类外国名牌咖啡店，这种店对于你来说又是什么呢？

R：嗯...我觉得某种程度上有点像跟风。对，因为我通常喝咖啡的话比较在意就是环境，喝咖啡整体的环境怎么样。但在我原来喝星巴克的情况下我发现星巴克的人会比较多，所以后面就是我只是偶尔会去星巴克，其它多数时候就是自己找那种小的，个人经营的环境比较好的小店。

Int：为什么你会觉得（喝这类型的咖啡店产品）是一种跟风的现象呢？

R：因为年轻人呐，就你可以从微博或者从什么上面看出来，就年轻人经常会发“哎呀，今天又去喝星巴克了”，然后那天又怎么样了。所以就会很好奇，如果你没有喝过就会很好奇对吧，所以你就会跟着去做。因为它（喝品牌咖啡）并不是一个需要花很大成本的东西，所以一旦有人提出来这个事情，然后你就会跟着去做这个事情。

Int：就当你看到别人在微博发照片，就譬如拍了他/她在星巴克喝咖啡的照片，你也会有那种欲望想要去？还是？

R：就当我看到别人发的照片以后，基本上我看就是大家的评论，对星巴克都是比较正面的，除了就是贵。对，都是比较正面的。所以一旦别人提到这个东西怎么怎么样，哎呀，又出新品了怎么怎么样，就会想说那是不是我应该要去尝试一下。就这样。

Int: 然后通常你会在这种店铺消费怎么样的产品呢?

R: 嗯, 咖啡以及蛋糕吧, 就一些小点心。

Int: 就不只是喝一杯饮料而已

R: 嗯

Int: 同时你还会消费一些其它类型的产品?

R: 对。因为我个人来说的话, 就只光喝咖啡觉得有点干干的。就我自己平常泡咖啡的话我旁边也都还会有饼干啊什么的。对, 就是个人习惯问题。

Int: 就你平常也有在喝咖啡了。

R: 偶尔

Int: 在接触星巴克之前?

R: 对对对。

Int: 那那时候的你是喝什么样的咖啡呢?

R: 速溶的。

Int: 那你觉得速溶的产品跟星巴克的差别大吗?

R: 嗯, 一开始我是喝不出多大区别来的, 但后面就是渐渐地接触咖啡多了以后就会发现速溶和他们那种现做现磨的咖啡的差别其实还是挺大的。

Int: 那可不可以告诉我通常在什么情况下你会去星巴克, **Costa** 还是太平洋咖啡这类店。

R: 逛街。和朋友逛完街以后, 如果朋友想要喝咖啡的话, 就会说要不然去星巴克坐一坐。因为它基本上都集中在那个步行街或人口比较集中的地方。

Int: 你说都是和朋友一起去, 有自己去的时候吗?

R: 有过

Int: 就什么样的情况下呢?

R: 就很偶然啊, 自己去的沙面。然后我走累了, 刚好有家星巴克我就进去了。因为在沙面那个地方(我)对其它的也不是很熟, 看到星巴克是我知道的, 所以就进去了。

Int: 如果像你这样说, 如果你走在一个陌生的地方, 然后出现了好多东西的话, 就你会选择以前尝试过的对吧?

R: 对

Int: 为什么你会做出这样的选择呢

R: 因为我这个人, 就是不太敢于自己先去尝试一些比较新的东西, 我比较倾向于我尝试过的, 我相信的东西。

Int: 好, 可不可以告诉我你会在店里做些什么事情呢, 就是一边消费的时候一边做什么事情?

R: 上网, 如果是和朋友的话就聊聊天, 然后基本上都是上网和看书。写作业, 学生的时候, 就上大学的时候有写过论文的时候。

Int: 就是会一个人去那边, 然后呆在那里写论文对吧?

R: 嗯

Int: 那通常这种情况下你会在那里呆多久呢?

R: 如果是写论文的话那么大概呆的比较久。我就是一般吃了午饭, 然后之后过去, 然后就点杯咖啡点个点心, 就坐到晚饭的时候。大概五到六个小时吧。

Int: 那和朋友去的话呢?

R: 最多两个小时。因为只是休息一下, 逛街的途中或者需要休息一下, 所以就会在那儿。

Int: 就想问一下, 你在这种店消费的时候会选择大概哪个位置的地方坐呢? 还是没关系?

R: 我是没关系。但是如果说, 像我有一次在重庆, 重庆有一家星巴克其实是开在江边的。它是在江边的一个楼上, 一个建筑上。然后你可以选择靠窗的位置, 因为风景比较好, 但那个位置如果人多的时候它很受欢迎。如果我刚好有那么个机会看到那里没人的话, 就会希望坐在那个位置。

Int: 就通常会选择一些视野比较...环境比较好的?

R: 对

Int: 还有另一个问题就是你觉得这类咖啡店的产品质量如何?

R: 嗯...因为我本身不是一个咖啡迷,所以说我不太好去评价它的质量。我只能说它是比速溶要好,就高出一个档次。但我其实真的是喝咖啡我不知道档次什么的,就喝不太出来这个问题。

Int: 就如果你不知道它的质量的话,你会在购买的时候考虑食品安全质量而选择这类咖啡店吗?

R: 会

Int: 为什么呢?

R: 因为它们毕竟是大家都知道的一个牌子,所以会在质量上稍微注意一些。像如果是个人经营的小店的话,它虽然说是手工现磨咖啡,但你其实不太知道。因为它是自己在说这个问题,它自己也不太能给自己这个质量一个保证。

Int: 你觉得这类产品的价格如何?

R: 挺贵的呀。但我得说就是现在一些自己开的那种私人小店的咖啡也不便宜,就都挺贵的。

Int: 就在价格相当的时候,你会偏向选择?

R: 嗯,有牌子的这一类。就其实你要说小店的话,比如在我自己熟悉的城市我有自己熟悉的小店,然后我就会撇开星巴克,就不去之类的店铺。就如果我刚到一个城市我什么都不知道,那我肯定会选择星巴克。

Int: 那你又觉得这类咖啡店它的环境如何呢?

R: 通常人都比较多,这其实是一个问题。其实喝咖啡,我不知道...因为在我想象当中,喝咖啡不是能在特别嘈杂的环境下进行的一个事情。就连我自己在家喝咖啡都是因为很安静,然后环境各方面都适合的时候,“是不是应该喝一杯咖啡呢?”就会有这样的想法。人太多的话,会导致我不太想去。

Int: 那它店内别的环境你觉得如何呢?

R: 你说装潢?

Int: 对,就装潢。

R: 普通吧。就不是很出彩但也不是也没有到很差,我觉得还可以。嗯,就没有太强的设计感,和那些小店比起来。因为那些小店,店主会很精心地布置店里面的每一个角落,看起来就很吸引人,就很有那种 **feel**。星巴克就是制式化的一个东西,它没有很个人偏好的东西在里面。

Int: 那它们的装潢给你一种什么感觉呢?

R: 绿。就很制式化,就没有什么...很普通很普通,没有什么很出彩,但也没有到那种脏乱差的地步。

Int: 还有个问题就是,有人说星巴克或者 **Costa** 这类咖啡店,如果它的产品只跟一本普通的即溶咖啡价格一样,那么就不会再有人去星巴克这类商店购买咖啡了。你同意这种观点吗?

R: 我不同意啊

Int: 为什么?

R: 我不知道,但现在好像国内越来越多情况是就是上班族,早上上班的时候就是习惯性地去看星巴克,然后手拿一杯就走了。对,或者是他们办公室就有速溶。但是,我不知道,我觉得这是一种趋势吧,就是现在多数人都是早餐要咖啡,手拿一杯就直接走。如果它真的便宜到跟速溶咖啡一样的话,我觉得这种即拿即走的情况应该会出现的比较多。我没有在想它会差。

Int: 就不会再有人停留在店铺里面了吗?

R: 对,停留在店铺的情况就比较少。

Int: 为什么呢?

R: 就是随着它自己的价格降低以后,那很多人,就像它在一个逛街的地方,一个步行街,人流比较多。你知道逛街逛累了就想说找个地方坐一坐。然后,如果它真的便宜的话,味道又不是很

差，然后大家都会去。因为这是一个可以选择的地方，可以坐一坐，因为你又不会花太多的成本在这上面。然后人就会越来越多，那些上班族就不愿意再逗留啦，那些愿意即刻拿走的人就会即刻拿走。不对，怎么有点矛盾，然后我想一下.....

嗯...你的意思是说如果它的价格便宜的话，就会比较多人带走，然后比较少人坐在那里对吧

Int: 你的意思是这样...

R: 我的意思是这样？其实我的意思也不是这样，我就意思就是说也不是没有坐在那儿，因为上班的人会带走。但是我就是觉得便宜了其实在人流多的地方，应该坐的人更多吧，而且会换的较快。

Int: 如果它价格降低了，会改变星巴克原有的印象吗？品牌印象吗？

R: 其实也没有啦，它现在消费的人也越来越多了。20多块钱其实对于大多数一线城市的人来说其实也没有太多。

Int: 但如果它是便宜到跟一杯速溶咖啡一样，你觉得它的品牌的形象？

R: 对，就会相对减少它的一些...就现在来说，其实我觉得有那么一种人群存在，就是痴迷于星巴克的咖啡，有这么一群人的存在。如果它真的价格降到那个地位，估计这部分忠实的顾客就会变少。

Int: 为什么呢？

R: 就 Level 低啦

Int: 对于这群痴迷星巴克的人来讲，就高一点的价格是代表了高一点的档次？

R: 是的。其实现在就有这么一种倾向，就好比追星来说，如果你一开始喜欢的这个组合，喜欢它的人比较少，那你就会觉得“嗯？好洋气啊”，你会觉得小众。其实‘小众’这个词现在倾向于比较褒义，就好像别人觉得这是一种让别人觉得很有个性的事情。但一旦人多了以后，瞬间就觉得很泛滥的感觉。就得到处都是，就不是很特别了。人都在追求特别的个性，所以这就是那部分忠实的顾客会嫌弃它的原因。

Int: 嗯，但就像你之前提到的，喝星巴克是一种跟风的现象，那么跟风就不是小众的体现了吧。

R: 我说的是我呀，就是我这种，跟风啊。我没有在觉得我在痴迷星巴克啊。

Int: 就觉得大家都去，那我...

R: 我就得尝一下啊，不能落后啊，不能跟社会脱节。

Int: 去年 10 月的时候央视就曝出了星巴克的产品在中国国内要卖得比美国贵，然后你怎么看这件事呢？经过这件事后你还会支持类型星巴克这类的商店吗？

R: 嗯，我上个学期有做过类似的调查，就是 PROJECT 是要写一个星巴克的案例嘛。我有调查过它的价格问题，确实在中国是要比较高一些，比美国高一些。但我自己的想法就是，怎么说呢，这是一种策略吧，我只能说这是他们公司的一种策略吧。因为咖啡在欧洲和北美其实都是一种生活的必需品，就生活必需品这种物品来说，它如果价格太高的话，那它就会断掉自己的一部分顾客，就会没有那么多顾客。但在中国就是，喝咖啡并不是人的一种习惯，只能说它是一种爱好，然后别人就是可能爱好的问题，只有喜欢它的一部分人愿意花那么多钱去买。这可能就是他们的一个策略问题，价格上面的。

Int: 那你还会选择继续支持这一类产品吗？还会继续去吗？

R: 会，偶尔。因为我不是经常去，所以偶尔是没有关系的。我刚才也说了，我不会因为这个。因为平常一些自己的私人咖啡店也很贵，就一杯咖啡可能也要 30 块钱左右，也差不多。

Int: 最后一个问题就是呢，你知道中国是一个拥有源远流长的茶文化的一个国家，但比起以前现在饮用咖啡的人比例越来越高了。就像你之前说到了，虽然咖啡不是一个必需品，但是上班族现在都习惯拿着一杯咖啡就走了，市场、媒体都在推广咖啡文化而不是茶文化，你怎么看呢？

R: 嗯...怎么说呢。在我的印象当中，很少有那种传统意义上的茶楼。就是说你真正去坐在那里消费一杯茶，然后就没有什么了，没有这种传统意义上的东西。对，咖啡有咖啡它特别的作用，

虽然茶也有，但经大多数人试验下来，咖啡好像比茶要有用一些，在提神方面。然后茶呢，会品的人不多，我只能说这个，我自己也不会，会品茶的人不多。而且好茶很贵，好茶真的要比咖啡贵出很多倍，就这样。年轻人的话，这一代的年轻人喝茶喝的比较少，更加就不会品茶了。

Int: 那么让你用几个词去描述茶文化，你会选择什么样的词语呢？

R: 茶文化吗？历史悠久？其实第一个跳到我脑海的词是清新，我也不知道为什么，就喝茶给人的感觉吧。然后就是还有，老年人。

Int: 那么让你选择另外三个词，因为你刚选了三个，去描述咖啡文化

R: 咖啡文化...提神、醇厚，口感的问题。最后一个词是，年轻人，喔，上班族。

Int: 为什么你会觉得老年人跟上班族代表这两种文化呢？

R: 嗯...怎么说呢。因为在我的印象当中，咖啡毕竟传入中国的历史还不算特别久，茶在中国就算是有很长很长的历史。在咖啡已经进来了，但还没有那么流行的时候，大家都还在喝茶，那一部分人就已经渐渐老去，变成老年人，变成了我们的爷爷辈，妈妈辈。然后咖啡的话，我第一次接触的时候当然就是同学在喝，后面实习的时候就发现上班的地方，它就有冲咖啡的茶水间，所以上班族可能就...经常看到的画面就是在街上看到上班族背着个包，冲冲地拿着杯咖啡咚咚咚地这样走。

Int: 你的意思是他们生活的节奏比较快吗？

R: 对，快节奏。

Int: 就是咖啡比较适合快节奏的人群

R: Yes

Int: 谢谢你的访问了。你还有什么观念想要说的吗？关于消费星巴克这类咖啡店...

R: 嗯，我只能说，少一点像我这样的人群吧，毕竟小孩子没有那么有钱。因为现在真的有很多小孩子是因为觉得星巴克很‘高大上’怎么怎么样，就会觉得‘哇，我今天又去喝星巴克了’，就会觉得自己很了不起，很有品。其实我觉得这不是一种能证明自己很有品的方式。当你自己真正懂的咖啡的时候，当你能真正能分辨出这种咖啡和那种咖啡有什么区别的时候，你再说这个问题才是有资格的吧。所以我倡议小孩子不要太在意喝哪个牌子的咖啡这个问题。

Int: 好，谢谢你。

R: 不用谢。

Respondent 2: Shengnan, 25, Female, Inland

请告诉你的年龄、职业和出生长大的城市

年龄: 25

职业: 学生

出生的城市: 吉林长春

长大的城市: 吉林长春

现居（非短期）的城市: 奥尔堡

Q: 我是个会考虑别人的需要和感觉再作出决定的人
是的

Q: 我认为不要过于考虑别人是好事
基本是的

Q: 当我有需求时，我会向朋友求助
是的

Q: 朋友若忽视或拒绝我的要求时，我会觉得伤心
是的

Q: 我认为每个人都应该自己解决自己的问题

基本是的

Q: 家人, 朋友和我自己, 请排列和三者的重要性

家人, 自己=朋友

INT: 好, 谢谢你接受我的采访。第一个问题是, 咖啡对于你来说, 是一个什么东西呢?

R: 就是一种饮料, 比如早餐啊, 或是工作时需要提神的时候就来一杯吧。

INT: 就是它是一种提神的饮料

R: 嗯, 算是

INT: 那星巴克或者是 **Costa** 这类外国的品牌咖啡店, 你又觉得它们是一种怎样的存在呢?

R: 我觉得它们提供的主要不是咖啡, 而是一个场所。比如说我基本去的时候要么就是逛街逛得比较累了, 要么就是等朋友的时候渴啦, 或者说就是想要喝一杯咖啡的时候去那儿坐一下。那我觉得它们提供的不只是咖啡, 因为它们主要都在商业街啊, 提供的更多是给大家会面, 或者说是休息的地方。然后给这些人提供的时候, 会吸引一些比较喜欢喝咖啡的人去坐。譬如说我喜欢喝咖啡我就去咖啡厅去坐, 像 **Costa** 或者星巴克。但如果我想吃冰激凌我就去其它的甜点店之类的。

INT: 就是它是一个提供了社交的场所, 但是它吸引的客户群还是喜欢喝咖啡的人。

R: 嗯, 对。

INT: 通常你会在什么情况下前往这些店铺呢?

R: 就是觉得比较热了想喝一杯冷的, 或者是等朋友等得比较困了, 或者是逛街比较累了, 然后就是和朋友在一起要有一些短暂的时间来商量一点事, 可能会去。有的时候会变成有点工作性质的。有时候你约见客户的时候, 如果希望这个氛围是不要太正式的我也会约见客户在咖啡厅。

INT: 那通常你会在这些店消费什么类型的产品呢?

R: 基本上是咖啡配上点心吧

INT: 之前你讲就是热了的时候会去喝上一杯, 就还是偏好...?

R: 冷的。但夏天我就会喝冷的, 冬天我就会喝热的。

INT: 通常你在店里面一边消费的时候会一边做什么事情?

R: 我一般不会对店里呆很久, 不会做什么。偶尔会和朋友聊两句, 或者用用网。

INT: 就通常会停留多长时间呢?

R: 十分十五分钟, 或者顶多半个小时吧。

INT: 就自己去和朋友一起去停留的时间会有差别吗?

R: 会, 不过我觉得主要还是看自己去是什么目的。如果是休息的话可能我会多坐几分钟, 只是想喝些东西我就会喝完就走。

INT: 那你觉得星巴克和 **Costa** 这类咖啡店, 它们产品的质量如何呢?

R: 算是接近白领阶层的消费, 算是还好, 质量还可以, 就是还成吧。

INT: 那你会考虑它们食品安全的质量吗?

R: 一般不太会考虑。因为我觉得大概连锁型的企业会对自己的全球声誉啊, 以及这种标准要求还算可以合格的。所以我一般不会太担心这个问题。

INT: 就你觉得它们的安全质量是可以让你放心的

R: 基本上。因为喝个咖啡偶尔吃个点心不会有什么大的问题。

INT: 那你怎么比较这个外国牌子的咖啡质量和本土的咖啡质量?

R: 诶我都不知道我们本土的咖啡...

INT: 就不知道国内有本土的咖啡?

R: 我不太清楚这个...

INT: 那你觉得这类产品的价格如何? 就你刚说它们已经达到白领的阶层了

R: 对

INT: 那你觉得它们的价格?

R: 价格? 我不太清楚它们的成本是怎么样, 因为有一些在那个非常好一点的商业区, 可能地租会贵一点, 房租会贵一点。但是我觉得可能分地段吧, 总体来说我还是觉得要是普通的商场的话还是偏高一点吧。但是大家也不会天天去, 所以还 OK。

INT: 所以你觉得它价格还是算偏高的?

R: Costa 还行, 我觉得星巴克的稍微贵那么几块。

INT: 嗯。那你觉得这些咖啡店, 它的环境如何呢? 譬如店内的装潢和店内的氛围。

R: 嗯, 还算合适, 我觉得算是比较合适的。

INT: 会带给你什么样的感觉呢?

R: 一般进去还算觉得卫生环境(还可以), 然后安静, 音乐还可以。不会很乱或者说一进去就觉得好脏啊这样。

INT: 那你一进去, 通常会有偏好的位置就坐吗? 有比较喜欢的位置吗?

R: 如果可以选的话是有的

INT: 是什么类型的呢?

R: 我喜欢坐的是...首先是看店里的人都坐哪儿, 我不太喜欢跟别人背靠背坐, 或者我对面那个桌子就有人。我喜欢坐的离其他人远一点, 就有自己的空间。然后假如店里, 假想都是空的吧, 哪里我都可以选, 我要么选特别靠里的靠墙的, 要么选靠窗的位置。

INT: 嗯, 好。到最后几个问题了。有人说如果星巴克、Costa 这类的咖啡店, 它价格降低了, 跟一杯普通的速溶咖啡价格一样的话, 那它就不会有人再购买这类产品了。你同意这个观点吗?

R: 我不同意。

INT: 为什么?

R: 它便宜就自然会有不一样的客户群, 可能更多人去买。或者说就跟我们像买豆浆, 早上就去买一杯呗。但我觉得肯定就不会说没人去买了, 它定位的也不是高消费群体。它不想说有些咖啡厅我点一杯就七八十, 它不像那种, 然后也不是说几百块钱一杯。它本来定位的就是比较大众化的, 所以如果便宜的话可能更多人去买, 但是不会说没有人去买或者客户更少了。

INT: 就你不觉得它会流失固定的一批客户群?

R: 它有可能会流失一些。我觉得有可能会流失, 比如它价格降下来了, 它肯定相对的服务可能没有那么好了, 环境也没有那么安静, 在有些地段。那么有些人去那儿可能就是为了图个清静, 或者是为了可以工作, 比较安静, 或是觉得咖啡还行, 在那儿喝。作为这些客户可能就会流失一部分, 但是它会有不同的客户。

INT: 就你觉得本来它的客户群就代表了比较大众一点的, 当价格降低后你就觉得它更加大众了。

R: 对

INT: 那去年十月吧, CCTV 就报道了星巴克在国内销售的价格要比美国本地还要高。然后星巴克最后也给出了解释, 是因为中国消费者在店内停留得更久, 还有成本本来就不一样吧。经过这件事后, 你觉得星巴克这件事 OK 吗? 你还继续去消费这些店铺吗?

R: 我绝对对我是完全没有影响的。它这个供求法则嘛, 经济学的, 供需是相对应的。如果需求的人, 买的人多, 那它自然会提高价格。这是很正常的, 都是逐利。那我觉得无可厚非, 那如果你觉得太贵你就不要去买就算了, 就无所谓。

INT: 那最后一个问题就是, 可不可以麻烦你用三个词, 或你自己觉得的三个概念去描述一下茶文化和咖啡文化。先说茶文化吧。

R: 那我对应着说吧。我觉得茶文化更代表的是亚洲文化, 然后星巴克是西式的。因为茶文化更需要的是比较宁静的, 不是很急躁的那种感觉。然后咖啡的话, 可能是速溶咖啡给我造成的心理阴影吧, 我觉得更像是没有细致, 没有那么注意细腻的方向。最后, 茶文化的受众其实会小一些,

咖啡之类的更受欢迎一些。

INT: 为什么你会觉得茶文化会没有咖啡文化那么受欢迎呢?

R: 其实我觉得...因为我整个知道的人来说,喝茶的人比喝咖啡的人少。一是我觉得咖啡的口感更容易让人接受,所以就是我很喜欢喝茶但我也不拒绝咖啡。但是喝茶的人并不是特别多,并不是像喝咖啡的人那么多。

INT: 就你自己认识的人是哪个年龄层的人和什么职业类型的人呢,喜欢喝咖啡的?

R: 一般就是我的同学,大学同学或者就是我的同事,城市小白领儿之类的,会喝咖啡的可能比较多一点。其实喝茶的对于冲泡的水,茶叶的品质要求还是很高的,所以喝茶也算比较讲究,也是不是想喝咖啡那么方便。

INT: 咖啡是比较方便的,茶是更讲究的东西?

R: 算是

INT: 最后一个就是,你能不能讲一讲中国消费者去星巴克这类外国品牌咖啡店消费这件事的一些观点看法呢?

R: 我没有特别的看法,就是人各有自己的偏好,他喜欢什么就去消费什么。然后他对于自己喜欢的东西也有一个心理定位的价格,那么他会根据对自己的定位去购买去采购。然后我觉得,这个咖啡还有什么国际咖啡品牌,它不会影响茶文化,也不会威胁到说茶文化的发扬。

INT: 就你觉得中国消费者去星巴克大多数是为了个人兴趣对吧?

R: 兴趣就是饮食的偏好什么的你是说?

INT: 就你刚才说的是,为什么中国消费者会前往这类店消费呢?

R: 我觉得一是现在这些国际咖啡厅就是基本随处可见,所以还算比较常见。所以大家就像我一样,想喝点冷的想喝点热的,就想喝一杯咖啡;或者等个朋友稍微歇一下。然后这些咖啡店算是随处可见,比较方便的,可以进去消费。我忘了你讲的什么...

INT: 就是为什么他们要去这些店消费,你讲的第一个就是方便嘛...

R: 对,因为有很多。第二就是个人偏好,或者说我觉得咖啡的追随者要比茶之类的要多一点。对,所以很多人他们都还挺喜欢喝咖啡的,他们就去。第三,我觉得很多人提到中国消费者会在店内比外国消费者呆的世间多一点,因为我觉得有人把那里当做放松或者是工作的场合,所以这也是很多人去消费的一个原因,就是把它当做一个放松或者工作的场所,这样。

INT: 好,谢谢你接受这个短暂的采访。

R: 谢谢。

Respondent 3: Ying, 25, Male, Coastal

请告诉你的年龄、职业和出生长大的城市

年龄: 25

职业: 学生

出生的城市: 湛江

长大的城市: 湛江

现居(非短期)的城市: 奥尔堡

我是个会考虑别人的需要和感觉再作出决定的人

基本认同,但有时候也顾虑不了那么多人

我认为不要过于考虑别人是好事

是的

当我有需求时,我会向朋友求助

是的

朋友若忽视或拒绝我的要求时，我会觉得伤心
是的
我认为每个人都应该自己解决自己的问题
是的
家人，朋友和我自己，请排列和三者的重要性
自己，朋友，家人。

INT: 谢谢你接受采访。首先第一问题是咖啡对于你来说是什么呢？

R: 这问题有点抽象，可以具体一点吗？

INT: 对你来说，咖啡是一种怎样的存在呢？

R: 是一种放松的时候...是一种放松的饮品，或者是早餐提神作用，就这两种。

INT: 那你觉得它是生活的必需品吗？

R: 对我来说不是。

INT: 就其它东西也可以代替它对吧？

R: 不代替它也行，没有它也可以。

INT: 那星巴克这种国外品牌的咖啡店对于你来说又是一种怎样的存在呢？

R: 就是...你单指星巴克还是？

INT: 就是这类型的外国连锁品牌咖啡店

R: 那要看...咖啡的质量啊。那你说星巴克这种质量的话呢，就没得选的话，就会去买星巴克。
有的选的话就会去 Barresso。跟星巴克之间选的话，只要有得选我都不会选它。

INT: 那通常你会在什么情况下去这些店铺呢？

R: 通常...星巴克的话，就会在机场等飞机的时候。如果是 Barresso 的话，就会去闲聊或者去写报告。

INT: 但如果在中国国内的话，这种类型的咖啡店你会在什么情况下去呢？

R: 国内的话，那一般是以一种小文艺小清新的姿态去的。

INT: 什么情况下会是小文艺小清新...

R: 就是跟一些小文艺小清新的朋友，就找一个地方聊天的时候

INT: 就是一个聊天的地方。

R: 对

INT: 那通常你会在这些店消费什么类型的产品呢？

R: 我一般就喝黑咖啡和一些蛋糕

INT: 就还是以咖啡类和甜品类为主。

R: 嗯，对。

INT: 那可不可以描述一下你都会在店里做什么呢？以国内的情况来讲

R: 没有什么特别的，就坐在那里聊天。

INT: 就一边喝咖啡一边聊天？

R: 对啊

INT: 那大概你会停留多久呢？

R: 一个小时差不多吧

INT: 那自己一个人去和朋友一起去呆的时候和做的事情会有区别吗？会有很大的区别吗？

R: 那自己去就肯定没法聊天啊。

INT: 可以打电话啊...

R: 那自己一个人去的时间肯定也就比较短嘛，半个小时差不多。

INT: 那自己去都会干什么？

R: 一般在国内不会自己去咖啡厅, 除非是等车等飞机的时候, 要不然都不会去咖啡厅。

INT: 为什么呢?

R: 因为自己去咖啡厅...如果自己想喝咖啡的话, 在家里煮不就行了?

INT: 那跟朋友一起去时间大概停留多久?

R: 一个小时

INT: 就差别也不算很大

R: 不大

INT: 在店内消费的时候你会有偏爱的位置选择吗?

R: 靠街的玻璃窗。

INT: 靠街的玻璃窗, 为什么你会选这种?

R: 不知道, 就坐在那里心情比较好。

INT: 就靠街是可以看到人的那种?

R: 对

INT: 那外面的人也能看到你对吧?

R: 对

INT: 然后就是你觉得这类咖啡店它的质量如何?

R: 质量...

INT: 就以它和本地的一些咖啡小店相比

R: 嗯...应该是本地的咖啡小店, 单说咖啡的话, 应该要好一点。

INT: 那你怎么看星巴克、Costa 这类商店产品的质量呢?

R: 嗯...它们很...我觉得很参差不齐吧。不是所有连锁店的咖啡质量都一样。就我觉得星巴克的质量比较差一点, Barresso 的质量比较好一点。

INT: 我们不讲 Barresso 因为国内没有...

R: 有啊。

INT: 在哪?

R: 我在南京见过, 有吧?

INT: 好, 那我们就讲 Barresso...哪里有?

R: 我记得是有...

INT: 那你觉得这类咖啡店的产品价格如何?

R: 产品价格, 那你要看相对哪里的消费。因为我觉得连锁店它开在哪个国家价格都差不多, 那你相对于当地的收入来说, 就譬如说, 你在星巴克买一杯大号黑咖啡, 30 多 40 块钱吧, 那你在国内也差不多 30 多 40 块钱。但 30 多 40 块钱对于丹麦人来说不算什么, 但相对国内收入来说就高了。

INT: 就你觉得它的价格都一样, 但对于 (中国消费者的) 收入的比例占的百分比就比较高

R: 对

INT: 那你觉得它对于中国人来说算贵吗?

R: 贵

INT: 那你觉得这些咖啡店的环境如何呢? 就店内的装潢和气氛如何呢?

R: 就一般吧, 很快餐很连锁的那种感觉。

INT: 宽敞?

R: 快餐...

INT: 什么意思?

R: 就很一式化, 就所有都一样。就你没进去之前你就能想象到是什么样。

INT: 就没进去之前就能想象到?

R: 它里面是怎么样。

INT: 为什么呢?

R: 因为所有都一样。它不仅是说所有星巴克一样, 而是它这种环境的设计跟很多其它连锁店都很相似。

INT: 那你觉得它的环境氛围是好的吗?

R: 国内的话我觉得的话一般吧, 我没觉得很好。

INT: 就你会觉得它能够带给别人一种比较放松的感觉吗?

R: 这个倒是还是有的, 相对于其它社交场所。

INT: 就它还是一个相对能让人放松的社交场所。

R: 对

INT: 有些人就认为如果这些店产品的价格就跟, 例如在学校卖的速溶咖啡的价格一样的话, 那就不会再有人去这些店消费了。起码说, 它的消费群体可能会有骤减的趋势, 你怎么看呢?

R: 我觉得挺对的

INT: 为什么?

R: 因为本来国内很多年轻人, 特别是家里条件比较好的年轻人, 他们都会追求某一些标志。那比如说因为星巴克它在国内算是比较新的事物, 而且它消费, 就是相对我们收入来说还是算挺高的, 所以说它可以成为青少年‘文艺青年加良好经济收入’的一种象征。

INT: 那你就是觉得价格变低了...

R: 价格变低了它就失去了带给这一群主要消费人群的感觉, 一种身份的感觉。

INT: 如果它价格减低了, 去买这种便宜的咖啡, 他们就体现不了自己的身份, 是不是?

R: 对, 我觉得是这样。

INT: 那你觉得星巴克这类商店的顾客群是哪些人呢?

R: 就是主要是 20-30 岁, 要么是本来家庭条件很好, 要么就是收入比较好的白领阶层, 主要就是这些。

INT: 就如果价格变低了, 它的顾客群也会变化?

R: 会

INT: 会变化成怎么样的呢?

R: 不一定会变化成怎么样, 它可能就没有顾客群了。因为本来中国人喝咖啡, 咖啡对于我们来说不是纯粹的一种饮料。不像说在国外家里可以喝, 当然可以喝, 它就是一种饮料。但在我们那边, 其实去咖啡厅喝咖啡, 你本来追求的就不是咖啡, 你本来追求的就是去那个地点的感觉。

INT: 你觉得对那些人来说, 去那个地点有什么感觉呢?

R: 就是‘诶, 我是一个可以接受新鲜事物的, 有一定经济水平的这样一个人群, 去做这样一个事情’

INT: 就去年十月 CCTV 曝出了, 就你之前说到了星巴克在世界各地卖的(价格)都差不多是吧?

R: 嗯

INT: 但 CCTV 就说了, 星巴克它在国内的售价就比它在美国本地卖的还要贵对吧, 尽管产品都是 Made In China, 星巴克当然也作出了自己的解释。但是经过这件事后, 你还会继续去支持这类产品吗? 尽管你知道它卖的比本国还要贵。而且想你刚刚说的, 星巴克(的价格)在收入比例来说, 对于中国(消费者)来说还是一种相对比较贵的一种饮料。

R: 它其实很多国外的品牌它打入内陆的时候, 都是通过提高价格和提升自己消费人群的一种身份, 像哈根达斯一样。像在澳洲卖多少? 三澳元两澳元一球, 在国内卖七十块钱, 但就是因为它卖七十块钱, 所以才会有那样的人去消费它。

INT: 就你意思是它卖得贵才有人去?

R: 对, 正式因为它卖得贵, 才起了一种包装作用。把一个品牌从本来很普通的一种东西, 它可

以包装成一种高消费的，带有一点奢侈品的感觉。

INT: 就它利用价格把它的品牌给包装起来了。

R: 对，对。把它提高了层次。

INT: 把品牌印象也提高了好几个档次？

R: 对，对。

INT: 最后请你用三个词或三句话，分别描述茶文化和咖啡文化，我们先讲茶文化吧。

R: 我觉得茶对于中国人来讲，因为它有很长的历史，所以它的功能是多样性的。它可以以一种特别平价，当然质量比较次的身份作为一种很平常的饮料出现在很贫穷的家里面，甚至它又可以变得很高雅，变成一种赏茶艺术，它又可以进入到一个无论教育水平还是收入水平的一个人群当中。就是它的场合，用途非常广。

INT: 那咖啡文化呢？

R: 你消费咖啡，因为咖啡是个相当新鲜的事物嘛，目前接受这个的人群里面其实还是非常的固定的。就是我刚才说的年轻人，收入比较好的年轻人。而且它就算对于这群人来说，它也不是一种饮料，它更像是一种由它引发的一种社交活动。嗯，对，这样子。

INT: 就喝咖啡是一种社交活动，喝茶就更？

R: 它可以是社交，也可以是饮料。

INT: 好，问题都已经结束了，但就是想问你对中国人消费星巴克、Costa 这类外国品牌咖啡店，你自己还有怎么样的看法吗？

R: 问的好抽象啊。

INT: 以你自己的看法，这件事你怎么看呢？

R: 好抽象啊，从哪个角度看啊？

INT: 就是你觉得为什么他们要去喝呢？

R: 就是一种时尚啊，就是一种新鲜事物引发的一种时尚啊。

INT: 就是大家想要追潮流才去？

R: 对，可以这么说，在国内。

INT: 好，谢谢！

R: 不客气

Respondent 4, Yi, 25, Female, Inland

请告诉你的年龄、职业和出生长大的城市

年龄：25

职业：公务员

出生的城市：贵阳

长大的城市：贵阳

现居（非短期）的城市：贵阳

Q: 我是个会考虑别人的需要和感觉再作出决定的人
是的

Q: 我认为不要过于考虑别人是好事
是的

Q: 当我有需求时，我会向朋友求助
是的

Q: 朋友若忽视或拒绝我的要求时，我会觉得伤心
是的

Q: 我认为每个人都应该自己解决自己的问题

是的

Q: 家人, 朋友和我自己, 请排列和三者的重要性

家人, 朋友, 自己。

INT: 你好, 谢谢你参加这个采访。我想问的第一题就是咖啡对于你来说是什么呢?

R: 好的, 没问题。对于我来说是每天生活的必需品, 是有助于我还魂的一样东西。

INT: 就咖啡对于你来说是每天的必需品是吧? 那星巴克、Costa 这类外国品牌的咖啡店对于你来说又是什么呢?

R: 这几个品牌的话, 首先它贵阳没有嘛, 但如果在其他地方遇到的话...对于我来说就好像平常的那些奶茶店一样, 或者是像休闲的饮品店一样, 在我眼里没有什么区别。只是就说是如果说是那时我想喝咖啡的话我会选择它们, 如果不想喝咖啡的话我可能会选择其它地方。

INT: 那么通常在哪些情况下你会在这些店消费呢?

R: 但是如果说是你换一种情况, 出国或者是在香港这一类的地方吧, 如果我是要选择坐下来休息喝水的地方的话, 我会首选星巴克。

INT: 那么通常你会在星巴克或者 Costa 这一类的商店里面消费什么类型的产品。

R: 总的来说的话就只有摩卡, 还有就是一些甜品, 起司蛋糕一类的。

INT: 为什么不仅只会消费咖啡类的产品或是其它饮料, 还会消费甜品类的商品呢?

R: 这个就是个人习惯啦。看到这些甜品类的东西就会忍不住想吃。

INT: 可不可以描述你通常都会在这些店里做些什么呢?

R: 这个要看当时是什么情况吧。如果只是我一个人的话就会一边吃东西一边发呆, 或者玩手机。然后另外有些情况, 比如和同学在一起的话就会和同学聊天。然后其实我个人会比较喜欢就是和朋友或同学在一起, 因为好像就可以把两个人的甜品交换吃, 就可以吃到多一点的味道。个人就是比较喜欢和朋友在一起坐在里面聊天什么的。

INT: 那通常你每一次大概会在店内停留多久时间?

R: 一般大概是 40 分钟到一个小时。然后我记得最久的一次是在曼谷的时候在那个店里面停留了有两个半小时。

INT: 自己去这类的咖啡店和和朋友去停留的时间会有差别吗?

R: 自己去分两种情况啦。一种就是是比如说是带走, 一种就是坐下吃。坐下的时候好像跟朋友在一起的时间, 好像相比起来没有什么区别吧, 可能也就是相差十分钟左右吧。

INT: 那坐在店内消费的时候, 你会选择大概什么地方的位置就坐呢, 会有特别喜欢的地方吗?

R: 有。我会专门选择一些安静的地方, 比如说靠角落或者是靠窗的地方。然后如果店里的人实在太多, 即使有位置我也会选择打包带走。

INT: 就算有空位但人比较多你选择不选择在那里(坐下消费)对吗? 为什么呢?

R: 这是一个人的情况下就会打包带走, 如果有同学的话可能还是会让同学选地方坐吧。因为我实在是很讨厌很多人很吵的那种地方。

我曾经在北京的星巴克, 就是很多家北京的星巴克我都有心理阴影。因为我看见他们有一边喝咖啡一边把脚放到椅子上面, 然后一边抠脚的状况, 所以这一幕给我留下了深深的阴影。而且我发现现在北京很多餐馆一直出现这种状况。

INT: 想问想一下你认为这类咖啡店产品的质量如何呢?

R: 质量的话, 我觉得还可以吧。因为我们那边没有(星巴克), 而且我经常喝的最多的就是星巴克, 然后偶尔会去太平洋这样子。然后感觉其实和我们贵阳的就是这种小咖啡店相比下来的话, 没什么差吧。总的来说质量还是可以的啦。

INT: 你又觉得这些产品的价格如何?

R: 在这里我就像吐槽一下大陆的经济了。就是按照大陆的消费水平来说, 还是比较贵的, 而且它在涨价涨的蛮快的。然后如果说是我去到其它地方的话, 我就会觉得星巴克很便宜, 然后我就会乐意坐下来喝点东西吃点东西什么的。应该是吐槽大陆的物价吧。

INT: 那你觉得这些咖啡店店里的环境如何呢? 就包括了店内的装潢和氛围。

R: 装潢的话其实咖啡店差不多都是一个感觉, 所以没什么评价吧。但是要吐槽的是北京的星巴克, 空气不流通啊, 然后有味道, 然后就是感觉让人很不舒服。其它的地方都还好吧。

INT: 就之前刚说到了你觉得它们的质量还 OK 对吧, 那么会不会因为星巴克它们食品安全, 你反而会更偏向选择这类型的咖啡店呢?

R: 我一向的一个观点就是, 只有一个东西进入了中国内地市场, 它就不存在食品安全的问题了。有句话不是叫做入乡随俗嘛, 它即使比如说在它的发源地或者其它国家有很好的食品监督保障体系, 但是我相信它到中国来可能就是短短就是一段时间, 它一定会入乡随俗, 跟随中国这些食品商家, 会做一些贸利的(事情), 就想肯德基一样。所以选择什么咖啡店其实和食品安全没有什么关系啦, 主要考虑的可能还是当时的心情或者说是味道啊什么的。

INT: 好, 到了最后几个问题。有人觉得星巴克或者 Costa 或者太平洋咖啡这些店的商品, 如果它的价格降至跟一杯即冲咖啡一样的话, 就不会有人购买这些产品了。你同意这个观点吗?

R: 个人觉得不同意吧。因为即使是速溶咖啡的话我相信也会有很多人专门选择牌子吧, 就像我。很多人对某些牌子应该有个倾向性吧, 会选择自己喜好的牌子或者口味。

INT: 就你认为价格的减少降低是不会影响它的顾客对吧?

R: 嗯, 个人觉得不会, 可能如果说就是影响客源的可能是质量吧。但是如果是在中国大陆的话, 只要有牌子就是有客流量的保障吧。

INT: 还有就是去年十月, 就 CCTV 曝出了在国内的价格要比在美国还要贵, 尽管商品都是 Made In China 的, 经过这件事后你还会继续支持这类商品吗, 或者你对这件事情有什么看法呢?

R: 嗯, 不存在支不支持这个观点。但好像就是说刚刚提到的去不去星巴克这一类店的话, 主要是看当时的心情或者是当时想要喝咖啡什么的。而且的话我觉得一个就是价格调控的话, 不应该就是说呼吁大家不去消费它的价格就会下降, 是你本身体制有问题, 别人才说抓你这个空子。那既然你体制有问题, 不想着从根本上去解决这个事情, 反而就是说做一些我个人觉得有一点... 怎么说呢, 我当时看到这个新闻以后我心里第一反应就是, 确实星巴克是在其它地方卖得挺便宜的。但是问题本身是对于市场价格调控这一块你自己做的不好的话, 你想要来阻止这个事情的话是没法做到的。

INT: 最后一个问题就是, 你能否用三个词或三句话来分别表达茶文化和咖啡文化呢?

R: 茶文化的话, 因为我原来学过茶艺, 感觉就是它是需要用心去体会的。然后它在我眼里就是中国的一个代表, 虽然它就是在亚洲其它地方也会有。然后我还感觉它是一个历史很悠久的东西。咖啡文化我感觉就是那种你特别需要了解它底蕴的一个东西, 然后有很多咖啡爱好者会学习很多关于咖啡的知识。但是对于很多人来说就是口味上的体验, 或者就是让自己精神的一个东西。

INT: 那你觉得咖啡和茶这两种文化哪个在国内更流行呢? 为什么?

R: 我觉得没有流不流行的区分吧, 因为它们的目标消费群体是不一样的。比如就是说我周围认识的大概 40 岁以上的, 他们更多的是喜欢茶, 而且我看我周围的同事虽然他们有些也就才 30 多岁, 但是他们会更倾向于喝茶。然后咖啡的话可能更适合年轻人一些。就如果是按照目标消费品来说的话, 它们在相对的消费群体里面来说应该都是最欢迎的吧。

INT: 那最后想问一下你对中国人消费外国品牌咖啡店有什么想法吗?

R: 我相信只要是牌子他们都会去消费的。

INT: 为什么你会有这样的想法呢?

R: 因为对于一些人来说, 他们消费一个东西或者一个商品, 更多会看重于它的牌子, 会不会让他们感觉有优越感, 而不是其中就是商品包含的内涵或者质量。

我感觉我周围就是一些经济能力比较好的同事，他们多数都是倾向于对于这种品牌的消费。比如说化妆品的话，他们就会说我用的是雅思兰黛的，因为我觉得雅思兰黛很贵很好。但是对于一些就在在国外知名度也比较高，但是在中国好像不怎么知名的，就是和雅思兰黛相同水平的一些化妆品。他们就会说哇我没有听说过，那就说明这个牌子不好什么的。所以我觉得对于大多数人来说，消费的其实是牌子而已。我记得我前两天有和同学讨论过一个牌子的问题，她说她要买一个兰蔻的化妆品，然后她说在商场里面买太贵所以她就去淘宝买。我就给她说但是淘宝很多假的，但是她的理由是她觉得便宜，而且又是大牌，所以我个人觉得我没有办法理解这种奇怪的想法。

INT: 谢谢你接受我的访问

R: 不客气

Respondent 5: Lei, 24, Male, Coastal

请告诉你的年龄、职业和出生长大的城市

年龄: 24

职业: 自由业者

出生的城市: 韶关

长大的城市: 韶关

现居（非短期）的城市: 广州

Q: 我是个会考虑别人的需要和感觉再作出决定的人
基本上是

Q: 我认为不要过于考虑别人是好事
对的

Q: 当我有需求时，我会向朋友求助
一般会

Q: 朋友若忽视或拒绝我的要求时，我会觉得伤心
看情况吧。

Q: 我认为每个人都应该自己解决自己的问题
是

Q: 家人，朋友和我自己，请排列和三者的重要性
自己>朋友=家人

INT: 对于你来说咖啡是一种什么样的存在呢？

R: 一开始咖啡对于我来说是一种提神的饮料，比如说疲劳的时候会想喝杯咖啡提神醒脑，但后来在国外生活了一段时间后咖啡就变成了好像茶和水一样的生活上一种消遣时间的东西。比如说你每天都要喝水，对，就像每天都要喝一杯咖啡一样。从一种偶尔会去喝的东西，功能性的饮料，变成一种生活方式的一部分。

INT: 那么既然咖啡对于你来说已经是生活的必需品，那你又觉得类似星巴克、Costa 和太平洋咖啡这些点是一种怎样的存在呢？

R: 因为不可能时时刻刻都在自己家里煮咖啡喝。我觉得好像这些快捷咖啡店的存在是为了当我在外面的时候可以...给我提供一种快捷的、可以喝到还 OK 的咖啡的空间。同时好像星巴克和Costa 这种场所，还是一个约朋友见面喝咖啡聊天的地方。首先它提供咖啡的这个功能就能满足我们对于咖啡在家居环境以外的需求。同时这些咖啡店的这个空间空能可以令我们有一种与别人在外面共同喝咖啡的场所。

INT: 那么通常在什么情况下你会选择到这些店铺里消费呢?

R: 嗯...如果在外面突然有了咖啡瘾,会觉得好想喝一杯咖啡,就可能会去星巴克或者 Costa 这些地方买一杯咖啡带走。或者约了朋友要见面的情况下,可能会约星巴克或 Costa,因为它有座位提供,可以适合你一个人坐着等朋友来,之后就可以聊天。而且环境各方面都 OK。嗯...个人有喝咖啡的需求或者要约人相见需要一个合适的场合的时候,就会去这类型的咖啡店。

INT: 通常在这些店里你会消费什么类型的产品?

R: 一般情况下...有两种情况,如果是只为了喝咖啡的话就会买一杯咖啡带走,另一种情况是如果在那里留的时间比较长的话,一个人或者和朋友一起的话会消费咖啡,茶饮料和糕点,像是饼干啊,点心类的东西。如果是在午饭和晚饭时间,可能还会点三文治啊,沙拉啊,和肉卷之类的西餐作为主食,配饮料。

INT: 可不可以描述一下通常你在店里都会做什么呢?就是在你消费的同时。

R: 可能会发呆,看杂志看书,有时候玩手机,人多的时候就会聊天。

INT: 你说到平常消费的时候会做些娱乐性的行为,那大概你会在店内停留多久呢?

R: 大概半小时到三小时,一般都一小时以内,自己一个人的话。和朋友一起大概两三个小时。

INT: 那你平时在店内消费时会有比较喜欢的座位呢?会偏好某类型的座位吗?

R: 我会喜欢远一点的沙发,然后在比较安静的位置。如果里面有植物的话我会喜欢坐在植物的旁边。

INT: 就是你喜欢坐安静少少的地方,不希望那么多人的位置对吗?

R: 座位舒服点,远一点,就是有沙发的意思。

INT: 远一点的位置是什么意思呢?远离人群还是远离入口

R: 少人一点,安静一点的角落。

INT: 好,那我现在想问一些有关它们产品的问题。你觉得星巴克这类商店产品的质量如何?

R: 嗯...它们的糕点类要比国内的好,比较好...我觉得星巴克的蛋糕和点心其实性价比都挺高,质量也挺好,也挺好吃。然后咖啡的话,可能就会价格偏高,但味道就算中等,不能很好也不算很差。但是他们的服务也还算 OK,以这个价钱来说,它的环境地段再加上所有的东西一起,还可以接受。

INT: 那就是说你觉得它们的价格其实没有说很贵,还是说你觉得性价比可以让你接受得了。

R: 对的。它们的整体性价比是 OK 的,因为食物啊加上地理位置,还有环境。单纯只是咖啡的话可以价格会偏高。

INT: 就是你可能在购买咖啡的时候买的不仅是一杯咖啡那么简单对吗?意思是你购买咖啡的时候同时也在购买它们的服务和环境吗?

R: 对的

INT: 除了环境和价格,你会不会也考虑它们的食物安全呢?

R: 因为它们的环境很干净,给人一种卫生的感觉,所以食品安全方面也不会太担心。

INT: 那你不会因为你担心它们的食物安全,所以你会更偏向选择这类的店铺消费呢?

R: 嗯,这个不会。一般我在这里消费不会因为食品安全,而是因为有这个需求才会去。如果只是为了吃东西,可能会去一些性价比更高的地方,而不会担心食品安全。

INT: 好,那么最后几个问题。有一个是有人认为如果星巴克这类型商店的商品价格和一杯速溶咖啡的价格一样低的话,星巴克的消费人群就会减少。你怎么看这种观点呢?

R: 嗯,都有一定的可能性。因为它的价格代表它的定位,就是它的受众群体是在中高端消费群体,而因为它的价格就代表了这一部分人就会喜欢去它这里。如果它的价格跟一杯速溶咖啡一样低的话,那么这部分人就会选择去其它地方消费而不会去星巴克。它就会变得跟其它低端的咖啡店没有什么区别,它就会失去它的竞争性。所以我是同意这个观点的。

INT: 就是你认为星巴克这类型的商店是代表了一种中高端的品牌印象对吗?

R: 是的是的

INT: 上年十月, CCTV 报道了星巴克在国内所售卖的产品要比美国本地还要贵, 经过这个报道后, 你怎么看星巴克的销售方法呢? 还有你还会继续支持这些商店吗? 会继续消费吗?

R: 因为各个地方的物价和房租这些东西 (都不一样), 所以它和美国的价钱不一样不是我考虑的范围。我考虑的是我自己能否消费我才会去, 而不是说它比不比国外贵。所以只要我有这个需求的话, 我依然会去消费星巴克之类这样的咖啡店。

INT: 最后一个问题就是呢, 你可否用三个词去形容茶文化和咖啡文化呢?

R: 我想不出来啊, 三个词。这个太难了。一定要两个字吗? 茶文化是多样、典雅、清新。咖啡文化就是提神醒脑、然后休闲舒适和香浓。

INT: 不一定要两个词...

R: 就这样吧, 词穷了实在想不出高雅的形容词, 对于文化这种事真的...不好说。茶文化可能会比较市井生活一点, 比较日常, 然后更接地气。

INT: 好, 想谢谢你的访问, 想问一下你觉得对于消费星巴克这类型的产品, 你还有没有自己的一点什么看法呢? 可否与我分享一下?

R: 好多人去这些地方是为了买了杯咖啡然后自拍, 装逼的。所以有这个‘绿茶婊’, 你可以把这个因素考虑进去。除了功能性上的需求, 还有很多消费者是出于它品牌的效应而盲目崇拜这个品牌。

INT: 好, 谢谢你

R: 不用客气, 祝你论文顺利。

Respondent 6: Yang, 24, Male, Coastal

请告诉你的年龄、职业和出生长大的城市

年龄: 24

职业: 记者

出生的城市: 上海

长大的城市: 上海

现居 (非短期) 的城市: 上海

Q: 我是个会考虑别人的需要和感觉再作出决定的人
看情况

Q: 我认为不要过于考虑别人是好事
是

Q: 当我有需求时, 我会向朋友求助
一般情况下我会先自己处理, 实在不行再找朋友

Q: 朋友若忽视或拒绝我的要求时, 我会觉得伤心
是

Q: 我认为每个人都应该自己解决自己的问题
最好这样

Q: 家人, 朋友和我自己, 请排列和三者的
重要性
我, 家人, 朋友

INT: 咖啡对于你来说是什么?

R: 提神醒脑。写稿烦躁时必备, 晚上看电影时必备。

INT: 星巴克或 Costa 或太平洋咖啡, 这些店对你来说是什么?

R: 卖中高端咖啡的店, 有闲暇时间的人坐在里面的店。同时, 我还觉得星巴克还是个文化符号。

INT: 什么文化符号呢?

R: 这类店铺代表了一部分追求某种文化标志的人。

INT: 通常你都会在这些店消费什么产品?

R: 咖啡。偶尔 pancake (在 zoo coffee)

INT: 通常在什么情况下你会前往这些店消费?

R: 我不太去, 通常是在看电影前, 要把会员卡优惠用掉时。

INT: 为什么不太去呢?

R: 因为我是实在很怕很多人的地方, 有时候我的确会在周末早上或者是工作日的下午, 这些人比较少的时候去这类店铺, 因为那时候我才能好好地享受一杯咖啡

INT: 可否描述一下通常你都会店里做什么?

R: 一般打包带走。。。偶尔聊天、采访。和朋友一起的话就会聊天。

INT: 通常会在店内呆多久? 自己去的情况和与朋友一起去的情况会有差别吗?

R: 除非跟朋友去, 那么可能会在店里呆一下, 也不会久, 一般就等演出开始就走, 偶尔会跟朋友在店里聊聊天, 那就会半小时甚至以上。我自己一般不会一个人呆着, 除非等朋友、等飞机, 呆的时间也不长。

INT: 在店内消费的时候, 你会选择哪类型的位置就坐?

R: 靠窗的位置, 最好不是大台子多人位。约人采访, 但得找个好位子, 不然会吵。一个人坐着等人的时候, 我会找个偏僻的角落看书, 可是可选择的不多, 常常就坐到大台子去了, 有一次一个家庭后来也坐到大台子上, 小孩很吵, 影响到我看书, 我不得不离开。

INT: 你认为这类咖啡店的产品质量如何?

R: 品味不来, 感觉中等偏上的水平。新品感觉一般, 不敢选。

INT: 会因为产品安全质量的原因而考虑/不考虑这些店铺吗?

R: 如果我觉得安全质量不好的话可能就不会进店消费。不过我比较少特别考虑这件事, 所以我不存在考虑不考虑的问题。

INT: 你认为这类咖啡店的价格如何?

R: 偏贵, 一般情况下因为价格的原因我反而更倾向去一些小店, 起码可以体验和感受店主对店内的装潢和设计。

INT: 你认为这类咖啡店的环境如何?

R: 环境布置不错, 如果人少的话可以好好享受, 放松一下心情。可是有时候略吵, 只有一个问题, 就是人太多了。

INT: 有人认为如果星巴克或者 COSTA 的咖啡只跟一杯普通的即冲咖啡价格一样, 那 R: 么就不会有人购买这些产品了。你同意这个观点吗?

我挺同意这个观点的。价格在消费这类型产品上扮演着很重要的角色。

INT: 为什么?

R: 一部分的消费者认为消费这类型的产品很小资, 可以提现他们的社会地位什么的。价格在这件事情上就起到了很大的作用, 如果价格降低, 那么他们就不能利用这些产品去体现自己的经济收入或是相关的社会地位。所以一定程度上, 变便宜了是的确会流失部分消费者。

INT: 对于 CCTV 事件的看法, 会继续支持星巴克这类商店吗?

R: 没有抵制, 会继续消费。

INT: 为什么呢?

R: 有人要买就有人要卖。至于价格的制定是一种策略吧, 所以也不能怪罪于商店。因此我没有是很负面的感觉, 所以就不会去抵制了。

INT: 请分别用三个词或三句话描述茶文化和咖啡

R: 茶文化: 中国的, 健康的, 慢慢品味的

咖啡: 西方的, 调味品, 快速的

Appendix 4.

Online discussion of WeChat

Why you visit foreign name-brand coffee shops (Starbucks, Costa, Pacific Coffee, or even Zoo Coffee and Bene Coffee)?

大家来说说为什么要去消费外国品牌咖啡店吧 (星巴克, Costa, 太平洋咖啡和 Zoo Coffee 或者 CaféBene) ?

1. CT: Good environment, stable quality
环境好, 质量稳定
2. CT: Good environment!
环境好!
3. IL: The sense of high-end
高大上的感觉
4. IL: Environment and it can gratify my vanity and give me confidence
环境, 还有可以满足我的虚荣心和给我信心
5. IL: I just follow the others
我就跟风
6. CT: Because they always locate in some fancy and classy areas, so I will only visit them when I am meeting fancy and classy people or I need to wait for job interviews
因为它们都开在一些高大上的地方, 所以我只会在跟高大上的人见面或者是等面试的时候去喝
7. CT: I go because it's easy and convenient to get
我去是因为简单方便
8. CT: Good environment, fast and convenient.
环境好, 快捷方便

9. CT: Some domestic brands they do not have good taste
有些本土牌子的味道不好
10. IL: Good quality and foreign feelings
质量好和洋气
11. IL: Because it's real coffee. Is not coffee produced in foreign countries?
因为更正宗啊，咖啡不是国外生产的吗？
12. CT: For me, emotions influence my consumption a lot, for example, just like buying Apple product, they arouse my emotion sympathetic chord.
我觉得情绪很大程度上影响我的消费。例如苹果产品吧，可以唤起我的情感共鸣。
13. CT: I want to find a place to sit, to wait for others, or for business meeting
找个地方坐，等人或者谈公事
14. IL: Foreign thing is always good, I felt like high class people when I was sitting inside
外国货就是好，坐在里面就觉得高大上
15. IL: I like the relaxing and free atmosphere there, it has a strong foreign cultural atmosphere.
我喜欢那里的轻松自在的气氛，有一种浓烈的外国氛围
16. IL: To be honest, I do not really understand the coffee there, but I like the atmosphere. Sometimes I just want to go and enjoy the atmosphere.
老实说，也不是真的很懂这些咖啡好不好喝，但是就觉得挺喜欢那里的气氛的，有时候就是想去感受一下那种气氛
17. CT: Enjoy myself while having a cup of coffee and reading books. But I only go there when the shop is not that crowded
一边喝咖啡一边看书觉得很享受。但是我只会在没那么拥挤的时候去。
18. CT: The coffee there is fast produced, so I can save my time.
那里的咖啡很快就能做好 所以帮我节省了不少时间
19. CT: Just for enjoyment
就为了享受吧
20. IL: For trying foreign products
为了尝尝外国货
21. IL: Pretend to be Wenyi
装文艺吧