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## Introduction

Consumption is an activity, which is attached to everyone (Holt, 2004). There are basic goods man should consume in order to survive; these are food and beverage providing energy and hydration (Maslow, 1943). Except the standard needs, people consume more, so that higher, not necessarily life-saving needs are fulfilled. Although, certainly through these other needs consumption enriches the life of humans, it also makes them spend more money at the same time. The common knowledge of having to pay extra for something, that will satisfy the customer, is a factor that drives the business for those, who provide the higher, unnecessary to survive needs. It is believed however, that those providers, also need to offer the complete experience to the consumer, and not only the sole product (LeBoeuf, 2000). This believe applies to every sector and industry one can imagine. Companies and small businesses, which run offer coffee-related products have also realized, that in order to be successful more than just a service and coffee itself has to be ensured (LeBoeuf, 2000). Using a very specific example, the following project will aim at identifying particular factors, which companies should provide in order to be chosen and visited by the consumer, based on coffee-chain industry.

More than 147 thousand of 60kg coffee bags are consumed by people all over the world every year (ICO, 2016), thus it is possible to suggest that a large segment of the world's population has relations to this caffeine drink. Many use this as a beverage, that brings them back to consciousness, which in turn is necessary to perform daily activities. As there are certainly people, who consume coffee in their home surrounding, at the same time there are plenty, who treat themselves with a caffeine drink made by a professional in a coffee store. Even though this pleasure could be more expensive, depending on the country and society, there are numerous people who frequently use the extra paid service. There are many famous coffee-chain houses, like Costa Coffee, Baresso, Coffee Haven and Starbucks, to name a few. The following report will be dedicated particularly to the last one of mentioned, Starbucks. The coffee chain has been originally established in the United States in early 70's (Starbucks TM, 2016), however these days their stores can be found all over the world<sup>1</sup>. Due to this fact, the project will include the international aspect focusing the research on single stores in two separate countries.

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<sup>1</sup> Detailed description of the coffee-chain Starbucks can be read in the following chapter.



This thesis will be first and foremost concerned with young people's motivation levels to consume American company's products in two different cities; Gdansk and Aalborg. The aim will, however, not only be to discuss the levels of consumption itself, but also to identify, define and analyse the factors, that determine differences in motivation or perhaps the aspects, which discourage some of the consumers to enter the Starbucks store in two locations. To carry out the mentioned tasks, that at first might not sound complicated, will nonetheless require substantial efforts as the two different cities have far more complex implications for this project, as they bring with themselves a geographical, societal, cultural, financial and otherwise maybe even unidentified differences, that will be inspected and researched using a combinations of different methods. However, even though these implications will be mentioned, they are not the core of the entire study.

One may ask, how would the motivation of Starbucks's clients become a master thesis topic? Thus, it should be pointed out, that after studying consumption and consumer behaviour for a course of more than a year, one starts noticing things around himself, which one normally does not, thus in a way a man might talk about simple "*Deformation professionnelle*", where a person keeps noticing and seeing aspects related to their profession in everyday life, sometimes justified and sometimes not (Merton, 1957). Thus, the idea for the project came primarily from everyday random small observation one encounters and identifies around himself. Visiting and being inside Starbucks shops makes it hard not to take notice of the breath of consumerism enhanced by the sounds of coffee-machines and beeping credit card readers. Apart from curiosity grown out of everyday life encounters, the idea also comes from a discussion about big chain companies present in numerous countries, spread across the world and what does the consumption of their products mean for the local population given their demographic and other differences. The founding basis of the project comes from a notion, that there seemed to be less consumers attending Starbucks shops in Gdansk compared to ones in Aalborg. This notion was a driving factor in starting this thesis, where the researchers decided to investigate the reality of this assumption upon learning about it from observations and later on - constructive discussions. After organising the thesis research, the plan was to execute a planned, more detailed scientific observation, where it could be learned more about the occurrences in different Starbucks shops, together with the overview of how the regular business is going, what is the number of guests and to assess what a normal day in the local Starbucks shop looks like in two different cities. If the observations seems to support the suspicions, that there are



differences in levels of consumption, it would be only natural to proceed to the next step and ask – why?

Another important question might be; why young consumers? In contemporary Europe one is a witness of population aging, that is, average Europeans are becoming older than ever (Carone, 2006), which can be felt in every segment of society, where everything is being turned around slowly to accommodate wishes and needs of pensioners and other elderly (Carone, 2006). So the question is of course: why young consumers, when everything else is moving towards the elderly ones? Furthermore, if one chooses young consumers, then what sets them apart from others and what is their impact on the already long established business? While these questions will be answered further on in one of the sub-chapters, it would for the start be useful to say that young consumers are usually ones, that keep their habits of purchasing and consuming same products and services even in their later age (Evans M., 2001). Young consumers are thus a good mirror on the future success of the company and as such are a special part of consumer demographics, that needs to be accommodated. Now, even if it is known that most of consumers keep their habits, one must still point out to articles that have also tried defining young consumers being also modern consumers, the one who judge more harshly, evaluate quality for the price with stricter expectations, are caring about brands more than politics and are as well more concerned with the image of the company and thus products they are purchasing (Evans M. , 2001). All of this explains why the young consumers are connected to the necessary forward progressive thinking a company should possess in order to be willing to constantly cater to wishes of its consumers and accommodate their caprices, and in such way keep evolving and shaping its development and future, instead of fading away from the market world.



## Observations summary

The following paragraph will focus on the observations, which the researchers of this paper have made. The first observation, which became an incentive for the thesis was accidental, while being a guest of Starbucks store in Aalborg shopping mall “Salling”. The environment and surrounding encouraged the authors to conduct one more, but planned observation in the coffeehouse store in the same location and at the same in another store in Poland, with exactly the same surrounding, so that the outcomes can be comparable and credible. The results of observations are described below. The following sections also contains the sum up of most important information, as well as similarities and differences, if any. Both observations have been carried out at the same time, on February the 19<sup>th</sup>, at 16:30 CET, at two locations, one in Aalborg and another in Gdansk.

The following section touches most important aspects, that have been noticed while conducting observation in two separate Starbucks stores in Aalborg and Gdansk<sup>2</sup>.

It could be useful to, at this point, draw a simple comparison of the two shops, accenting their differences and similarities. In this section the similarities and differences will not be examined or analysed, which is what comes later on in the project. The authors will only depict the facts associated to both places. Information related to Starbucks stores in Gdansk and Aalborg will be gradually provided, as to ensure that it is dealt properly, as well as in order to make sure that there is a clear understanding provided for the reader. Thus for now, only differences and similarities will be confirmed and stated.

If one first looks the similarities it would be easy to identify them:

- The general atmosphere and idea of both Starbucks stores seems to be the same – to cater to passing by and visiting consumers, bringing them inside the world of Starbucks coffee and food, while at the same time offering them the brand experience, which might differ for different consumers.

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<sup>2</sup> Detailed observations description can be found in appendixes, Appendix 1.



- The location of it seems fairly similar, with both of the named shops in similar geographical locations located in the similar surroundings:
  - A) fourth biggest cities in both respective countries (GeoNames, 2015), (DanishNet, 2014)
  - B) in the city centre
  - C) in the shopping mall
- The visibility of the shop from within shopping mall, decorated and advertised by modern Starbucks logos.
- The exactly same estimated number of seats in both Starbucks establishments.
- The service idea seems to follow Starbucks protocols in both occasions, lining up people in case of a bigger crowd, taking their orders, letting them wait at the end of the counter, after which the consumer is free to roam around and pick a seat if wished for.
- The interior described in both cases seems similar.
- The mixed demographics, with prevalent young consumers is identified in both cases.

The differences could be identified as:

- Possible lower engagement of staff, as described in the observation number 2; at one-point rest of the staff was not willing to engage with consumers, who were waiting for service from one personnel of Starbucks, which was not encountered in the Danish Starbucks shop.
- One might as well mention the obvious price differences, with products in the Polish Starbucks usually falling to half price of what they seem to be in Denmark.
- Even though quality of product seems to be the same, the difference in experience of Starbucks and its products might be affected by the price, as the researcher in Gdansk, Polish himself, might encounter the lack of match between the product and value for price, it could be possible that other Polish consumers can experience this as well, even when products are cheaper in Poland than Denmark.
- General lower attendance of Gdansk Starbucks by consumers, both in shops sitting areas, but as well in the pass by, coffee-to-go consumers.

When it comes to guests, the comparison shows that overall the shop in Gdansk is much more less visited. One might think it is because Gdansk with a population of 461 489 inhabitants (as of 2014.), (Mongabay, 2014), has more Starbucks shops compared to Aalborg with a population of



132 578 (as of 2015.) (Statistiksbanken). However, the research shows that there are 3 Starbucks shops in both cities, meaning that theoretically there should be more people visiting Starbucks analysed in Gdansk, as if one wants to go there, he or she has to visit one of the three shops in Gdansk.

Now knowing more data, it can be safely concluded that the shop in Gdansk was much less visited identifying two concepts. The terms for these two concepts used in this project, so named by the observers, as considered appropriate and easy to comprehend, are:

1. Coffee-to-go concept
2. Sit-in concept

The first one, which was rather hard to measure precisely, the one indicated by observers of both shops, clearly signifies that there were fairly less consumers picking up their products in the shop, that is, waiting in line, after which they would proceed to exit and continue running their daily errands with their coffee-to-goes or other food and beverage products.

The second concept was rather easier to identify, measure and offer quantitative results, and was done by observational counting. The results show, that counting people in the sit-in concept depicts the store in Gdansk as rather less visited, even when the location of the shop seems the same, and the time of the observation was, as ensured by the observers, identical. The result indicates, that in Poland, given Starbucks shop featured 20 occupied seats out of estimated 64, that is; **less than one third** full capacity of consumers, while the one in Denmark featured significant result of 44 occupied seats out of 64, that is, **more than two thirds**.

It would now be possible to confirm the initial small everyday observances done by the researchers before the onset of the project, in this occasion clearly confirmed with this more full-scale observation, which truly shows the differences and similarities in both shops and their consumers. It could also be argued, that including both concepts, the store in Poland is substantially less visited and gives an extreme difference in perception of success of the business in its opening hours.

However, as one might argue that the results might be somewhat skewed, because of the difficulty of the coffee-to-go consumers counting, the researchers have decided to abandon this segment, and from now on, when differences in consumers is to be discussed, it will only refer to and point towards consumers, that were found in the seat-in concept, as to ensure the validity of the observation, but also to decrease the vague concepts of counting passing by people, which might



include individuals, who have accompanied friends, family and/or business partners, but have themselves not purchased anything, where in the typical seat-in option every consumer seemed to consume a Starbucks product.

Identifying all these aspects, it seems like there are more identified similarities between the shops, rather than differences, for example size of the store, location, idea, service, et cetera - the only significant difference seems to be attendance and consumer numbers. The researchers conducting this thesis would therefore, like to ask what are the differences pointing to the number of consumers and the reasons behind it, which on the way will analyse consumer attitudes towards Starbucks in two given shops, which might or might not reflect the general attitudes in these two cities, regions, countries and societies.

## Problem Formulation

The purpose of the research is to find out, what motivates or possibly deter consumers in Gdansk and Aalborg to visit and consume Starbucks. Two stores, being under one brand are believed to be very much the same when it comes to interior design, colours, menu and service and implementation of physical marketing strategies (posters, consumer opinion survey, leaflets). However, despite all the similarities there is still a risk of major differences in appearance, which might be encouraging or discouraging guests to choose a particular coffee shop in a specific city. As it will be discussed, the researchers have noticed, that Starbucks shop in one of the two chosen countries is more occupied than in the other. This interesting phenomenon became an incentive for the thesis Problem Formulation which was defined as:

**R.Q. How do different motivation factors, which will be identified, affect young adults consumption of Starbucks in Gdansk and Aalborg?**

The fact, that two shops are under the same brand, indicates, that the business should be run in a very similar way, if we take into account that Starbucks is an international chain of shops. Furthermore, this would indicate, that all the products, ingredients and few other already mentioned aspects would be the same in both places. Although, what is the most crucial in this case, is the fact that these two shops are expected to thoroughly follow and believe in the same mission statement, vision and values (MacLennan, 2010), which is a clear pathway and rules to be obeyed by the place



owner and employees, so that the Starbucks in Gdansk can offer exactly the same standard and quality of service as in Aalborg or any other city. What is more, these common aspects are supposed to ensure the guest that she/he will receive exactly the same service in every Starbucks he makes an order (Panmore, 2015).

The two observations made by researchers have confirmed, that Starbucks in one of the cities is more occupied than in the other one. As long as it is the amount of clients in both shops that has been decided to be measured, one may possibly assume, that people in Poland consume less Starbucks coffee than Denmark citizens. However, this project will not aim at reflecting the phenomenon on the entire population scale. Instead, it will only focus on two Starbucks shops located in the exactly same environments, but in two different cities and countries. At this stage of the research it is impossible to identify reasons standing behind this phenomenon, especially while the store's design and strategies are exactly the same. However, the fact is, that there have been noticed differences in the amount of visitors to Starbucks' in both cities. This revelation being a result of two observations brought to the light fair amount of information, which eventually became a basis for the problem formulation.

In this project, the aim is to reveal the most significant factors affecting different motivation for Starbucks products consumption in the same environments. The factors, which will be a subject of investigation are to be derived from other researchers, providing secondary knowledge. This means that, the factors itself had not been identified before conducting the observations, but instead they will be "borrowed" from the other, secondary data. Only after having conducted the non-participant observations (Bryman, 2012) authors would identify and introduce the factors to be researched and help to provide an answer to the Problem Formulation. However, these will be deeply described in the Theory Chapter.

As an effect of two observations the researchers will primarily focus on young adult consumers. This strategy is also due to the fact that, young consumers were the most frequent group of clients noticed in Starbucks shops in both cities while observations were taking place, as it can be read in the appendix section with the detailed description of observations (Appendix no. 1). Another reason, for the focus on clients being up to 25 years old was the fact that, it might be easier to get in touch with them. The age of the authors of this study is also in the range of young adults. It is believed, that people of the same age range are easier to connect with each other (Yorkston, 2010). What is more, common understanding of being a student and having to make a project, might be



favourable when it comes field research participation of those young consumers. The researchers believed, that cooperation with this target group might result in more responses, which is crucial for the quality of this report. Furthermore, decision about making young consumers the main focus of this project to some extent has its source in the company's mission statement. As already mentioned in the project, Starbucks aims at extending its warm and cosy culture delivered to customers, which is confirmed by "*...inspire and nurture the human spirit*" (Panmore, 2015), (Starbucks TM, 2016). This combined with the practise of using first names not only among employees, but also among clients, who receive a cup with their name written on, proves that Starbucks wants to create bonds with guests (Francis, 2013). It is mostly young consumers spirits and behaviour that gives an opportunity to engage and connect with the brand (Clancy & Dollinger, 1993). Those, opposed to older consumers, are more opened and possess lower distance to themselves. Furthermore, they find it interesting to experience connectedness with the brand, than just a simple coffee consumption (Starbucks TM, 2016). All these characteristics of young consumers indicate, that their profile matches this part of company's mission statement. In order to provide the highest possible quality and valence of the project, the researchers decided to focus on clients not older than 25.

This paper might be of a great value for Starbucks company. The desired results might reveal that, what seems to provide fair amount of clients in one shop, will not necessarily work in the other, even though the outside environment is exactly the same. Starbucks marketing employees might be interested in checking the reasons standing behind this phenomenon, so that they can adjust the service or product provided. Furthermore, the project contains many interesting information about the company itself. Due to this fact, the paper can be valuable to coffee drinkers, especially the ones who are prone for being loyal to one, certain brand, which is competitive to Starbucks. All in all, the entire project and especially the desired results will be a great piece of knowledge for other companies, providing different products or services in many countries, especially when having to analyse the client's motivation for choosing the brand, or a coffee outside in general.

The following Chapter 2 will focus on the theories, which have been used as a guideline throughout entire investigation. In Chapter 3 the authors of the project are going to describe and introduce the methodology used during the research. The particular focus will be on the observation analysis, which is the basis for this paper. Furthermore, it will touch primary data gathered via qualitative research, which supplemented the lacking knowledge for the purposes of the Problem Formulation. Then, in Chapter 4, the results are going to be combined with secondary data with a



critical perspective. This will be done in order to identify the main and most affecting the consumption difference reasons. Finally, in Chapter 5 conclusions are going to be presented along with limitations, investigation flaws and suggestion for future researches.

## Young adults - consumers

Starting from the problem question posed at the beginning of the project all the way until the end of it, young consumers are the ones that are often mentioned, as the whole project is concerned with young consumers' motivations not to buy or to buy certain products offered to them. The term "young consumer" in this chapter refers to a global definition of a young consumer, which will later on going to be, for the purposes of the project, transferred to the young consumer in the context of young consumers of two specified cities, Gdansk and Aalborg in this case. Bearing in mind that the project is based around the notion of motivation for consumption present or absent in young consumers towards a certain product, it is, therefore necessary to clearly define the concept of a young consumer, what significance does it have, and what are the limits of the concept as concerned with the purpose of this project.

In this thesis a young consumer is defined as a person of age between 18 and 25. Exactly this age span was based on the decisions which were already defined in the previous section of Problem Formulation. Therefore, from now on every "young consumer" or "young consumers", that are referred to in this thesis will designate a person with exposure towards a certain product inside this age span. This demographic population target was not picked randomly without a purpose. There were two reasons; first is the significance of the youths' future demographics for the brand, while the other factor is the youth's characteristic modern relationship to the certain product.

If one starts with the first factor, the youth's future demographic impact upon the brand can be discussed (Shiryan, 2009). How big this impact is? That is not fully clear, however, what becomes clear with using common sense is that the older consumers are naturally approaching their elderly age and eventually dying, while the new potential consumers are being born at any given time (Shiryan, 2009). It is therefore, possible to say that the new consumers are carrying the new trends, in this sense, the new consumers are the future of the company (Carrigan, 2008). New consumers are the ones coming to an age where they start their first consumptions (often earlier and earlier), and they are the ones to determine the future of the consumption levels towards a certain



product (Carrigan, 2008). It is possible to come to theories of young consumers keeping their consumption patterns and habits throughout their life. This would mean that involving young consumer inside the consumption circle at an early age can be shown to be beneficial towards later consumption habits, given that of course the same product still exists in the course of their, adulthood and elderly life (Keller, 2004). With this explanation now, we might understand easier the processes of consumption at the young age, and why companies sometimes lead fierce battles on acquiring new consumers. It would only make sense to try and build a strong consumer basis in the young age group, and from there on, hope that the consumers keep their path into consumption patterns and habits (Carrigan, 2008). At the same time parents can also play a part in consumption patterns of the young ones, and they can possibly shape their habits. Therefore, theoretically it is possible to say that attaching the young ones to the certain consumption pattern can mean a double gain for the company, a strong loyal consumer base, which will keep and bring their habits into the adulthood with them. Furthermore, this as well might direct their children in the future into the same or similar habits, which the company can profit from. That phenomenon however, will take place only if the positive image of the company is transferred from parent to child, as it is often possible to see successful companies with strongly built brands and names which are passed as a legend from generation to generation (Shiryan, 2009), (Carrigan, 2008).

Another factor which is possible to discuss, is the youths 'characteristic modern relationship to the product. As we are witnesses, confirmed by researchers: Carrigan (2006), Keller (2004) or Atalla (2001) - marketing departments inside companies, start to employ more and more accountability and calculations inside their strategies to accommodate the need for more concrete results. However, there is still a large segment of marketing attributed to consumer behaviour which cannot be answered with crude data, but has to be seen in another light and from a different perspective (Evans M. , 2001). As discussed before, if the companies start paying more attention towards satisfying the consumer needs and not the sole product they almost certainly face success (Lewitt, 1975). In order to satisfy the consumer needs, one must of course try to first understand the consumers. Understanding consumers is becoming increasingly difficult, however companies must continue in their efforts to realize what are the needs of buyers, and as explained before, especially young ones, as they are the ones bringing future image of the companies' products and its consumption levels (Shiryan, 2009). Companies can hope to bring the young consumers into their sphere of consumption, where they can exercise their influence to create a habit in its consumers that



will be steady or possibly with increasing levels of consumption. However, this is where things become tricky, as the young consumers are defined as somewhat changing from the traditional form of consumerism and typical consumer's identity (Evans M. , 2001). New consumers (sometimes marked as young consumers or consumers – Y) are shown to be acquiring more than what any generations consumed before them. Furthermore, they have increased levels of consumption in comparison with older generations (Keller, 2004). This supposed contrast which might be seen as a process and evolvement of capitalist economic system, or something else is affecting the effort companies need to put into their own promotion and consumption persuasion techniques. Young consumers are also shown to be living more inside the “brands world”, caring strongly about the brands and image they are purchasing together with the product, where older generations are thought of thinking more of politics (Keller, 2004).

New consumers are said to be engaging themselves more into the processes of consumption, as they are not only mute observers of marketing and advertisement being directed towards them, but they are rather participants in it, and no longer only passive (Keller, 2004). Even when the young new consumers are consuming more and more and are at the same time also more involved in consumption, they are as well more cynical, more judging and more evaluating the products, services, image of brand and all of the other factors when thinking of purchasing something (Evans M. , 2001). All above mentioned views however, can be confronted with Lipovetsky's (2006) theory. The philosopher believes that these days buyers are uncertain about what the future might bring and as a consequence this has an impact on their consumption frequency and patterns, which might be decreasing (Lipovetsky, 2006)<sup>3</sup>. These various assumptions and beliefs of researchers makes the target group of young consumers even more interesting to investigate. Nonetheless, companies should take special care to asses and give the necessary attention to the young consumers as they are. One may say, that these new forces of consumption, which are capable of determining companies' future and evaluate them by single success stories, and at the same time judge them hard from conducting single mistakes, and thus, refusing their brands and the negativity, that comes together with the companies' image are a challenging phenomenon.

Having all of this in mind, it would of course be interesting to inspect motivations for consumption or consumption deterrents towards Starbucks in two different societies, bearing in mind that more might be at stake with young consumers than with otherwise different population; as the

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<sup>3</sup> The theory of Gilles Lipovetsky (2006) will be deeply described in the following chapter.



results in the research on young consumers might show and determine the path of Starbucks company in the future, and should give a proper image of the developments in the field of consumerism among young generations in these two parallel European cities.

## Starbucks

The following chapter is a description of the coffee-chain, Starbucks which the primary focus is given in the project to. It will identify the most important aspects of the company's profile and touch mission, vision and values of the brand.

Starbucks is an American company specializing in coffee, being one of the biggest coffeehouse chain in the world. Its story has begun in 1977 in Seattle's Pike Place Market, where a small coffee shop started its existence (RfB, 2013). As time goes by several shops under Starbucks brand have been opened in North America, which later on expanded to the entire world, with shops even in such remote countries like Cambodia (Starbucks TM, 2016). Today the coffeehouse chain proudly announces that it has more than 22,000 retail stores in 67 countries, with total sales of \$6.4 billion. An interesting aspect about Starbucks's stores location is lack of any of them in Italy. According to the corporation's CEO Howard Schultz "*it is not a match with the Italian "slow food" style and it would be a dangerous operation to try to enter the Italian market*" (RfB, 2013). For some, these words may mean that, the company does not want to interfere with Italian tradition of food and especially coffee drinking, where classic espresso on daily basis is almost a ritual. At the same time however, the company proves that is conscious of the differences between markets and opens its stores only in places where they see the business potential.

When hearing the brand name Starbucks, for some a white-green logo might come to mind. The logo depicts a mermaid. The story behind its appearance tells clients that it has had initially two purposes. The mermaid is supposed to capture the history of coffee beans which had to be transported to North America on ships. Furthermore, it is claimed that the logo commemorates the seafaring history and seaport roots of the city Seattle, where Starbucks has been originally created (Starbucks TM, Siren, 2016). Another, unofficial meaning of the mermaid is that it was supposed to be exotic and seductive, as the coffee itself. This could be confirmed by logo's previous shapes, which was showing bare breasts and even though there were public complaints, the logo kept its initial features. This had remained unchanged until the moment when the company started to deliver some of the products with its own cars. The logo on these white transportation providers was huge



and so were the breast. Eventually, in order to avoid public resistance, the controversial part of mermaid body has been covered with her hair (Maio, 2011).

Starbucks menu is built upon coffee and it serves classic coffee drinks like: whole-bean coffee, espresso, coffee latte, etc. but it also has its own usually seasonally changed products like e.g. microground instant coffee known as VIA or Pumpkin Spice Latte sold close to Halloween (Starbucks, 2016). Except hot and cold drinks it serves baked pastries, sandwiches, salads, salad and grain bowls, oatmeal, yogurt parfaits and fruit cups (Starbucks, 2016).

The coffeehouse company being strategically run business has its own mission and vision. The mission is a statement; which purpose is to guide the actions of the corporation. Furthermore, it should contain its overall goal and guide the decision-making while being a path of values and beliefs (MacLennan, 2010). For clients, the mission statement is the primary business information, providing knowledge on what does the organization do, what are their values, what are their competitive advantages and in some cases even how does the company treat their employees (Jurevicius, 2013).

*Our mission: to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time.*

*Starbucks's Mission Statement (Starbucks, 2016)*

The above mission statement of the coffeehouse company could be divided into two components:

1. *“...Inspire and nurture the human spirit”;*

This first component is dedicated to all shareholders of Starbucks. Employees are treated with respect and dignity. The company strives for diversity and provides everyone with a place where they can all be themselves and act freely according to their spirit. When it comes to the coffeehouse clients, the act of inspiring is meant to be engaging and connecting. The organization not only believes that it can build loyalty with clients through engagement and connectedness, but at the same time can provide with a place, where the bonds can be even built between clients themselves (Geogry, 2015).

2. *“...One person, one cup and one neighbourhood at a time”;*

The second component of the mission statement continues the focus on employees and clients, but this time it introduces the atmosphere. It describes the Starbucks store as a place where both



employee and client can feel like home, while tasting the coffee. This peaceful atmosphere and hot drink helps to create bonds with other clients and with the brand. Furthermore, the company ensures the client that will be treated as an individual, so that it can be noticeable that the drink was made especially for him. This last revelation is also confirmed by a Starbucks trend of placing the client's name on the cup, as if it is made just for one (Francis, 2013).

The purpose of organization's vision statement is to indicate the pathway and believes, which are supposed to eventual objectives. These objectives, if thoroughly implemented ensure that the company will be successful on its own meaning of the word "success". The vision provides with few aspects which will always be the desired result of any new strategy created by the company in order to remain competitive and attractive among constantly changing needs of clients (Arline, 2014). When it comes to Starbucks's vision statement, the reader can identify few key components, which seem to be relevant to Starbucks.

*“to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”*

*Starbucks's Mission Statement (Starbucks, 2016)*

1. Premier purveyor,
2. Finest coffee,
3. Uncompromising principles,
4. Growth,

The first key aspect of the company's vision statement indicates that the coffeehouse chain aims at being the best and biggest coffee stores providers in the world. To some extent, this component has already been achieved, as for 2015 the organization was the largest coffeehouse chain in the world (Panmore, 2015). Although, when it comes to being *finest coffee* provider, the component becomes controversial. The organization, would definitely strive for offering the highest quality of coffee possible, but the taste is always individual. Thus, for some Starbucks's latte might be the tastiest, but there will always be others claiming that perhaps the coffee served in McDonald's (which is not even a direct competitor) is in fact better tasting. Although, Starbucks states in its vision that will provide the *finest coffee*, it does not mean that would satisfy everyone and is risky,



as the unsatisfied clients may accuse the organization for not delivering the promise (Geogry, 2015). Another component mentioned in the vision statement ensures that the company will continue on providing the service with *uncompromising principles*, which could be a continuation of what has been mentioned in the mission statement. These principles inform the client that this pleasant atmosphere and connectedness will always be uncompromisingly delivered (Geogry, 2015). Furthermore, the coffeehouse chain strive for expanding to new markets and getting even closer to the client. This last component of vision statement is truly implemented as the company being the biggest coffee chain in the world still grows and opens new stores every year (Panmore, 2015). The mission and vision statement of Starbucks are definitely ambitious and strategically provide a guidance for the company for striving the success, while at the same time making it clear for the client of what does the coffee chain believes in. However, the beautifully sounding statements do not provide any information on what consumer profile does the company mainly focus their business, products and marketing strategy. It is not required to include the target audience in the message from the company to the society, but in case of this report such an information would be useful. The researchers would be able to adjust their problem formulation to and focus on the specific group of clients being directed by the organization. Regarding Starbucks's target group, the mission and vision statements remain ubiquitous and do not provide any answer. Thus, the researchers of this report have made their own decision on who to focus on specifically and the decision is a consequence of two observations made in two Starbucks stores. The target audience of this paper has been addressed in the problem formulation, which is described in detail in the chapter about young consumers.



## Theory

As mentioned in the beginning, the incentive for this project idea was a phenomenon of much lower amount of guests visiting Starbucks in Gdansk, compared to Aalborg. In order to investigate this issue, one may support himself with already existing material possibly answering the quest. There have been many researchers investigating the field of consumption (Holt, 2004). Some authors went even deeper with their research and tried to identify factors which motivate consumers to buy certain product (e.g. McCracken 1989, Aaker 1999, Sirgy 1982, Levy 1959, Cox and Keeling 2000, etc.). The researchers of this report decided to apply secondary knowledge and assumptions provided by others to the field of interest, that this project bounces around. As a consequence of desk research, authors found an interesting article, touching Starbucks issue. It does not indicate the reasons for why is there less consumers in a specific store, compared to the other, but introduces a point for discussion and broadens knowledge on coffeehouse chain, mentioning that Starbucks, which is an iconic brand (Holt, 2004) has been continuously noticing a decline in consumers' satisfaction and lower occupancy level (E. Nielsen & Tina Mortensen, 2014).

Initially the authors were searching for specific theory combining aspects motivating consumers, which at the same time is being applied to young buyers, so that it matches needs of this report. As mentioned before, many researchers touched aspects, which to some extent would be useful for identifying factors motivating buyers to consume. However, little amount of those made a research on identifying and eventually providing factors, which could be directly used in this case, especially while focusing on specific age range - young adults. Grant McCracken, who is one of the most famous consumption phenomenon explorers spent years on investigating common motivations among buyers (E. Nielsen & Tina Mortensen, 2014), (Thompson et al., 2006; Thompson and Arsel, 2004). However, he also initially used others theories to make notions and eventually confirm them or deny. In their work *Flock and Flow* (2006), the authors aimed at predicting the change of a dynamic marketplace by identifying motivations, that drive human to buy, with a special emphasize on identity. As the basis of his research, Kauffman Continuum graph (1993) was used, which claims that the change, a new trend, or innovation digs into the culture and as time goes by, would compete against other, similar product innovations, which will have an extreme influence on consumer and marketplace, creating a chaos. This knowledge, on the other hand, is fulfilled by another anthropologist; Schumpeter, who believes that if the product or concept does not re-innovate, sooner



or later it will be outperformed, by a more innovative concept. At the very end all innovations finish leaving culture and their consumers in the other end of continuum (Schumpeter, 1975). All these aspects have an impact on consumers' decision and choice of which good provider of a product/service to choose, meaning it motivates, or demotivates them to consumption of a certain brand.

The combination of theories of different authors mentioned above is an example on how various notions or believes are used to support one another. The researchers of this report also searched for theoretical framework that could be used for inspiration. However, eventually the specific, academic research matching needs of the main research question has not been found and the decision was made that few theories will be used. To be more precise; in the following chapter authors will present most common and useful for this topic notions/believes and eventually will take advantage only of some parts of the theories. These most useful parts of theories will eventually become a basis for the field research and further investigation.

This research will look specifically to: McCracken's consumer identity searching (1989; 2006) and Lipovetsky's consumption as hyper-narcissism (2005) and both will be supported with Hofstede's cultural dimensions (1984). The theories of the first two authors demonstrate few similarities, but foremost one major difference in their message, when it comes to factors which are motivating to consumption. As already mentioned, there has been plenty of research done on the consumption and motivation, however the chosen theories reflect current days' realities (Lipovetsky, 2005 – individual's satisfaction), (McCracken, 2006 – need for identity search), thus also can be applied to young adults, who are the target group of this report. The fact, that two authors have introduced their believes relatively recently was the decisive reason, for why they have been chosen as the inspirators and factor providers for this study. Still, it has to be understood that the purpose of theories of Lipovetsky and McCracken was not to identify specifically the aspects that motivate young adults to buy a certain product or choose a certain brand. Instead, the anthropologists were rather looking at the phenomenon of general consumer behavior. However, for the purposes of this report, authors will apply the main assumptions of two theories and identify them as factors, which could motivate young consumers to visit Starbucks in two different countries. Thus, in the following paragraphs, authors will explain each assumption in relation to the theories itself. Later, the information on how this secondary knowledge will be used is going to be provided. Eventually, the



theories will become the basis of field research which will enable the authors to identify main motivating factors in both cities (Gdansk and Aalborg).

### Theoretical framework:

For the purpose of clear understanding of chosen theories, the graph summing up the choice is presented before further description of it. The next page depicts theoretical framework, which will be the basis for the field research and eventually the answer to the main Research Question. Thus, the top of the following graphical path of the research indicates, that there are specific motivation factors, which may determine young adults decision on whether to visit the Starbucks store. These factors are derived from Lipovetsky's (2005) and McCracken's (2006) separate believes, which later on combined represent the basis of this master thesis research. The next step to be taken is to conduct the field research, which purpose will be to reveal the importance of each factor among the target group representatives. Little squares on both sides of the graphic below indicate, that the knowledge gained from the participants of the field research will be supplemented with Hofstede's (1984) view (which will be deeply discussed in the following sections of the Chapter) and economic situation of both countries as well as menu price positioning in Denmark and Poland. Eventually, authors of the study believe that will identify the factors, which significantly influence young adult's motivation to visit Starbucks stores in two cities. Ideally, the factors can be classified according to their power of affection. However, these aspects will be introduced later in the project.

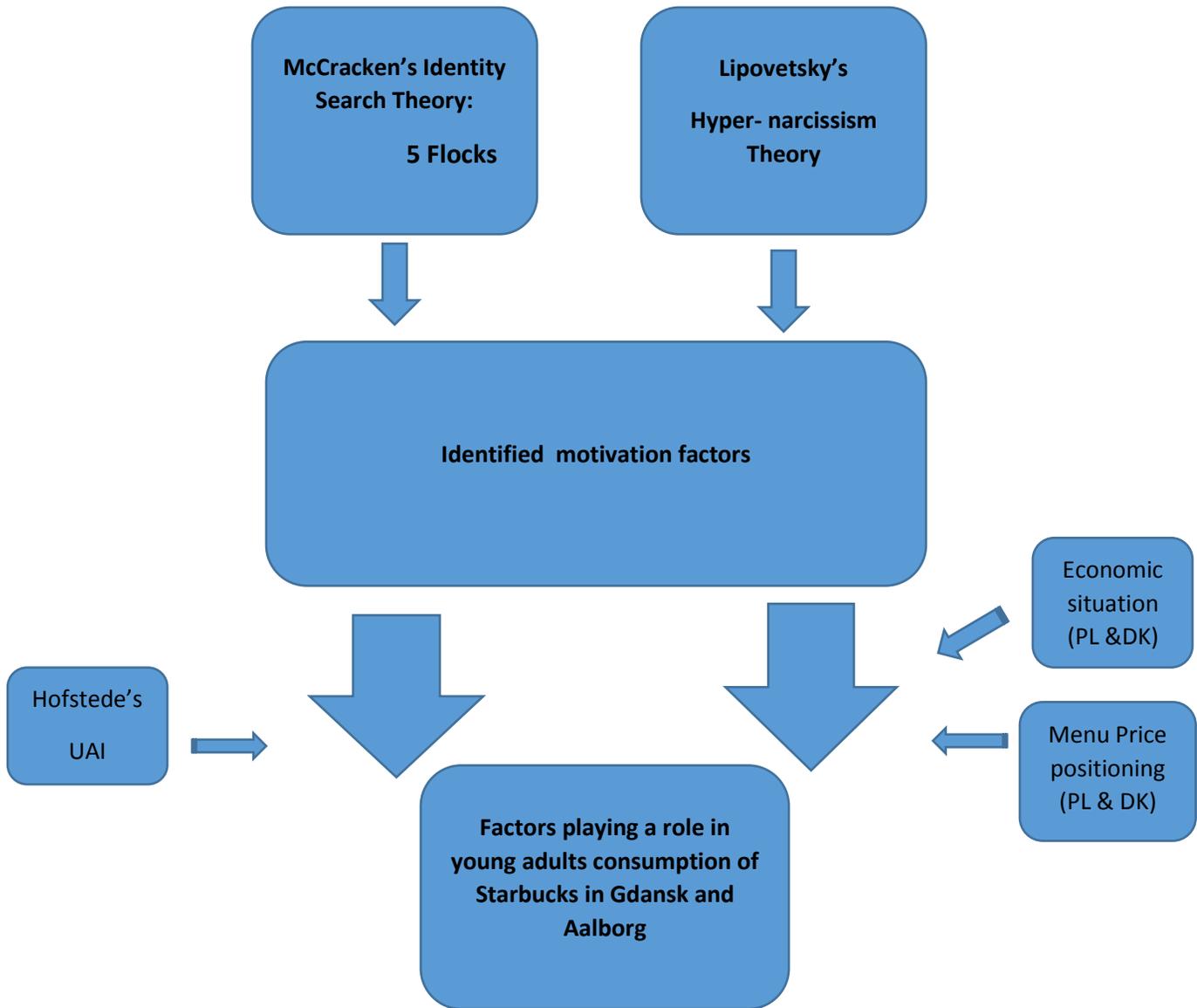


Figure 2.1. Theoretical Framework



## Searching for identity and its reflection

In his book, Grant McCracken (2006) focuses generally on predicting and managing change in the marketplace and what is meaningful for this project. He also introduces and describes new trends among young consumers (G. McCracken, 2006). The extract of the theory that the authors of this report will use indicates, that consumers unconsciously search for their identity. Very often, the identity is duplicated from a peer or famous celebrity. Individual identity is reflexive (Giddens, 1991), meaning that it is an individual's choice of which path to choose and whether to build own identity or copy someone else's. As McCracken (2006) supports himself with identity theoretical framework created by Giddens (1991), it is a constant change and re-innovation as individuals gain new knowledge, new experiences and they create new stories about themselves. This constant process supports an idea, that identity might be only something temporary. This idea, might be of a great importance, when it comes to finding motivation for consuming products, which will match the current identity of an individual (G. McCracken, 2006). Another interesting aspect in relation to searching for identity, is the fact that it is a product of negotiation (Giddens, 1991). This process is a consequence of changing environment, but at the same time different surroundings and common beliefs, which differ from e.g. county to country. This aspect, might be also of an importance in relation to the research question, which touches two different environments of Gdansk and Aalborg, being 1300 km away from each other.

Jean Baudrillard and Francesco Proto (2003) goes even one step further and believes, that market takes over the production of individual identities and as a consequence individuals are commercialized to the extent that they cannot choose themselves anymore. Consumers accept and apply identities, which are already offered in the market by products and services providers (Baudrillard, 2003).

*The circulation, purchase, sale, appropriation of differentiated goods and signs/objects today constitute our language, our code, the code by which the entire society communicates and converses.*

*Such is the structure of consumption, its language, by comparison with which individual needs and pleasures are merely speech effects.*

*J. Baudrillard (2003)*

Going back to McCracken research (2006), the author introduces the dynamics of flocks. As previously mentioned, the anthropologist believes that the products have its life-time and should be



re-innovated on the regular basis. As a matter of fact, there are plenty of new products entering the market and others are renewed or re-innovated. It is a classic activity by companies willing to adapt to market change. The sphere of all innovated products is called a “*sphere of chaos*” (McCracken, 2006). It is consumer’s choice, which new/re-innovated product to accept and by doing that, drag it away from the “*sphere of chaos*”. The dynamics of flocks represent clusters of consumers who follow a certain flow of innovation, meaning they like or dislike a certain product. Their (buyers’) attitude (like or dislike) towards a certain product with regards to 5 flocks eventually becomes a factor that motivates them to consume or reject (G. McCracken, 2006). There are five flocks groups.

- Flock 1: is the type of consumer, who has no boundaries to try a new or renewed product. They adopt the innovation or new trend very quickly and very often become the testers or ambassadors of what’s new.
- Flock 2: are consumers, who notice and realize that the product has been renewed, but they are not very much opened for trying it too quickly. They are willing to take a risk and try the innovated product, but not without lack of boundaries and anxiety as it is in case of Flock 1.
- Flock 3 and 4: are the types of consumer who acts similarly to Flock 2, but finding even more obstacles and less need for trying the innovated product accordingly.
- Flock 5: These consumers are not willing to take any risk at all. According to the author (McCracken, 2006) this type of consumer is afraid of change and will take longer time to adapt than others.

When analyzing the dynamics of flocks, the question may arise: Why to divide consumers into 5 flocks, while it could be simply categorized into two? Those, who are quickly able to adapt and require innovation and those who deny any changes. Thus, Flocks 1-2 reflect consumers who feel the need for identity change or search, they are believed to enjoy re-innovations within the brand, as their identity is updated (G. McCracken, 2006). Flocks 3-5 on the other hand, as mentioned before might reject the brand if drastic changes are implemented, which is due to their preferences of keeping once acquired identity.

Talking about identities and preferences towards innovations (or lack of them) McCracken’s theory could be compared to one of Hofstede’s dimensions. The author of the theory indicates differences between cultures. He believes, that there are six dimensions, which are differentiating



cultures closed in each country. Uncertainty Avoidance (UAI)<sup>4</sup> (Hofstede, 1984) divides nations to the ones, which are not afraid of change in every meaning of this word and to those who strongly avoid changes. Nations, which score low on this dimension are believed to look forward to what's new and feel frustrated if there is a lack of innovations. On the other hand, countries, which score high on the Uncertainty Avoidance are claimed to dislike any changes. What is more, they are said to be afraid of anything that is new to them, as they find it hard to adapt. According to the German sociologist, Western countries are believed to score higher on UAI, than Eastern nations. Hofstede's (1984) theory can in this case be related to McCracken's (2006) dynamics of flocks and have an influence on justification of final results of this investigation and possible answer to the research question.

Although, Hofstede's (1984) theory becomes an interesting point in the discussion, the main theoretical focus of this project will remain on the McCracken's (2006) need for identity search and reflection and the author's categorization of consumers to five flocks. Thus, the German anthropologist's study (Hofstede) will be used only as a supplementing knowledge to the further results of primary data gathered with inspiration of McCracken's (2006) and Lipovetsky's (2005) researches.

Starbucks is a coffee chain, being famous for its constant innovations and market needs adaptation (Kaplan, 2014), (Davila et.al, 2007). Those caffeine drinks providers seem to be aware of market changing tastes and requirements for new (D. B. Holt, 2004). As it goes along with company's mission and vision statements (page 14) they aim at consumers, who will appreciate their constant development. This strategy however, to some extent discriminates consumers, who value lack of changes and believe that, once satisfied service and product will be unchangeably provided. Those consumers are afraid of changes as they might dislike the innovated offer (G. McCracken, 2006). Thus, different types of consumers represent different preferences towards the same, certain product. The researchers of this report will exploit the dynamics of flocks in order to identify certain type of consumers in both cities (Gdansk and Aalborg). This knowledge will enable the authors to realize whether there is a difference in between the consumers' profiles, which may possibly lead to the answer to the main research question. McCracken's flocks play a role of different identities, which consumers (in this case young consumers) fit into and eventually reflect them. As according to the theory's author, consumers feel the need for identity search and reflection of it.

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<sup>4</sup> For the purposes of this project only one dimension, which has been found relevant will be described.



This need for identity search is a motivation for consumption of a certain product (in this case Starbucks service and drinks). Those highly motivated, would reflect flocks 1 and 2, while other young consumers, who do not feel motivated to visit Starbucks would represent flocks 3-5. As already mentioned before, Starbucks is one of the brands, which offers continuously changing and re-innovated menu to its customers (D. B. Holt, 2004), (Kaplan, 2014). The high or low score on certain flocks will reflect, whether consumers in particular city (Gdansk or Aalborg) feel motivated to visit this adaptive coffeehouse chain. This later on, will depict which consumers feel the need for identity search and in turn answer the question, whether certain young consumers are motivated or not to go to Starbucks. In order to find out the necessary knowledge, the researchers will prepare the set of questions, that would correspond to the dynamics of flocks, so that the consumer, by answering a questions in a certain pattern would indicate, which consumer profile represents. What is more, the authors of this project will exploit Hofstede's (1984) dimensions in order to confirm, whether the field research results go along with German sociologist's findings, as it is believed that eventually this can also have an influence on different occupation level of Starbucks coffee house in Gdansk and Aalborg.

## Hyper- narcissism

The second theory, which brings into discussion another motivating factor (individual's satisfaction – Lipovetsky, 2005) for young consumers to buy a certain product or service has been introduced by French philosopher, Gilles Lipovetsky. The author in his book, titled “Hypermodern Times” (2005) compares two types of consumers. He indicates the characteristics of postmodern era buyers to point out the differences between those and the current ones (hypermodern) more visible and transparent. The postmodern consumer was said to be more extrovert when it comes to buying behavior, which means that products and services were bought to achieve social distinction, status and prestige. This phenomenon used to be called *conspicuous consumption* (Veblen, 1994), which could be clarified by saying that it is acquiring luxury goods and services by spending money in order to boast an individual's economic status publicly. The hypermodern consumer, on the other hand, is more introvert in his consumption patterns. It is not anymore about showing economic status, but more towards individual's satisfaction and entertainment (Lipovetsky G. , 2005).



Hyper-consumption involves and integrates social life and characterizes consumers as individuals, who foremost care about their own personal pleasure, rather than to boast about luxury goods acquirement. According to the philosopher, buyers these days are oriented towards hedonism, but at the same time, they are filled with tension and anxiety because of the future, which often turns out to be unclear and uncertain (Lipovetsky, 2005). The French researcher claims that, young consumers are now worried about every aspect of their lives and there is nothing that an individual can be sure about anymore. Although, here Lipovetsky's view turns more into political aspects, the discussion and arguments create a true picture of modern consumers. Due to all uncertainties and anxiety, the buyer at the first place makes sure, that what he spends money on is justified by its practicality and usefulness. Thus, he will rethink the final purchase, rather than acquire it for letting others know that he can afford (Lipovetsky, 2005).

An interesting aspect, that the French philosopher mentions in his book, is an argument that consumer is motivated to buy a product or service due its usefulness and individual's satisfaction that the good brings, which at the same time argues with McCracken's view of searching and formatting one's identity (Lipovetsky, 2005).

*In the hypermodern society, consumption of luxury goods are argued to be motivated by the satisfaction, which is attained by possessing and using the good and the motivation for buying is hence less motivated for formatting one's identity*

*(Lipovetsky, 2005:11)*

The author eventually, calls the current days' phenomenon *hyper-narcissism*, which is believed to be justified by caring about self-wellbeing.

Researchers of this report will exploit the French philosopher's theory. As Lipovetsky assumes, these days' consumption is foremost characterized by practicality and usefulness of the product or service. Thus, the buyer can be said to be price-sensitive and expected to reconsider the purchase, so that the full reasonability behind acquirement of the product is fulfilled. In this situation, according to Lipovetsky's (2005) theory, the purchase of Starbucks' service and drinks can be questioned by an individual. In the times of anxiety and unclear prospects on future the consumer might abandon an idea of having a coffee in the American coffeehouse chain or even outside home in general. In case of this view, price positioning of Starbucks' menu will be important. Furthermore, the economic situation of both countries will be reviewed, so that the most valuable knowledge on the subject can be provided.



In order to reveal the information on whether Lipovetsky's (2005) hyper-narcissism theory can be a motivating or rather demotivating factor, the researchers will prepare a set of questions, which will be handed-in to young consumers. The knowledge gained from the questionnaire results will enable the authors of the project to identify the most important aspects of the theory in the real life situation. Thus, not only would the field research provide significant information on whether young consumers are anxious and uncertain about their future, which would confirm the French philosopher's theory; but also would it inform the researchers that these days buyers truly reject (or not) Starbucks's service and menu due to un-necessity and price-sensitivity. This on the other hand would indicate that consumers are giving up pleasure, which is very often associated with iconic brands consumption (D. B. Holt, 2004), being characteristic for postmodern society (Lipovetsky G. , 2005). The results of this particular research might become even more interesting while looking at the comparison of two findings from two separate countries, which will be presented later in the project.

Summing up, McCracken's (2006) theory's purpose will be to identify, whether young consumers reflect identities, which are prone for Starbucks's menu consumption (Flocks 1-2) or perhaps more of them reject the coffeehouse chain due to its changing products (Flocks 3-5) in two separate cities. Lipovetsky's hyper-narcissism theory on the other hand, will enable the researchers to find out whether his assumptions: anxiety, uncertainty – price sensitivity and need for reasonability behind a product acquirement have an impact on Starbucks's menu buying decision. Both theories touch motivating factors of young consumers' consumption, but at the same time, it is pointed out that certain actions and facts may be demotivating them. Thus, the theories do not mention aspects, that are neutral to consumers, but encourage or discourage to certain product.

The two theories will be acting individually and try to convince the researchers that one of them provides the answer to what motivates young consumers to go to Starbucks in Gdansk and/or Aalborg.



## Factors overview

The theories of two authors mentioned in previous sections of the second chapter are the basis for the field research. Although, McCracken’s (2006) and Lipovetsky’s (2005) beliefs are generally touching consumption phenomenon, the researchers of this report will focus only on particular aspects derived from two views and apply them to consumption patterns of young, adult consumers. In order to reveal, how do motivation factors affect the target group consumption of Starbucks in two cities (Gdansk and Aalborg) these particular factors have to be identified. Thus, in accordance with theories mentioned before in the second chapter the researchers identified the following aspects, which can possibly motivate young consumers to “buy” Starbucks products and service:

<b>5 flocks/ need for identity search</b>	<b>Hyper-narcissism</b>
Willingness of following others – Identity search	Self-awareness about the product/service (practicality behind the purchase)
Menu Seasonality	Consideration of prices being acceptable
Menu Variety	Peacefulness of the consumer <sup>5</sup>

*Table 2.1. Factors Overview*

Although the researchers of this project focus particularly on how certain factors motivate young consumers, there will be also mentioned aspects, which discourage them from visiting Starbucks. Factors, that might be considered demotivating will be the side-effect of the survey, however these might be of a great influence, when it comes to the choice of where to have a coffee while being out. Particularly, due to the fact that these negative elements can be stronger than the ones, which could motivate consumers and eventually become decisive when making a choice of whether to visit Starbucks or not.

In the Theory chapter, Hofstede’s (1984) cultural dimensions were mentioned. There are not any factors derived from the German researcher’s study on cultural differences, but the knowledge

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<sup>5</sup> Peacefulness of the consumer – so that the buyer does not feel anxiety of whether the consumption outside home will “challenge” his savings



provided by the sociologist will be used for justification standing behind choices of questionnaire participants (if there is a correlation found), which will be the basis of primary data.

## Methodology

Starbucks, worldwide coffee chain (Statista, 2015) has been servicing people for many years (Starbucks Heritage, 2014). The long lasting service and product have raised the coffee-house to eventually become an iconic brand (footnote), which since having made a hit encouraged other entrepreneurs to follow into the coffee chain business. Those who entered the business with new brands expanded the market creating competitive stores for Starbucks (e.g. Costa Coffee, Coffeeheaven, Lavazza) (Bambra, 2015). Although the competition has grown significantly and it affected Starbucks, as in 2008 it had been struggling with its biggest crisis and generated lowest income in the history of its existence (The Economist, 2008), today the brand is still listed among the most popular, biggest and generating highest revenues coffee chains (Yasmin, 2015). The ranking and long lasting success speak for itself, but how does the American coffeehouse manage to motivate and drag so many to its stores? There are certainly some factors that influence consumers. However, as the analysis of observation conducted by the researchers mentioned before in the project might confirm that there are cities like Gdansk, where Starbucks perhaps does not seem to attract too many consumers if one is to take the observation into account. Although, the observation conducted in the city located 1000 km to the West from Gdansk; in Aalborg, has brought completely different results as the Starbucks store in the Danish city, placed in a similar environment seems more heavily occupied.

Theories of two researchers who were introduced in the previous chapter indicate that there are different factors standing behind consumers' motivation to buy or reject the product (McCracken 2006, Lipovetsky 2005, Hofstede 1984). In order to understand the drivers, which motivate consumers in both cities (Gdansk and Aalborg) to visit Starbucks's stores an explanation of the methodology and research design, which the authors of this project used to guide themselves with, will be presented in the following chapter. The choice of a problem formulation and the methodology adopted to provide an answer to it, are inevitably affected by a researcher's unique way of conceiving the world, the studied subjects and eventually the investigated topic. A paradigm is a set of values, which purpose is to guide the investigator's action and that disciplines the inquiry



(Guba, 1990). At the same time however, the purpose of this investigation is to not be confined by philosophical and theoretical labels. Although, it is believed that a brief literature review is necessary in order to understand the research design.

Marketing researchers indicate that in order to run a successful business, the main subjects of analysis are organizations and relationships with the consumers (Easton, 2013). For this reason, the *critical realist paradigm* will be adopted by the research. The suggested paradigm is relatively new approach used for social investigations (Easton, 2009). *Critical realism* indicates that the world is socially constructed, but at the same assuming that a possible objectivity is achievable with consideration of active control of researcher bias (Guba, 1990). The adoption of this paradigm characterizes from two different points brought into discussion (Bryman, 2012):

- *Ontological question*: what is the nature of the “social world”?
- *Epistemological question*: what is the relationship between the researcher and the studied topic?

The investigation/research characterizes with epistemological position that the surrounding and entire world is, obviously, socially constructed, however not entirely. Easton (2009, p.118-120) indicates that the reality is *construed* rather than merely *constructed*. In order to clarify, the omnipresent social occurrences are intrinsically meaningful; social events are not only depicted by meanings but even shaped by these phenomenons (Sayer, 2000). Results of the research are subjective, which indicates that can be questionable and cannot provide a straight path to a comprehensive understanding of is static, common and credible knowledge (Easton, 2009). However, it brings into discussion new information which can appear significant and produce alternative, possible explanation to the research question, likewise to the factors standing behind lower consumption level of Starbucks’s products in Gdansk vs. Aalborg. The interpretation of which factors indicated by McCracken and Lipovetsky played a key role (if these played a role) in motivating young buyers to consume the coffee-chain service/products is open for discussion.

Regarding ontological consideration, this research trusts the believe that external reality and occurrences exist independently of individuals’ awareness of it (Easton, 2009). Way of understanding the world by human beings is determined by their credibility and truth, although at the same time it is subjective and its sense is not resistant to empirical analysis (Easton, 2009). This means, that there are numerous disruptions, objects, entities and aspects interacting, which



eventually affect consumers' attitudes, opinions, activities and final decisions (Easton, 2009). Young consumers, being a subject of the investigation can influence one another and be influenced by what is around them. It would be certainly interesting to specifically investigate how young consumers' final consumption decision changes towards Starbucks service/products due to interacting surrounding, however this would require the research question to be modified to how young consumers in both cities have been influenced by the external reality, when making a choice of which coffeehouse to go to, if one would wish to specifically focus on this aspect.

## Research Design

Research designs are characterized as inquiry models applying different methods of data collection. These are quantitative, qualitative and mixed methods approaches and their purpose is to become a path guiding the researchers with specific directions towards the desired findings which will reflect the target group of the investigation (Creswell, 2013). Others define the research design as "*strategies of inquiry* or as *bundle of skills*" (Denzin & Lincoln, 2005, p.14), which in other words is an assumption or practice that is used by investigators in order to proceed from theoretical paradigm to the empirical world or vice versa. It happens, that terms "research design" and "research method" are confused or even misunderstood, by the researchers and both are of a significant difference (Jalil, 2013). The first indicates reasonable and rightful framework of an inquiry, the second is data collection processes (Creswells, 2013).

Authors of this research apply iterative research design (Laurel, 2003). In these *strategies of inquiry* investigators do not move or operate in a single direction being a causal connection between theories and results, but rather move onward from one to another, throughout entire investigation. The incentive for this research has been a phenomenon observed in two very similar Starbucks stores in identical surroundings. The phenomenon has been reconfirmed by conducting another, planned observation in both stores which was reported with pictures and summed up with notes on the spots. This eventually, became a basis for final research question of this study. In order to provide possibly credible knowledge on the topic, the researchers reviewed secondary data shared by sociologists, philosophers and anthropologists who have spent years on in-depth investigation of consumers motivation. The purpose of this second step was to find appropriate theories regarding factors which

motivates young consumers to buy certain products/services.

The identity search (G. McCracken, 2006) and Hyper-narcissism (Lipovetsky G. , 2005) have been found the most appropriate background to respond to the research question. Those researchers' beliefs and assumptions (chapter 2) play an active part in creating the guideline that have led authors of the project to methodology and analysis stage. Furthermore, two theories became the basis of the survey distributed to the selected consumers. It has to be mentioned, that the final results of this investigation have potential to provide data able to introduce new, meaningful theoretical framework for future consumer motivation studies. Moreover, the findings of the research can be an interesting piece of knowledge to those who are investigated. The research may reveal what drags them into or away from certain brand, in this case Starbucks, which very often is an unconscious action of a consumer (Figure 3.1).

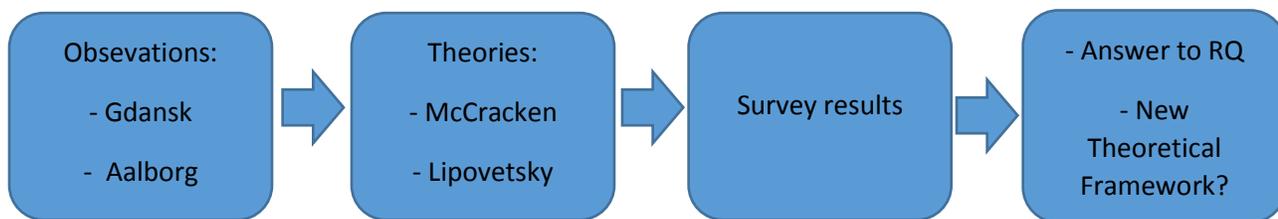


Figure 3.1. The project research guide.

*Starbucks young consumers consumption case study (Gdansk & Aalborg): an iterative research design*

An advantage of *iterative approach* applied by researchers is its ability to answer both *what* and *how* questions (Laurel, 2003); for the purposes of this project it is useful to find out which factors of those mentioned in Chapter 2 and later in Chapter 3 have an influence on young consumers' motivation or demotivation to enjoy Starbucks's services/products. As indicated by an *iterative research design*, the center element of the research are social actors and it is them who the entire focus is given to.



## Methods

The decision on which research design would be the most appropriate to apply for the purposes of the investigation belongs to the author. This choice, to some extent rests on the ontological and epistemological stances initially applied (Guba, 1990), which are described in the previous paragraph. The fact that there are several tools used to collect quality and quantity data, like: (Miles & Huberman, 1994; Bryman, 2012), encouraged authors of this study to use more than one method. Thus, in order to provide an answer to the research question of: what motivates young consumers to consume at Starbucks *mixed methods* approach is used; or as called by others – *triangulation* (Christ, 2007; Bryman, 2012). Mixed methods approach enables the researcher to combine few methods of data collection, so that the most possible knowledge credibility and reliability can be assured (Christ, 2007). As the purpose of the research is to identify “perspectives, believes – reasons” (Johnosn & Onwuegbuzie, 2004, p.16) justifying young consumers decisions, triangulation of observation and questionnaire seems suitable (Crawford 1997, p.78).

Considering the decision about the *sequence* of methods (Bryman A., 2012), it came naturally that the research has begun with observations, which later was repeated, in order to reconfirm report the knowledge. Further on, these findings have been supplemented with desk research, which purpose was to identify key information about Starbucks coffee-chain (Chapter 1). Moreover, the same method of data collection was used, while trying to identify relevant theories supporting the study. Thanks to desk research, authors were able to review significant amounts of materials, which enabled to abandon the sources that were found only partly matching the subject of investigation and eventually only the most appropriate were selected. Concerning the *priority decision* (Bryman A., 2012), it turned out to come naturally as well. Basing on secondary data findings (theories), the questionnaire has been created and handed to the selected group of consumers. This primary data collection tool (Bryman A., 2012) established why some of young consumers decide to visit the coffee-chain store and the others do not. Two observations, secondary data research and primary data collection tool (questionnaire) combined together contribute to the answer of the research question with mutual significance, positively influencing the reliability and trustworthiness of the study.



## Observation

As it has been already mentioned, authors of this project have started an entire idea with observation. This ethnographic method of data collection have led the researchers to an unexpected phenomenon of what seems to be very different occupancy levels in two Starbucks stores, which eventually became an incentive for further investigation. In this paragraph the focus will be on the methodological aspects related to observation, as the details of the data collection method itself are described in the first chapter.

Ethnography itself would encourage the researcher to focus on *participant observation* (Fetterman, 1997). If that would be the focus, investigators would combine active participation in lives of those who are the target group of the project with “*maintenance of a professional distance that allows adequate observation and recording of data*” (Fetterman, 1997). This technique would perhaps resemble experimental research in which a quasi-artificial environment is created for the researcher to have a control over fake factors, and at the same time where some of variables are purposely handled as part of experiment (Adler & Adler, 1984). However, researchers decided to unchangeably stick to non-participant observation as initially implemented. This strategy enabled to gather the firsthand data on behaviors and quantity of study participants. Furthermore, it provided with an opportunity of capturing a great variety of interactions and broadly explore the evaluation topic. Covered observation, which assumes that the observant is not aware of being a subject of investigation (Thyer, 2010), promises the minimal bias among the target group and that people are more likely to behave naturally. Due to these benefits, the evaluators received a chance to gain knowledge about aspects which participants may be unaware of, or unwilling to provide in an interview or participant-observation (Thyer, 2010).

The plan of observation has started with determining the focus. The researchers decided that will put emphasize particularly to movement<sup>6</sup> of young consumers inside and outside Starbucks’s stores. Clients were observed for approximately an hour and the frequency, length of stay, amounts of orders per one and inside shop activity was reported. Another purpose to be noted was consumers interactions, whether they actively engaged with employees or other clients. Moreover, when it comes to interaction, the observers aimed at finding out whether the target audience is confident about the product they pick, the place they choose to rest at, or their general self-confidence (see

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<sup>6</sup> Here it means entering and leaving the store by clients



Appendix no.1)<sup>7</sup>. This knowledge would indicate if the target audience of the study come to Starbucks frequently, for their own pleasure and for identity search/reflection, without having to ask them directly. Although, the second method of data collection – questionnaire was used and foremost this was the tool, which was believed to bring most significant answers, the explorers decided to support it with this non-participant observation technique.

Authors of this project used two tools for the design of data collection. Two most famous that were chosen are: *recording sheets and checklists* and *observation guides* (J. Silverman & J. Nelson, 2001). For the first tool a table has been used which contained all necessary facts to be marked when noticed. The second tool however, was rather frivolous method of making notes whenever something useful for the purpose of the observation has been noticed. This contained full sentences describing situation and bullet points (see Appendix no.1).

## Secondary data

The most common explanation of secondary data indicates, that this is the information which had been gathered by individuals or agencies in relation to specific purpose, but not exactly the same purposes as of those who search for the data (Green & Tull, 1993). The reason for that is the fact that the initial intention and objective of the project, of those explorers who collect the information first is rarely the same as the purpose of those who later look for the secondary data.

Although, secondary information is believed to have this major weakness of being useful only to some extent, it still provides the investigators with many interesting views and advantages (Crawford, 1997). The data gathered by others is cheaper or generally even free to use, when compared to costs of conducting primary data collection processes. Furthermore, Crawford (1997) informs that his analysis prove desk research to be more accurate than research conducted in first person. That view is justified with the fact, that secondary data publicly available to individuals is conducted and provided by e.g. government institutions or agencies, which have a backup of financial resources, so that their findings have as few limitations as possible (if any) (Crawford, 1997). Random researchers, such as students often cannot support their case studies with unlimited sources when collecting the primary data.

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<sup>7</sup> Appendix no.1 – detailed description of observations



For this research, the secondary data is used foremost for the facts providing information on Starbucks coffee-chain. This knowledge became very crucial, when introducing the reader to the brand and the general idea of the entire study. Moreover, the facts are reliable, as the knowledge has been gathered directly from Starbucks related websites. Finally, the desk research was used for the purposes of finding the relevant theories providing factors that were eventually used for the analysis of the project.

When talking about secondary data, one must keep in mind that it does have disadvantages too. Even though, the necessary and useful information for the particular topic are available, it might turn out that the primary research had been collected many years ago. The data, which is obsolete might not be useful anymore and rather disturb instead of support the study. In case of this project, the facts about Starbucks coffee-chain have been collected with updated resources. When it comes to theories, they are also rather up-to date as their authors conducted the research in the beginning of millennium<sup>8</sup>. Crawford (1997) mentions another aspect, which is a flaw of secondary data – the information provided by others can be to some extent prejudiced by the primary investigator. Due to the fact that the theory is a subjective opinion of the author, some of researchers are accused to bias the data, so that it corresponds with their believes and hypothesis (Crawford, 1997). The last of above mentioned disadvantages can become a significant problem concerning data collected via desk research and serious limitation to the investigation. Unfortunately, the researcher is not able to estimate, whether particular data is prejudiced or true. Furthermore, while using the information collected by others, the explorer has to analyze it cautiously and diligently so that the misunderstanding of author's view can be avoided. In case of Starbucks study, the pitfall might be a different understanding and definition of young consumers between different authors or by a misunderstanding of a phrase *motivation factors* in various sources (Vartanian, 2010).

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<sup>8</sup> Lipovetsky 2005, McCracken 2006



## Online Questionnaire

As already mentioned in the previous sections, the method chosen for primary knowledge collection is an online questionnaire. This provides numerous advantages to the collected data, but the most crucial purpose of this method was to identify what was the main factor or factors affecting young consumers decision to “consume” Starbucks in Gdansk and Aalborg. Interviewees answers were significant in this case, as the great majority of the research’s results are consequently based on the opinion of respondents, concerning aspects related to their motivation<sup>9</sup>. In order to avoid undesired bias, the respondents could not be aware of the specific purpose of the study (Bryman, 2012). Thus, the questions were carefully designed, so that they contain the hidden purpose. None of questions were asked directly and this strategy enabled authors to mask the real aims of factors, which were unnoticeably included inside the questions. Furthermore, significant aspect for the online questionnaire was to identify interconnection between findings provided by interviewees and knowledge gathered by initial observations.

Although *sampling* will be discussed later separately, authors of the project had believed to collect as many responses as possible, however the minimum was 60-70 so that the primary data provides valuable and reliable knowledge. To make sure, that respondents are not discouraged to take part in the investigation, the survey was gingerly designed, so that it does not take much time to answer, it is easy to fill and prevents anyone from potentially having confusing or stressful feelings (Dillman, 2000).

Having all things considered, the researchers decided to make sure that all questions are understandable and provide desired results. In order to do that, the questionnaire was tested by 5 young, but randomly chosen consumers and eventually slightly improved after receiving helpful comments regarding the order and clarity of questions. The survey itself begins with a brief description of the research, which provides comments and explanation, but without revealing the purpose of entire study.

As mentioned before, the survey had been tested before final spread out, due to comments provided by 5 respondents, the layout of all questions has been changed. In order to avoid confusion among interviewees, which happens when answers are depicted horizontally (Toepoel, Das & Soest, 2009), eventually the arrangement of answers were displayed vertically.

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<sup>9</sup> Motivation for visiting and consuming Starbucks’s products and service in Gdansk and Aalborg.



According to the testers' comments, in case of few questions the layout of answers had been wrong and this led to misunderstanding and confusion; and researchers could not beg themselves to have anything unclear in the online questionnaire, as it could lead to unreliability of findings. For the purpose of this study, one type of questions was implemented. The *multiple choice questions* enabled interweaves to mark one of provided answers. The survey's purpose was to reveal knowledge about only few motivating factors, thus respondents were given a chance to select only one answer instead of multiple and this has been a conscious decision of researchers. While in most cases having 4 answers to choose from, this strategic move enabled to give equal weight to each answer and eventually strictly assess, which factor/s is an individual respondent reflecting.

The online questionnaire was spread by authors. It was designed and assumed to be handed in to young consumers. However, the researchers strived for the survey to be delivered not only to those who have been to Starbucks or go there frequently, but also to the ones who have never been there. This various profiles of interviewees assured authors of the study that they would receive valuable knowledge on factors which motivate and at the same time demotivate consumers from "buying" Starbucks service and products<sup>10</sup>. The layout was designed with a help of Google Survey forms (Google.com, 2015 April 30). Thanks to this free of charge tool, the investigators could place all the questions and answers in one document with diverse design choices. After having submitted the questions a direct link was provided, which eventually was spread among authors potential respondents and following this virally spread further. The program provided also a platform, which gathered all respondents' activities and places them in various types of graphs and charts giving a clear look on the tendencies. Thanks to many options of statistics indicators, the most reader-friendly were chosen to depict significant findings, which are to be depicted later on in the project.

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<sup>10</sup> Factors, which are frequently mentioned reflect the assumptions of theories (McCracken 2006, Lipovetsky 2005 –see chapter 2)



## Sample

One of the most significant aspects to be considered when conducting online questionnaire is to make sure, that it will reach the desired target group (Bryman, 2012). Furthermore, it is vital to apply the most suitable strategy, especially while having two exactly the same populations to be investigated, but in two separate countries (Bryman, 2012, p. 226), as it happens in this project. Alan Bryman (2012) mentions, as he claims the most common and useful technique, called *convenience sampling* which becomes helpful when making the research on large populations. This strategy encourages the investigator to reach only the ones who are easily accessible, but still reflect the desired requirements of the target audience; however without putting too much effort into making sure that every individual answering the questionnaire perfectly matches the needs, as these effortful actions would consume too much time, while rewarding with little precision to findings (Bryman, 2012). It is believed, that this sampling technique is particularly useful when conducting research on public opinion (Bryman, 2012).

Although, the above mentioned method could be applied for the purposes of this particular investigation, the authors believed that it is vital to make sure that only the right people answer the questionnaire. This was also crucial, due not being sure how many would eventually take part in the study as this is always a respondent's own choice to fill in the survey. In case of having unsatisfying amount of answers, lack of precision in selecting the target group could seriously affect the reliability of final results.

Eventually, authors of this study found *snowball sampling* to be suitable to deliver the findings. In order to clarify what this method is about, the conditions that are necessary to be fulfilled by those answering the survey will be depicted.



Except the age range of 18-25, there is one main requirement expected to be fulfilled by participants in order to valuably take part in the research<sup>11</sup>:

- *Residence*: the study focuses on factors which motivate or demotivate young consumers to visit and buy Starbucks's service and products in two cities: Gdansk and Aalborg. The residence here is particularly important as the authors aim at finding out why young consumers in Gdansk visit Starbucks less frequently than the ones in Aalborg<sup>12</sup>. It was crucial that respondents of the questionnaire earn the local salaries, or are sponsored by someone (parents, government, etc.) who also receives paycheck economically corresponding to local situation. This assured the researchers that questions regarding prices and dining out tendencies reflect the true picture of young consumer who possess or spends at least similar amount of money as the peers.

The study assumes gathering results from both cities, located in two different countries. While having the same target group in both places to gain the knowledge from, authors decided to implement the same strategy for contacting the respondents and receiving answers from them. Thanks to this strategy, it was possible to assure, that results gathered in the same pattern and period of time will provide most reliable outcomes.

While aiming at receiving answers only from applicable respondents, the survey was sent to everyone, who according to authors could potentially meet the conditions. Initially, it was posted on local Study Groups forums, where the questionnaire had very high chances on being answered by people within the age range. Due to unsatisfying amounts of participants, in the following days the questionnaire was sent to local acquaintances of the study authors via social media channels<sup>13</sup>. The aim was to collect as many responses as possible, however the expected minimum was 60. In order to make sure that the questionnaire reaches further than local study forums and authors acquaintances, everyone participating in the study was kindly asked to forward the link to another potential knowledge provider. The minimum amount of expected responses was assessed with a help of *Sample Size Calculator* (CRS, 2016), which is a public service enabling accurate research on the desired population. The tool provides information on how many individuals should take part in the

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<sup>11</sup> Valuably – here means to be the knowledge provider whose demographic situation enables him to fulfill the survey without interfering with the desired picture of participant.

<sup>12</sup> The assumption as per observations.

<sup>13</sup> In this case Facebook



study, so that the results are reliable. There are two terms, which are crucial to be inserted while calculating the sample. *Confidence Interval* (Margin of error) is a variable, which indicates how many individuals would choose the particular answer if the study was conducted on the entire population. For this research authors decided to place the *confidence interval* on the level of 11. This means, that if statistically 50% of the sample picks a certain answer, the researchers could be “sure” that if the entire relevant population had been asked between 61% (50+11) and 39% (50-11) would have made the same choice. Another variable, which has to be defined in order to calculate the relevant sample is the *confidence level*. It is a figure to be chosen between 99% or 95% and it provides an information on how sure a researcher can be about the *confidence interval* itself. In this case 95% of *confidence level* has been chosen, thus the authors of the study can be 95% sure that the opinion of entire population lies somewhere in between 61-39% (CRS, 2016). Furthermore, the population size has to be provided to the calculating tool. Having gathered all these variables, the researchers received samples of 73 and 56 for Gdansk and Aalborg respectively. In that situation, it has been decided to aim at 60 relevant responses of the online questionnaire for both locations.

## Online Questionnaire Formulation

Previous sections of methodology chapter have proven that the secondary data, being facts supporting the knowledge and primary data collection are equally important and supplement one another. As there are two separate theories, which authors of this project introduced in order to identify significant factors motivating young buyers to consume Starbucks service and products (McCracken, 2006; Lipovetsky 2005), it is crucial for the survey to ask questions pertaining to each factor. This strategy also assures the researcher that unnecessary and inadequate questions for the investigation will not be asked (Bryman, 2012, p. 254).

Having all things considered, in the next sections a short explanation and purpose of all questions included in the survey will be provided. It happens that the word *dine out* appears in the questionnaire – this phrase was used in order to gather general knowledge about young consumers habits when it comes to aspects which motivate or demotivate them to consume at home or outside and spend less or more on these activities. Questions which contain the phrase will later be confronted with results of questions, which specifically touch Starbucks products and service



consumption, although *dine out* also contains the coffee-house consumption.

There have been made two separate surveys for Poland and Denmark, with only few differences, concerning residence and currency.

## Demographic Questions

These questions will assure the authors that only the target group takes part in the research and provide information on the gender of respondents.

### ***Q1 – Are You in the age between 18-25?***

At this very first step, the respondent is asked about the age, which would determine whether he is a *young consumer*. This strategic move of placing the question in the beginning enabled authors and participants to save time. The respondent is automatically rejected when not fulfilling this requirement, so that he does not have to spend any more time on fulfilling the rest of the survey and authors are sure that his participation will not affect findings.

### ***Q2 – What is your gender?***

Although, this question itself does not bring much to the study, it is interesting to find out whether it is female or male that visit Starbucks more often. This question might be of a great bias, as the result would depend on what gender has it eventually reached more, because the authors did not track and strive for receiving exactly similar amount of answers from both genders; thus this question will not be deeply analysed later in the project. However, it might be an interesting aspect to be investigated in further research within this topic.

### ***Q3 - Are You permanent resident of the country in which You are currently staying?***

As already mentioned before, this question is of a high significance to the final results. It determines, whether the respondent is a consumer who reflect the current economic situation of the country (Poland or Denmark). Those who answered “No” were automatically rejected from completing the questionnaire.

## General Questions

The purpose of these questions is to identify the general patterns of young consumers when it comes to consuming outside home. Visiting Starbucks is also an outside home consumption, thus the



knowledge provided by these questions enables authors to find out whether it corresponds with Lipovetsky's (2005) and McCracken's (2006) general theories.

#### ***Q4 - Where do You usually dine?***

The first one of general questions aims at identifying whether young consumers tend to consume outside home, without any specific focus on food or drinks. Answers to this question will be confronted with the ones specifically asked for Starbucks consumption.

#### ***Q5 – How often do You dine out?***

Obtaining knowledge regarding participants dining habits is crucial. It is significant from the marketing and economic stance to find out whether those young consumers generally dine out without any focus on the service provider brand and type, or perhaps would only visit Starbucks.

#### ***Q6. If Rarely or Never, why?***

This particular question is an extension of the previous one. As the researchers are looking for factors which motivate young consumers to visit Starbucks/dine out, they are still highly interested in aspects, which discourage them to dine out. This knowledge would be interesting especially while analysing the Gdansk district, as there are have been far less consumers seen in Starbucks store.

#### ***Q7. How do You make a decision about dining out?***

It is also vital for the project to test the theories, which were used. The question no.7 is about to reveal whether McCracken's (2006) view on people having the need to search for identities is reflected by two populations (Gdansk, Aalborg). Each of three answers identify different person and informs whether the respondent strictly follows his own tastes – to some extent reflecting his/her identity or whether follows friends tastes.

Author of the theory (McCracken, 2006) explains that consumers tend to follow celebrities and other famous individuals while choosing the particular live-style or brand, however in this case the researchers found friends as the ones also suitable for the research and at the same time it is more down-to-the-earth question. It was believed that if including the word *celebrities* or *famous person* in the question, it could warn the respondent and make him think about the question, which was undesired.



***Q8. Once You decided to dine out, do You ever reconsider it due to financial resources?***

As mentioned before, it is crucial to test the theories, as these indicate the factors motivating young consumers. Furthermore, the general knowledge in regards to theories would indicate whether tested factors motivating or demotivating young consumers are applied to general dining out patterns or particularly to Starbucks store. The above question applies Lipovetsky's (2005) view on *hyper-narcissism*.

***Q9. Would You pay 12 PLN/ 40DKK for a coffee out?***

Although there are certain factors indicated by the authors of two theories, the economic situation and consideration of whether products are not overpriced in a certain country is also a very important aspect, as it might be demotivating to consumers. Moreover, knowledge gained from this question can be useful for hyper-narcissism (Lipovetsky, 2006), because the theory indicates that consumers pay higher attention to practicality of the product/ service acquired.

### Questions specifically related to Starbucks

***Q10. Do You ever visit Starbucks?***

***Q11. If Yes, how often do You go to Starbucks?***

These two questions provide knowledge on whether the Starbucks is a common place to visit among young consumers, or at least whether they have ever been there. By placing questions no. 10 and 11 in the survey, authors aim at finding correlation with the initial observations that had become an incentive for the problem formulation. Particularly the question concerning the frequency of respondents visits to Starbucks provides an answer to whether the observations had been accurate and reflect the reality.

***Q12. If No, why?***

Although, the researchers initially assumed that most of participants of the study have been to Starbucks at least once, there might be a few who have not. By selecting the answer to this question respondents would inform about the reason for not having been to Starbucks, which in turn



provides with a factor that has been discouraging them. 3<sup>rd</sup> and 4<sup>th</sup> answers given by authors of the project are in regards to both theories used for the purposes of this study.

***Q13. Which of below, do you/ would you find attractive about Starbucks?***

Similarly to the previous question, researchers strive for information regarding factors which are derived from Lipovetsky's (2005)<sup>14</sup> and McCracken's (2006)<sup>15</sup> theories.

***Q14. How do You feel about the value for money at Starbucks?***

This last question has a similar purpose as *number 9*, however this time is strictly applied for visits at Starbucks. Furthermore, it touches hyper-narcissism concerns regarding pricing of the practical (or not) product. Additionally, the answer to this question can indicate the correlation with results of authors initial observations.

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<sup>14</sup> 1st answer to this question applies to Lipovetsky (2005)

<sup>15</sup> 3rd answer to this question applies to McCracken (2006)



## Methods of Analysis

The first step of the following chapter will be to introduce the reader to the knowledge gained from primary data collection methods. As there were two online questionnaires spread to consumers, they will be analyzed separately. In the beginning authors will introduce the results of surveys together with explanations of each question and answers provided to participants, so that the reader has a clear view on what do the research gain from provided questions as well as answers that one could choose from. Answers to some extent were a result of theories chosen for the study. At that first step of introduction, only facts will be provided and in order to avoid confusion there will be individual sections created for findings gained in Gdansk and in Aalborg. Later in the project the research will focus on the meaning and comparison of results together with secondary data of McCracken's (2006) and Lipovetsky's (2005) theories (Gould, 2011). Hopefully, the combination of entire knowledge gathered for the purposes of this study will provide the full answer to how the particular factors affect young consumers buying behavior of Starbucks in both cities and possibly justify the phenomenon that had been noticed during observations. However, before starting the analysis of results, it has to be mentioned that the theories and factors derived from them are the author's individual and subjective choice. What is more, the researchers applied critical approach to online questionnaire findings (Gould, 2011), thus the results might bring a new, interesting view on the topic. This can be also supported with a possibility, that combination of these two secondary data backgrounds' have never been combined in this kind of environment<sup>16</sup> before. Thanks to that, the study becomes an individual master project that has been motivated by authors curiosity of Starbucks stores occupation phenomenon in two cities.

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<sup>16</sup> Environment – particular surrounding of using the theories for young consumers study only and for Starbucks coffee chain stores in two different cities.



## Analysis

As stated before, the following chapter is divided in two parts, where the first one will concentrate on separate analysis of the Aalborg participants answers from the ones of Gdansk. The second step will introduce a comparative discussion, which will merge and further inspect data in a combination. In other words, the results from both questionnaires will be combined and supplemented with secondary data derived from theories. Furthermore, the meaning of findings will be indicated, so that it can be understood how do the researched factors influence young adults consumption of Starbucks in both cities. In the final part of the project, the conclusions are going to be put forward together with recommendations of what would be desirable for Starbucks to implement in these two different marketers if they want to attract more young consumers. Analysing the participants answers independently from each other in the context of Gdansk and Aalborg before comparing it to other results will allow for an independent view of Danish/Polish young consumers. Their habits and attitudes towards Starbucks will be examined and looked closely upon in general, based on the group statistics. In this way it is also possible to gain an insight into the scope of them actually enjoying Starbucks and its products in Aalborg and Gdansk and to find out some statistical data such as how often do they visit the establishment in their city. This statistical data can be seen on the graph depicted in the comparison section of the analysis or alternatively an individual detailed overview can be seen in the appendix (Appendix no. 2).

### Gdansk questionnaire analysis

The researchers of this project managed to collect 63 responses from consumers in Gdansk, which is satisfactory as the desired minimum was 60. Luckily all of participants qualified for the research, which is a result of 100% of respondents being in the age between 18-25 and also residing in the country of where the research took place. Interesting, although not highly influential is the fact coming out of another question. Thus, most of the results as of Gdansk city was provided by female respondents. The researchers did not aim at any particular group of those and expected to have more less similar amount of responses from both, however in the end 65% of all were female, while 35% were male. This knowledge gives an interesting incentive for further research, however might be also meaningful to this particular study if it happens that proportions of male and female responses



from Denmark are opposite. In such a case, the investigation could be accused for being unreliable as majority of answers provided in Poland would come from women, while in Denmark from men. It is believed, that man may often have a different opinion on certain aspects of life than female (Gino, 2015), thus ideally the responses from both countries should be equal while analyzing gender of participants. The fact, that in Gdansk more female responses were collected may be explained by accidental distribution or their greater willingness to take part in a questionnaire. Another interesting results came from *question 3*. All of respondents providing primary knowledge to the researchers have a permanent residence in Poland, which could mean that they earn they resources in this country, or their parents earn here and then they spend money in Gdansk. They are a part of this local economic zone. As explained in the previous section, this question is of a great meaning to the study. It was important for investigators to collect answers from those who stay in Gdansk permanently, so that their price-sensitivity is possibly the same.

Another part of the online survey consist of *general questions* related to the topic and theories, which provided factors that are a subject of investigation. The researchers asked respondents from Gdansk about *Where do they usually dine?* The great majority of participants indicated *Home* as a place of where they usually consume. The other answer, which scored high was *All of the above*, informing that respondents tend to eat also outside in *Restaurants* and *On the go*, which means that they eat self-prepared or ordered food on the way to the destination. This question and answers to choose from do not mean much when acting independently, especially when the common knowledge is the fact that most of people actually would indicate *Home* as a place, which they consume most often at (Snortum, 2014). However, together with the following question of *How often do You dine out?* the combination of both gain importance. To the frequency of dining out, almost 60% answered *Rarely*. Together with previous question, the researcher could assume that, young consumers in Gdansk do not find it common to eat outside home. Also, by seeing that the second most popular answer in the previous question was *all of the above*, it can be noticed, that the target group of the research has a certain reason for focusing on eating at home. In order to potentially identify the reason of those who chose *Rarely* or *Never* in question 5<sup>17</sup>, the following question asks participants to identify the discouraging factor. The factor, which scored the highest amount of marks was – *It's not practical* (to dine out), as almost 50% of all chose this answer. Not many less, because 30% chose the *financial resources* as a reason for why they prefer to eat at home.

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<sup>17</sup> Q5 – How often do You dine out?



14% indicated *high prices* in local restaurants as a discouraging aspect and 7% claim to prefer to *cook themselves*.

Another question, being a part of a general knowledge to be gained is strictly related to McCracken's (2006) theory, unlike the previous ones, which were touching aspects introduced by Lipovetsky (2005). Thus, *question 7, How do You make a decision about dining out?* is believed to clarify, whether young consumers in Gdansk have a need for identity search, meaning - do they tend to follow idols and friends, or perhaps they create their own story-life and do not let anyone influence their preferences. The great majority of respondents indicated, that they *Decide themselves* (60%). Then, the others, being 28% claim to be *sometimes influenced by friends* and 12% of 63 respondents *usually follow others*. Although, the sample might not impress the readers and does not let researchers to generalize; these answers prove McCracken wrong, as according to his believes consumers<sup>18</sup> often have their own preferences towards certain brands, life-style, etc., but they still happen to undergo the pressure of peers and eventually resign from their own identity (if they have one) or they copy their idols behaviors, tendencies and likes, which end up with lacking self-identity (McCracken, 2006). Question number 8, is related to the other researcher, who the investigators of this study got inspired by (Lipovetsky, 2005). As the French sociologist, claims that these days consumers tend to be price-sensitive and anxious about their future due to financial resources, the authors of this study asked respondents if *Once they decided to dine out do they ever reconsider it due to financial resources?* In case of this one, young consumers from Gdansk were not as agreeable as in previous questions. Majority – 46% answered *Sometimes I reconsider* and 32% indicated that they *Always reconsider*. The rest – 19% informed, that they *Never reconsider* once the decision has been made. Although, the answers to this question were mostly divided between first two of all provided, they consequently go hand in hand with previous questions slowly letting the researchers conclude that it is not common to dine outside among young consumers in Gdansk and that the reason behind it are financial aspects. Responses also confirm Lipovetsky's believe. However, in order to reveal the exact knowledge behind the view of consumers being afraid to spend too much (Lipovetsky, 2005) the 9<sup>th</sup> question was designed. *Would You pay 12 PLN for a coffee out?* Although, this one strictly focuses on coffee, which is Starbucks's top product (Starbucks, 2016) it is still among the general ones. More than 70% of participants indicated that *Maybe* they would pay 12 PLN for a coffee out. Answers: *Never* and *Yes* scored 13% and 16% accordingly.

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<sup>18</sup> All consumers, not only young. The author does not divide his target group according to age.



This result does not dispel doubts about young consumers in Gdansk being price-sensitive, but at the same time does not indicate that they do not care about it. *Maybe* – means that 12 PLN for a cup of coffee is not what they would spend without hesitation, which informs, that this price concerns them to some extent.

The last section of the online survey touches questions strictly related to Starbucks. It was important to make sure that if not all, then at least the majority of respondents have been to Starbucks or visits it on the regular basis. This would assure valuable results, as presence in Starbucks gives clients - respondents an opportunity to create the opinion about the place and their experience of it. Thus, the question *number 10* revealed, that 90% of respondents have at least once in their lives been to Starbucks. There were few, who have never been to the American coffee-chain store, but the following parts of the survey also enable them to valuably contribute to the study. The purpose of another question is to inform the researchers of whether their observations made prior to the study had been accurate. Those, who answered *Yes* in previous question, this time were asked *How often do they go to Starbucks?* 70% of respondents indicated that they *visit Starbucks 1-6 times per year*, which is rather rarely. 18% claim to visit the place *once a month* and the answer, which is indicating the most frequent visits of all – *Once a week* collected the least amount of marks. The results coming out of *question number 11* prove the phenomenon noticed during observations, that young consumers in Poland do not visit Starbucks very often. Another question of those related to Starbucks touches general habits and theories used in the project. Those, who do not go to Starbucks very often, who are the majority in this case, are of the opinion that the American coffee-chain is too expensive – 55% out of 40 who answered the question do not go there frequently because of its *high prices*. This knowledge corresponds with Gilles Lipovetsky's view (2005) on consumers price-sensitivity and anxiety about future, due concerns about financial resources. Another choice, which collected significant amount of responses was: *I am confused by its frequently changing menu*. The interesting information resulting of this one, is the fact that it is a factor which is introduced by McCracken (2006). The author believes, that consumers are divided into those who are motivated by changes and variety; and to those who highly dislike anything that is new, as they prefer to stick to what is commonly known and what they feel confident about<sup>19</sup>. The knowledge revealed by this question becomes even more interesting, when one compares the results to the other two answers that were provided to participants of the online questionnaire. Only few of young consumers in

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<sup>19</sup> This is a factor, which touches 5 Flocks view



Gdansk market *I do not like to dine out* and *I do not like Starbucks*. This indicates, that respondents are not consequent anymore in providing a clear message that they *prefer to eat at home* and *it is not practical to dine out*, as it took place in case of general questions. While revealing the information strictly touching Starbucks coffee-chain, young consumers chose factors, which were derived from theories. This proved, that those two theories authors correctly identified aspects, which motivate consumers to visit certain place, in this case Starbucks. *Question number 13* asked participants *Which of below do You/ would You find attractive about Starbucks?* Appearance of a word “*would*” enables everyone to mark an answer, even those who have never been to Starbucks had a chance to reveal their opinion. This was also possible, because provided answers contained facts about the American coffee-chain stores, like the interior design and features about the menu. These facts were derived from secondary data (Starbucks, 2016). Respondents were given a chance to mark a factor, which would possibly encourage them to visit the place. Authors mentioned four answers to the 13<sup>th</sup> question and two of them collected almost 70% of all taking part. *Menu variety* was chosen as the most attractive factor motivating young consumers in Gdansk to visit Starbucks. Also *seasonality of the menu* at the stores was a popular answer and collected 35% of 63 responses. This knowledge becomes interesting, when confronted with *question 12*, where 20% of participants indicated that they are *confused by constantly changing menu*. Even though, 20% is not a significant amount, it still became number 2 answer, which now interferes with *seasonality of the menu* from *question 13*. It is hard to find out, what might be the reason for such a different answers in two neighbor questions, however authors believe that it is due to lack of respondents-satisfying answers in *question 13*. The online questionnaire participants might have been of the opinion that Starbucks is not too expensive for them and at the same time none of other answers matched their opinion, thus they chose *the confusion of constantly changing menu*. Furthermore, this 20% of respondents is “only” 8 individuals.

The last question in the questionnaire, How do You feel about the value for money at Starbucks has again proved unanimity among young consumers in Gdansk. Over 60% of respondents are of the opinion that the coffee-stores of American brand are *Overpriced/ too expensive*. This tendency goes strongly hand in hand with *question 12*, where most of respondents also chose *too expensive*. The second most common answer in the last question of the survey informs that to some the prices at Starbucks are *Fair*, however only 27% participants marked that one.



The end part of the questionnaire proves, that prices have a great meaning to young consumers. Furthermore, high amount of respondents indicating prices being too high at Starbucks, inform that the American coffee-house chain does not meet expectations and financial potential of the target group for this project. One may also say, that young consumers in Gdansk generally do not tend to dine out and having a coffee outside is also within this assumption. The majority of those claim that dining out is not practical or that they do not have sources for this “luxury”. Thus, following these revelation, it can be argued that even though Starbucks has been indicated as overpriced, the reason for why young consumers in Gdansk do not go there is also their general pattern of not dining out. Another interesting aspect, which can be concluded from the last questions of the survey, but also from some of general ones is that high prices might seem like a factor which is more demotivating from visiting Starbucks, than any other factor that was derived from theories of McCracken (2006) and Lipovetsky (2005). The French sociologist indicated that consumers tend to be worried about their future financial situation and that is why they often reconsider the purchase, but he does not directly indicate that it is high prices, which discourage from buying (Lipovetsky, 2005). It could be also low value of a certain product, which makes buyers rethink the acquisition. Even though, none of both sociologist mentioned high prices in their believes, authors of the report has assumed that this also might be a factor influencing the decision of whether to visit Starbucks or not. Thus, the questions related to this aspect appeared in the online surveys. Furthermore, as mentioned before, some of results of the questionnaire will be confronted with economic situation of both countries and with Geert Hofstede’s cultural dimensions (1984). However, these will only come in the following sections of the chapter.



## Aalborg questionnaire analysis

Starting the survey with an age group question paves the way for other questions that follow, and it has also been confirmed by all the participants that they are in this age group (18 - 25). All the other participants were automatically redirected towards ending the survey and their answers have not been counted in any other part of the survey. Therefore, with two different answers *Yes* and *No*, it is safe to conclude that all participants, that is 67 of them (100%) have the positive answer on this question. This makes sure all the participants are what was defined by researchers as young consumers, as the research is dealing with young consumers' habits, views and positions towards Starbucks.

The next question was referring to gender - with this question, which offered two answers *Male* and *Female*, participants perception of their gender was inspected with the result of 26 of respondents in Aalborg (38.8% of the total respondents in Aalborg) answering *Male*, and 41 (61.2%) choosing *Female*, meaning the survey performed in Aalborg offered more answers from female gender, similarly to the one research conducted in Gdansk.. The survey was not directed towards any specific gender and it could be said that the result in gender imbalance was coincidental. It should be stated that Danish survey was more inclined towards female consumers, even though the survey reached a significant male population as well with almost 40% of the respondents being male. Whether this means more females are interested in doing surveys about coffee consumption is unclear as this could purely be a coincidence. Also, whether the answers would differ if they were answered more from the male perspective remains unclear.

The following question referring to permanent residence in Denmark was also one of the automatic questions which made sure all of the respondents were residing in Denmark, meaning the person is either of Danish nationality or living in Denmark on a long basis with a permanent residence – meaning they supposedly have the same opportunities, income and social status as a Danish person if the case is they are not already Danish. The answer *No* was redirecting foreign participants such as exchange students or tourists out of the survey, meaning 67 (100%) were left with a positive answer, securing the validity of the research, as the young consumers were contrasted also as Polish and Danish, in terms of nationality. After this, question: “*Where do you usually dine?*” followed. Out of 4 answer options that were presented, Aalborg participants chose *Home* as the most popular option with 46 answers (66.7%). The next common answer was *All of the above* including *home, restaurants* and *on the go* options with a percentage of 26.9. The “*Restaurants*” option was



chosen by 4.5%, while *on the go* answer was chosen by no participants (0.00%). This statistical information from the participants' answers, when combined, tells that the Danish young consumers usually dine at home while sometimes eating out, usually in the restaurant setting. The results show a strong tendency to eat home among young people, however, with a stable restaurant culture, with more than 30% of respondents answering they eat predominantly or at least occasionally at the restaurant.

Another question: “*How often do you dine out?*” was revealing the habits of the young consumers considering the frequency of going out for a dining experience. The result has showed that young consumers in Aalborg are going out for dining, with very few respondents reporting the answer *Never*, that is 1.5 %. However, they also did not go out dining too frequent, with 65.7% reporting *Rarely* as the perceived frequency, while 20.9 % reported *Very often* and another 11.9% reporting *Often*. These results show that the young population of the city has a strong dining culture of visiting restaurants, coffee shops and other consumer establishments.

After that the survey moves on to inspect motives, starting with the question of: “*If Rarely or Never why?*”. This question offered interesting answers and gave an insight into the consumer mentality of the Danish young consumers. The question was not obligatory and it was answered only by the people who rarely or never go dining. Of those responding on this question, 41% of consumers feel that their *financial resources are low*, hence this is why they do not visit on a more frequent basis. 31.3 % of participants said the *prices are too high* – while only 18.8 % said they *like to cook themselves*. Even lower amount of answers was represented in the category of *it is not practical*. From this it can be concluded that the most of the surveyed young Danish consumer feel not that the prices are too high – but rather they feel like they would need to have a higher financial resources. According to the published data, most of the young females in Denmark are enrolled in an institution of tertiary education, and as this research has most of the respondents self-identifying as females, it could easily be that this research has encompassed a lot of students (Denmark Edu. Stats, 2002). This could explain the differences of perception of financial resources, whereas Danish students / young people could feel that the prices are not too high, but the financial resources are not adequate in their case. However, prices are still perceived as high enough to affect consumption of young people in Aalborg. Other reasons of not consuming meals outside of their homes were almost negligible with few answering they like to cook and this could keep them at eating home, while even less think that it is not practical (8.3 %, meaning most of young consumers like the idea of eating out



and recognize it as a valid alternative to preparing food/coffee or other food and beverages at home instead of the establishments.

After that the participants moved to answer the question of: “*How do you make a decision about dining out?*”. In this research question - answering helped the project in terms of assessing to what degree do consumers make decisions in two different cities. The result in Aalborg was that most of young consumers (46.3 %) make decision exclusively themselves, while sometimes they follow their friends (43.3 %). Not many are following exclusively their friends (10.4%). This means that in the terms of consumption of food and beverages outside their homes it is important for the consumers to be all motivated each and individually but as well as a group.

After learning about the participants decision making processes the next question moves into investigating their reconsideration options with the question: “*Once you decided to dine out, do you ever reconsider it due to financial resources?*”. This research question has not offered any clear results, as the three options were almost fully equally represented in the results by the participants. 32.8 % answered that they *almost always think twice before dining out*, while exactly the same amount said they *never reconsider dining out*. The compromise answer is reached throughout the “medium” answer which said *Sometimes I reconsider dining out*, which was also the most represented answer, even though with a narrow margin, 34.3 %. It would be possible to say that this answer is left unclear from the perspective of young Danish consumers, as one large proportion of participants’ reconsider dining out while others simply do not, and reveals precaution of spending money for dining out, even though it has a reserved nature and Danish consumers do not seem to be fully preoccupied with reconsidering their decisions multiple times.

Following question was trying to inspect participants willingness to pay a certain amount of money for a coffee out with the question: *Would you pay 30 DKK for a coffee out?*. DKK 30 as a price of an average simple coffee in Starbucks was taken as a medium price as to be presented to the participant through the survey. The majority of the participants have answered, that they would pay this price for a coffee outside their home (53%). Another 32.8 %, said they would maybe pay this price, while 13.4 % said they would never pay this price. This shows, that Aalborg consumers in question are generally ready to pay the price of the coffee and are willing to spend some of their money on going out. The result also shows, that there is a small minority, representing those, who are not willing to spend this amount of money outside.



The next question: “*Do you ever visit Starbucks?*” was trying to gather simple answers. Looking at the data from this question, between two answers “*Yes*” and “*No*”, the majority of the consumers have stated that they *do sometimes visit Starbucks* 68.7 %. This gives research a positive note, as most of the respondents do sometimes visit Starbucks which enabled the rest of the questions to have an impact on the further analysis, as well as acknowledging Starbucks as a valid and recognized established coffee shop chain establishment in Aalborg.

Choosing from different answers on the question: “*If yes, how often do you go to Starbucks?*” respondents have stated they visit Starbucks regularly, but not often. Majority of respondents chose the option of *1-6 times a year* with 56.3 %, meaning the young consumers visit, however they are not there too often. The second most represented answer was *Two-three times per month* which represents the more eager consumer segment of the young population in Aalborg with 27.1%. *Once a month* answer was chosen by 16.7 %, while absolutely no answers came to the *Once per week* section. This shows a rather divided statistics in terms of visits with the majority of consumers not visiting frequently, while the other group visiting more frequently. However, the research has shown Starbucks to be recognized as a valid dining option, which is present and visited, but not on a very frequent basis.

Following question: *If no, why?* has tried to examine the negative motives of why do consumers not visit more. Reading the answers to this question reveals that young Danish consumers like to dine out with 0.00 % answering *I do not like to dine out*. Almost a quarter of the respondents, who answered why they do not visit, said they *Do not like Starbucks* (24.2 %). Other consumers specified their answer more with picking *I am confused with its frequently changing menu* (12%). However, the most of consumers, who do not visit Starbucks have stated the problem is prices, with majority stating that the *Starbucks is too expensive* (63.6%), which is possibly a result of the perceived price of Starbucks. If one compares this to the share of people saying they do not want to pay 30 DKK for a coffee, it might be as well that this is the same share of people.

The question: *Which of below, do you/ would you find attractive about Starbucks?* had a goal of investigating the positive (attractive) sides of visit and consuming at Starbucks shop. Danish young consumers have shown to be recognizing all the different aspects of the Starbucks such as: *Value for the money, Menu variety, Seasonality of the menu* and *Wooden interior design*, which were offered as answers, with each one of them being notably represented. *Value for the money* has collected the least, but still significant recognition among the consumers with 17.9%, answering they



appreciate the quality of Starbucks products compared to its prices. The next more represented answer was *Menu variety* with 22.4 % share of the total - showing that the consumers appreciate the diversity of the offered beverages, cakes and meals, as was also shown and confirmed with a heavily represented option of *Seasonality of the menu* (35.8%), which was the most common chosen answer on this question. This is clearly pointing the research towards understanding young Danish consumers as appreciating Starbucks' efforts of offering new experiences towards its customers and guests. This goes in line with the theory of observing, understanding and subsequently grouping consumers through the McCracken's theory on how much do they accept new products and how eager are they to new tastes, in which context Danish young consumers seem to be open and willing to try new products. Another interesting result was that Danish young consumers opted for appreciating Starbucks' distinctive wooden interior - with surprising 23.9% choosing this option as the reason why they might choose Starbucks over other coffee shops in Aalborg. The researchers of this project did not expect this answer to score significant amount of marks due to its lack of match to the other three. Furthermore, it was believed that prices and menu - related information will be more attractive in case of young consumers, who are said to be more price-sensitive, than any other type of consumers. This is foremost due to the fact, that there are probably many students among the target group of the research. Thus, received results shows a high awareness among young people when it comes to interior design and atmosphere. It also means these consumers have a high tendency towards giving attention to such things as surroundings and interiors, scoring high on the list. Even though, the difference in amount of marks is not big, the fact is that interior design is more attractive for young consumers in Aalborg than menu variety (more than 22%).

The last question: *How do you feel about the value for money at Starbucks?* was looking into the perception of quality by consumers given the products price. When faced with the question of how do they feel about the value for their money at Starbucks, most of the young consumers answered, that they perceive it as *too expensive/overpriced* (71.6 %), with a significant portion (almost a quarter) classifying it either as *Cheap* 20.9 % or *Fair* (1.5 %). Thus, the results of this last question confirm findings of the previous one. Value for money was not attractive for young consumers, because they must have had their own experience of not receiving the product worth the money, which they paid for it. This shows that even when visiting Starbucks, young consumers are examining the value of the money and they are sending a message that quality or quantity of the products for its price should be better. A further quarter of consumers is pleased or even considers it



cheap, judging Starbucks as an easily affordable establishment, where they can dine often if wished so.

## Comparative discussion

While looking at the findings provided from both questionnaires simultaneously the authors will compare the two different survey results gathered from two cities and analyse it. Survey started with the question about the age group as seen in previous examples. This was significant for the research question, so that only the targeted group provided the data. Other results were not processed in the survey while both surveys ended up with a significant solid response in both countries, and as well a similar number of respondents which in turn allowed the researchers to continue the project and conduct the analysis.

Moving to the next question one can see the gender results were slightly unbalanced in both surveys, as seen, the female respondents had a higher survey share, more so than males, in both surveys. As the participants gender is not a key focus in this project, the influence of ones' gender on their consumption habits will not be expected or analysed. The gender data was gathered solely for the purpose of statistical information which gives an image of the equal representation in both surveys, meaning gender cannot play a role in the differences between two given analysed results. This way it is easy to conclude that there is no room for gender bias in the survey results.

Considering the question about residence in the given country, the survey has collected a significant amount of people who actually live in the city and are not otherwise visiting in the form of tourism or exchange student programs. The answers have been collected with the similar amount of participants, 67 in Denmark and 63 in Poland, meaning the comparison is easy to be done. The residency condition was one of the primary factors in validating the thesis, as the whole concept is based upon consumption among young people in two different parallel societies and cities. Without this factor from the survey the whole research would not be able to continue. Hence, the fact that 100% of all participants in both surveys had a residence in the actual cities allows the whole project to gain validity.

Question 4 had a purpose of finding the usual dining setting. Moving forward with analysing questions one might notice that respondents answering *Where do you usually dine?* provided similar results in both locations - Gdansk and Aalborg, with almost equal of participants saying they prefer



eating home (60-70% in both cases). Even when the purpose of the survey was to find out what are the factors influencing their consumption of particular Starbucks store, it was still interesting to find out how many of the young people actually dine out and whether it corresponds with the latter results of questions related specifically to visiting American coffee-house chain. In case of Gdansk, the answers confirmed the researchers doubts of not having a very strong dining numbers, which in one way supports the observations. However in case of Aalborg the same showed up and it seems the youth in these two cities do not differ in terms of where they normally dine. As both cities have Universities one might suppose, that these results are influenced by the youth's lifestyle. Considering that many in both places could be students, as well as the nature of spreading the survey through, often, university contacts, may potentially indicate that they could strongly prefer home because it is the cheapest option.

In the next question, which was aimed to conduct a research into generalized frequency pattern of consumption the results are also fairly similar, however, it is noticeable that there are more people in Aalborg, who have pointed towards *very often* as the amount of times they go out dining. This could be used as an argument to confirm that young consumers from the Danish city are more inclined towards going out in general and dining outside often. However, they have not showed exceptionally high levels compared to findings from Gdansk, who still do not fall much behind their Danish peers. Both groups in general eat outside rarely and prefer to stay home. Even though the observations made prior to the entire study on consumption took place in specific Starbucks' stores it still is a piece of general dining out patterns. Thus, the results provided from *question 5* do not correspond with what had been noticed in both stores. Although, one may say, that even though having a coffee outside home can be qualified to general dining out patterns, it may be also said that a coffee consumption (which is Starbucks' top product) may be motivated with different factors. Those, who drink this black caffeine product can be of an opinion that it is such a daily routine, that cannot be called dining out. In this case, the question should not be too strictly compared to the general patterns of dining out.

When researching on reasons for why the consumers do not go out more often there are several reasons that can be attributed to two groups. This is the question where two groups have started differing on a more significant scale. *Financial resources* were named as number one reason of why young consumers in Aalborg do not go out and eat more. Their peers from Polish city indicated *lack of practicality behind this activity* as the most influencing factor.



*Financial resources* as an aspect affecting consumption among young people in Aalborg would mean, that they perceive the lack of resources as the main reason. Students or other young people might not have high income compared to other groups of people, hence a major portion of those Scandinavian youths perceive prices not being too high, but rather their lack of resources as inadequate, while the other most standing group was in the *High prices* category, which puts more emphasis on the prices. The theory about high prices come from Lipovetsky and directly is stating, that consumers perceiving prices as too high may affect their opinion on whether it is worth the value. Looking at this answer one might conclude, that Lipovetsky's theory works in the Danish cultural/economical/societal context, but at the same time that dining out is overpriced in opinion of those young consumers from Aalborg, which was still the general question. Going to the target group from Polish city respondents it is possible to conclude, that they did not put a high consideration on high prices as much, but rather the reason for they do not consume outside is its lack of practicality. This is in stark contrast with their peers from Denmark, who in most cases feel like dining out is practical, as only few chose this answer. This difference is defined by Lipovetsky's hyper-narcissism theory with the factor of desired practicality behind the product purchase. The strong desire for practicality in young consumers from Gdansk might, according to the theory, come from the social anxieties youth in Poland could be facing. The Polish youth, according to the survey results, seems to be more introverted in their consumption habits (Veblen, 1994), meaning that it seems that they are consuming for the purpose of enjoyment. This could be the face of new consumers, which are not, according to this, dining out to impress others or consuming anything else in that manner, but it could be that they are trying to enjoy their consumption in an introverted manner while at the same time facing social anxieties of unemployment, social insecurity, political instabilities or other factors influencing their constant need of spending their money more carefully (Lipovetsky, 2005). The same cannot be said for Aalborg youth, as it seems that they could be more of an "old-type" consumers, which are primarily interested in an extroverted type of consumer behavior which does not take care of practicality and often might be with the purpose of first and foremost forging and building their status or reclaim their position within the wider society - as described in Lipovetsky' theory on introverted and extroverted consumption behavior in the theory section. Young consumers from the Polish city on the other hand seem to feel more concerned with making sure their resources are spent into practical and cheap dining solutions, while the ones from Aalborg seem to be equally interested in low prices, while their concern is more of a desired high



*financial resource*, as this would supposedly allow them to eat out more often. As for now it is not clear why is there such a difference between two populations, where one population seems to be strongly directed towards practicality, but it could be for various undefined reasons, which could possibly be explained as a reflection of a combination of current economical/social/political developments in two aforementioned countries.

Another difference that came out while comparing the surveys was that the target group from Aalborg prefer *cooking home* more strongly than their Polish peers, who do not seem to name cooking as a factor to keep them home. Although it is not confirmed, this pattern may reflect a cultural difference, where it is possible that youth in Denmark have a higher tendency to cook than the Polish youth.

The next question might be seen through McCracken's factor coming from *the need of identity search* theory. Respondents in Gdansk dealing with the question of how much do their friends influence them while they are making decisions about dining out are more to be classified as not needing an identity approval, as they scored high in measurement of this factor. Those from Aalborg on the other side did not score very low, but to a significant degree lower than the their peers from the Polish city, putting them in the designated "medium" level of being comfortable in the identity search, while at the same time significant portion of the surveyed population seems to still look for an identity through consumption with their friends. This factor and the moderately low score in Aalborg population comes from the assumed fact of them being more influenced by their friends when making decisions about dining out. These results do not seem to confirm the McCracken's theory, as the youth in Gdansk seems not to believe that they are highly influenced in their dining decisions. However, this factor might play a role in Aalborg, but even there it should not be considered as strong. This factor seems invalid in Gdansk while in Aalborg it is rather unclear. Even when the situation in Aalborg is unclear, this could pave way for further investigation especially into this topic of identity approval among youth, in the context of Aalborg, or on a wider scale - Denmark.

The question about *reconsidering the dining out once the decision has been made*, shows a difference as well. Once again, approving the Lipovetsky's theory from the previous questions it seems like young consumers from Gdansk are yet again in the different category than the ones from Aalborg. As previously defined by hyper-narcissism theory, the young consumers from Polish city seem to be more prone towards reconsidering their dining out options once the decision has been



made, probably also leading to more of them canceling or possibly changing their scheduled plans. This approves the theory of anxieties, which youths from Gdansk seem to face compared to the Aalborg young consumer. Both consumer groups are seemingly similar, both are young and living in what one might call student cities of comparable size, however, differences still arise through a combination of social/cultural and economic influences. Even something simple as renegotiating previous decisions of dining out was still enough to discover some underlying differences between two seemingly similar populations, which can again easily be defined by the theory of Lipovetsky as previously explained in *question number 6*. In all offered answers the target group from Polish city stated, that they are less secure in their decisions of going out and eating, yet again proving their *price-sensitivity* and *search for practicality behind the product purchase* compared to the general Aalborg audience.

In the next section the willingness of participants to pay a certain amount of money for the coffee out was questioned. The average price of the standard coffee in Polish and Danish Starbucks shops was taken as a measurement, as the project is concerned with the position of Starbucks among the inhabitants of the city. According to this, participants were asked whether *would they pay the price amounting to 12 Polish zloty in Gdansk and 30 Danish kroner in Aalborg*.

On the date of 21<sup>st</sup> of May, 2016 the current rate of 1 PLN amounted to 1.68340 DKK ([www.xe.com](http://www.xe.com)), meaning that the average price of a simple coffee in a Danish Starbucks (30 DKK/17.8PLN) is not much higher than the average price of the coffee price in a Polish Starbucks (12 PLN/20.2 DKK). However, covering the local economy one might easily notice the differences in the both countries GDP standards. If gross domestic product at purchasing power parity (PPP) per capita is taken into account, the value as expressed in the Geary – Khamis dollars, otherwise known as international dollars, for the year of 2015 calculated by the International Monetary Fund, would be: 45,709 Int\$, placing Denmark in the top 20 countries in the world, according to the list, while Poland is found on 43rd place in the world with significantly weaker 26,455 Int\$ in its GDP (PPP) measure (International Monetary Fund).

If one takes these measurements as reflecting people's living standards, which is one way of considering it, it is possible to notice, that the prices of Polish coffee in Starbucks, even when priced with lesser value, still are probably more expensive for the local population in Poland, than what coffee in a Danish Starbucks is for the young Danes or Danes in general in this case. This might mean, that the prices in a Polish Starbucks are not adjusted to reflect the real state of the GDP (PPP)



compared to the prices in Denmark.

The results on the survey question on the readiness for paying the average coffee unsurprisingly left the participants in Poland picking options which expressed their insecurity or unwillingness to pay this price in Polish city, while most of the young consumers in Aalborg expressed less doubts in paying the average price of the coffee in Starbucks, given if one prefers simple “black coffee”. This means, that the Danes are more ready and willing to pay the price of coffee, which goes in line with previous question, where a big part of the surveyed group of people expressed, that they would consume more often if they had more financial resources, and not if the prices were necessarily lower. As such these questions go along in showing, that at least one part of young population in Aalborg does not seem to perceive prices as too high, while their peers from Gdansk exhibits, to some extent, more difficulties with this aspect. Thus, the *financial resources* and *the price position* of the “black coffee” has been indicated as meaningful, particularly to the target group from Gdansk when it comes to motivation to visit the American coffee-house store.

In the next question (10), visiting of Starbucks was taken into account with most of respondents answering positively to this question. However, no major difference has been found, and Starbucks seems to be slightly more popular among youth in Gdansk than Aalborg. This challenges the previous observation, where it was thought the general visitation of Starbucks seemed to be higher in Aalborg than Gdansk, where the idea for the thesis also came from. However, one should not forget that the observations were carried out considering the general population and visits and not strictly young population, which is a concept developed later on as an interesting target group to research. Furthermore, the question asked whether consumers tend to visit Starbucks, and not if they have ever been there. The researchers are aware, that the context of the question might have been misunderstood by respondents, who might have thought, that they are asked whether they have been there at least once in a life. From the perspective of the analysis, the precision of the question is considered as a flaw. In other senses this question did not provide any more interesting facts, except that it functioned as a milestone for gathering more statistical data.

The question 11 was concerned only with the participants, who visit Starbucks. They were supposed to provide information on how often do they visit Starbucks. The data here was pretty similar, however, with a slight advantage in Aalborg. Therefore it is possible to say that Starbucks is visited by slightly more people in Poland, while the ones in Denmark, who visit, tend to visit it more often. The factors for this might vary, from accessibility of establishments and positions of the



shops in the city - to personal habits. These factors might have a good predisposition in Aalborg, hence allowing for slightly more frequent visitors there.

In the following question, reserved for the ones, who never visit Starbucks, it was asked why. There were very few respondents in both cities, who said they dislike Starbucks or dining out. Therefore, it is possible to conclude, that in general big portions of population in both locations have dining out as an option on mind and as well are aware of Starbucks's presence in the cities, where they live. Also in both countries the other two answers scored similarly<sup>20</sup>, with respondents in both countries stating that it is *too expensive* for them, while at the same time a smaller portion of people said they are *confused by the changing menu*. High costs associated with Starbucks products might be brought in direct connection with Lipovetsky's theory of young people being careful about prices. Considering the answer of *I am confused by its frequently changing menu*, it should be brought into connection with McCracken's theory of Flocks. Young consumers in Gdansk seem to have slightly more people of *Flock 1* and *2*, which are, the ones who are generally uncomfortable with changing situations/surrounding/new products while in the process of consumption. In Aalborg it seems that the youth is more belonging to the higher levels of "Flocks", *3* and *4*, as these groups of people tend to be open towards trying new things and are curious towards new experiences. According to this survey it is possible to say that the theory of Flocks has been proved useful as it has helped to define the populations and their differences.

As a supplementation and justification of the knowledge provided by the results of this question (number 12) Geert Hofstede's (1984) cultural dimensions can be used. The phenomenon of the findings from the target group of the city Gdansk, can be justified by Uncertainty Avoidance (Hofstede, 1984). The German anthropologist believes, that Polish society, who scored very high on UI (93) reflects the population, which does not like changes.

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<sup>20</sup> The other two are: c) Starbucks is too expensive; d) I am confused by its frequently changing menu.

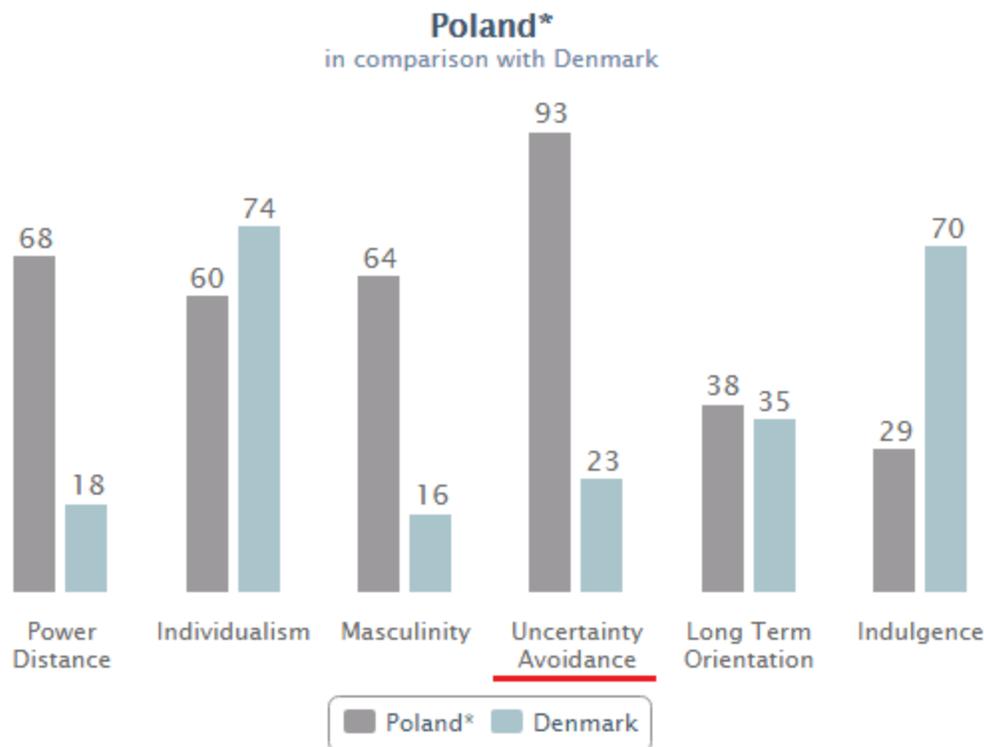


Figure 4.1. Source: The Hofstede Centre - Strategy- Culture - Change

Due to the fact, that the future can never be known and can be full of anxiety, this Baltic culture implemented defensive mechanisms, which are characterized by tendency to stick, to what is known to them. It is generally preferred to avoid uncertainty. Even though some may say, that these days Polish culture moves towards flexible-West-European (Adekoya, 2015), like e.g. Danish (scored only 23 on UI) the findings of German researcher indicate that there “*is an emotional need for rules (...) and as a result innovation may be resisted*” (Hofstede, 1984). Thus, relating these assumptions to the research on young consumers from Gdansk, it can be seen as a confirmation of the results provided by respondents. The fact, that the target audience from the Polish city mentioned *frequently changing menu* as a meaningful and negatively influencing factor indicates, that to some extent the culture of Poland still reflects the results of German anthropologists, even though these were conducted in early 80’s. What is more, Uncertainty Avoidance can justify the choice of *lack of practicality behind the purchase*, which was also mentioned frequently by participants of the survey from Gdansk. As Hofstede mentions (1984, 57-58) cultures which scored high on UI, are afraid about what the future will bring, thus every extra step required to be taken calls for the consumer’s



reconsideration of whether it is necessary, or whether lower in costs and in unusual actions option exists.

In the 13<sup>th</sup> question, which was asking consumers what features of Starbucks do they find attractive answers were yet again different, starting with the answer a), concerned with *Value for money* it is easy to say that in Aalborg consumers recognise the advantages of Starbucks, when it comes to prices/quality of the product and also possibly provided service. In Gdansk, this was more of a worry and a disadvantage for a significant part of population, which goes in line with all the previously mentioned results, which show that young consumers from the Polish city are clearly concerned more with high prices in Starbucks, than the their peers from Aalborg. This revelation makes sense if one connects all the previous sections where the target group from Gdansk have shown such ideas and worries.

In terms of menu variety and seasonality of the menu it is possible to state once again, that the young population in both cities seems to belong to Flocks, that are opened towards new ideas and are ready for changes even if they come in a more sudden form. As the final and interesting fact, wooden interior in Starbucks seemed to be a very popular option in Aalborg while the interior seemingly not being paid attention to by young people in Gdansk. This shows more preoccupations with the interior design by the population in the Scandinavian city, which seems to put more value on the interior designs and materials used in it, than does the average Gdansk surveyed population. From the survey, one might conclude that the Polish young consumers exhibit signs of belonging to consumer flock 1 and 2, while at the same time having a tendency towards practicality, which additionally confirms the Lipovetsky's hyper-narcissism theory of practicality behind product consumption factor. Considering Danish youth it is possible to say that they are slightly less concerned with prices and more with the interiors which directly connects them to the 3rd and 4th levels of Flocks and they seem not to be concerned with practicality on a high level, which clearly separates them from Polish consumers.

The final question about the perception of the value for money in Starbucks shows somewhat similar data. In both cases the young consumers finally feel, that the products in Starbucks are generally overpriced, however in Aalborg results are more polarised, with a significant proportion feeling the products are cheap, while the same population also has a high proportion of people feeling Starbucks is expensive. In Gdansk the situation is clearer, as it indicates a large proportion of people thinking Starbucks is overpriced, however few think Starbucks is a cheap option. Once again,



this may be seemingly influenced by “outside” Starbucks factors such as the economic situation currently in Poland. It should be noted that in general high prices play a role for young consumers in both cities and are a significant factor influencing consumption in both places. However, if one takes all the answers together it seems that in Gdansk the factor play a bigger role in terms of motivating, or in this case rather demotivating to visit the Starbucks store.



## Factors summary

The table below depicts presence of factors in both locations, which were the subject of investigation. The survey, which was the primary research method contained questions and answers, which stood for each of the below factors. Some of the provided answers were repeatedly relating to the same factors, not being closed only in one question. In other words, there were more questions than one with answers particularly touching specific factor. This has been done in order to find out whether respondents are persistent in their choices, while providing the knowledge. This strategy of gathering participants' opinions made the final sum up of results complicated. Thus, in order to identify the presence and strength of each factor among the target groups from both locations and eventually conclude them, the researchers decided to look into every place of the survey, which covers specific factor. Later on, the amount of votes for particular answers were compared with the other questions related to the factor and based on this, the final conclusion about the particular aspect potentially influencing young adults in both cities has been made.

<b>Factors</b>	<b>Aalborg</b>	<b>Gdansk</b>
<b>Willingness of following others – Identity search</b>	Not reflected by respondents	Not reflected by respondents
<b>Menu Seasonality</b>	Not reflected by respondents (instead, rather considered as attractive)	Not reflected by respondents (instead, rather considered as attractive)
<b>Self-awareness about the product/service (practicality behind the purchase)</b>	Not reflected by respondents	Strongly influencing factor
<b>Peacefulness of the consumer<sup>21</sup></b>	Not reflected by respondents	To some extent influencing factor
<b>Consideration of prices being acceptable vs. Prices being too high</b>	Negatively influencing factor	Strongly negatively influencing factor

<sup>21</sup> Peacefulness of the consumer – so that the buyer does not feel anxiety of whether the consumption outside home will “challenge” his savings



Thorough analysis of questionnaires results combined with the secondary knowledge provided by two sociologists (Lipovetsky and McCracken) has brought the researchers to conclusions, regarding which factors play a significant role in terms of affection of young adults while having to make a decision on whether to visit the Starbucks store or not. *Willingness of following others - Identity search*, being an aspect introduced by McCracken (2006) did not score meaningful amount of marks by respondents from both samples. Thus, participants of the research in most cases decide themselves of where to go for a coffee or a snack while being out. In that case they do not feel a need for identity search and copying others decisions or behaviors.

Another factor, which has been investigated was *Menu Seasonality*. In this case the study aimed at revealing whether the “flexible” menu, which is adjusted according to the season or particular event taking place in a specific country (Starbucks TM, 2014) can have influence on the target groups. Questions 12 and 13 investigated this phenomenon. McCracken (2006) was supported in this project by Geert Hofstede’s (1984) results of Cultural Dimensions, specifically *Uncertainty Avoidance*, which informs that some consumers may strongly dislike frequent changes and this believe was indicated as a reason for not visiting Starbucks in this project. Respondents from Aalborg and Gdansk were again unanimous and proved, that *Menu Seasonality* is rather attractive factor. These results interfere with McCracken’s information, who claimed that this fact may rather discourage. Furthermore, results of the questionnaire are not in line with Hofstede’s Cultural Dimensions, however the German anthropologist conducted the research in early 80’s, which may be found obsolete these days. All in all, *Menu Seasonality* has been indicated as attractive in both cities, thus the factor depicted in the context of original author does not play a role for the target groups.

Lipovetsky (2005) introduced a factor, which defines a consumer as an individual, who requires *practicality behind the purchase*. Authors of this study investigated this variable in Questions 6, 8 and 13. The first of all mentioned questions contained a direct answer, which respondents could have chosen, asking about the practicality. The results from both cities are highly different. Significant amount of respondents from Gdansk indicated, that it is not practical to dine out, or visit Starbucks, while their peers from Aalborg did not find this factor influencing them negatively. Question 8 confirms the phenomenon. Most of participants of the study from Gdansk indicated, that at least sometimes they change their mind about having a coffee out, due to financial reason - which is considered as reflecting lack of practicality behind the purchase. Respondents from Aalborg on the other hand were not unanimous in this case. *Value for money*, being an answer



offered to respondents in question 13 settles the dispute of the analysis of this factor. Participants from the Polish city found this answer the least interesting, while providing information to what they find attractive at Starbucks. While 18% of their peers from Scandinavia indicated the answer.

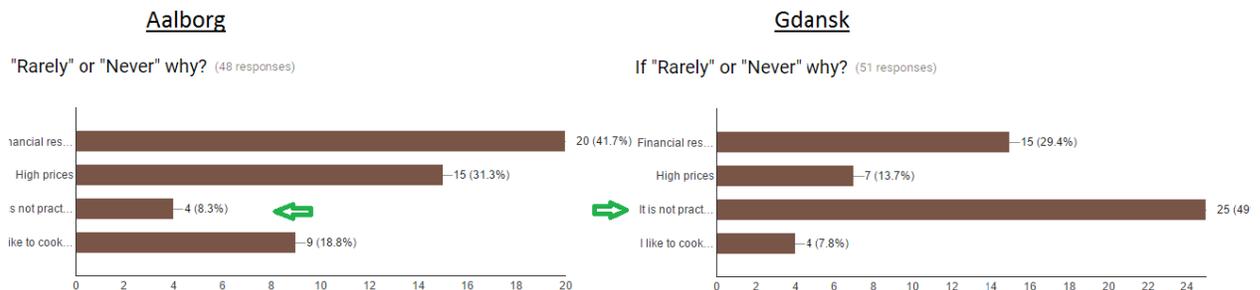


Figure 4.2. Results of Question 6: Survey conducted in Gdansk and Aalborg (Appendix no.2)

Practicality behind the purchase is the first factor, which depicts the difference between opinions of two target groups. Furthermore, it goes hand in hand with the results of observations, potentially indicating why young adults in Gdansk visit Starbucks less frequently.

Another factor, that has been examined was *Peacefulness of the consumer*. This one has been again introduced by Lipovetsky (2005). The sociologist believed, that consumers might reject some products or avoid spending too much money, because of anxiety and being insecure of what the future might bring. This factor, can be also to some extent supported by Hofstede's (1984) Cultural Dimensions and specifically *Uncertainty Avoidance*. Even though, the French researcher conducted his research in relation to consumerism and he does not state, that an individual can be discouraged to consume due to certain life-related things possible to change (which is the basis of the Cultural Dimensions); the studies' of both still find a common ground. Their beliefs are correlated in terms of future days, which to various reasons are unknown and inform about individual's general lack of confidence. Questionnaires' respondents, who indicated that they rarely dine out were asked to chose the reason. One of the offered choices was about *financial resources*, or rather lack of them. This answer was attached to the currently discussed factor. 30% of participants from Gdansk claim, that lack of financial resources is the main reason for their absence in Starbucks coffee stores. In case of their peers from Aalborg the answer gathered 41%. Thus, the results of both are similar. Another question, which aimed at revealing if the discussed factor is meaningful to consumers was number 8. It has been already analysed in the previous paragraph and provided conclusion, that respondents from Gdansk tend to reconsider their final choice of visiting Starbucks due to financial reasons. The target group from Aalborg did not provide a clear answer to this one.

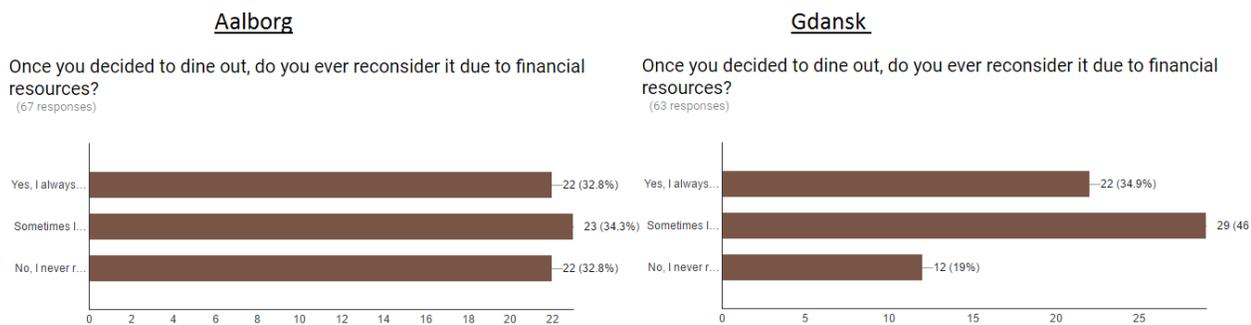


Figure 4.3. Question 8 results: Survey conducted in Gdansk and Aalborg (Appendix no.2)

Although, only one out of two questions could indicate the difference, the results rather show that young adults from Gdansk are more preoccupied and anxious about future days. Thus, those consumers might reflect lack of peacefulness, which may be a reason for their less frequent visits to Starbucks, vs. their Scandinavian peers.

The last factor, which the research aimed at, has been introduced by authors themselves. Some of secondary data (McCracken, 2005; Lipovetsky, 2006) suggested, financial considerations as aspects, which might have a significant meaning, but none indicated that the price positioning of products may influence consumers. Due to the fact, that this research has been conducted in two separate countries, it was believed that the difference in costs of basic products offered in Starbucks will be different in Gdansk and Aalborg. And it was believed not only due to exchange rates, but also due to different economic situation of Poland and Denmark. Several questions was to some extent related to the factor of *Prices being too high*. These were number 6, 9, 12 and 14. In case of three questions, respondents from both cities were highly unanimous while providing answers. Question number 9 indicated the difference, as only 16% of young adults from Gdansk would without hesitation pay the price of a black coffee at Starbucks in Poland, while 56% of their Danish peers said *Yes* to this question. Results of consumers from Aalborg, who answered this question do not correlate with findings from Questions 6, 12 and 14.

The target group from Aalborg claims, that Starbucks is generally overpriced, which is confirmed by answers to Questions 6, 12 and 14, but most of them would still pay 30 DKK for a coffee. The reason for lack of persistence among respondents from the Danish city could be the fact, that the price of black coffee in Starbucks is acceptable, however the other positions on the menu card is significantly overpriced. Assuming, that this might be a reason, both samples seem to agree,

that prices in the American coffee-house stores, although adjusted to the economy of both countries are still too high for this particular group of consumers. Thus, the factor (*Consideration of prices being too high*) is meaningful and influences young adults in both countries. Applying these results to the phenomenon learned from observations, one can believe that young consumers from Gdansk are more affected by too high prices in Starbucks and for this reason, they visit the place less frequently. Consumers from Aalborg on the other hand, also consider prices as being too high, but they still find resources and visit stores.

Charts depicted on the following pages sum up the factors influence and indicate strength of their affection on the target groups in graphical way.

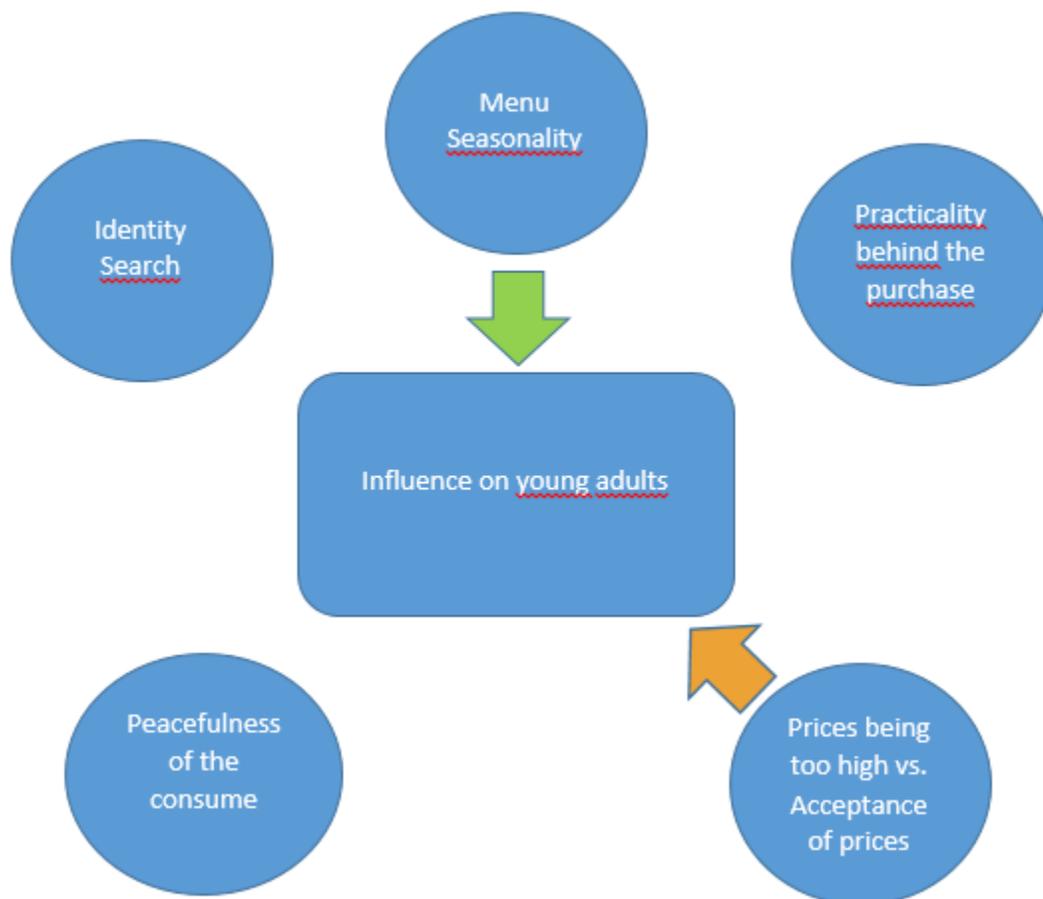


Figure 4.4. The sum up of factors influence on young adults in Aalborg<sup>22</sup>

<sup>22</sup> Presence of green arrow indicates, that this is the only factor revealed to have positive influence on the target group. The orange colour indicated positive influence.

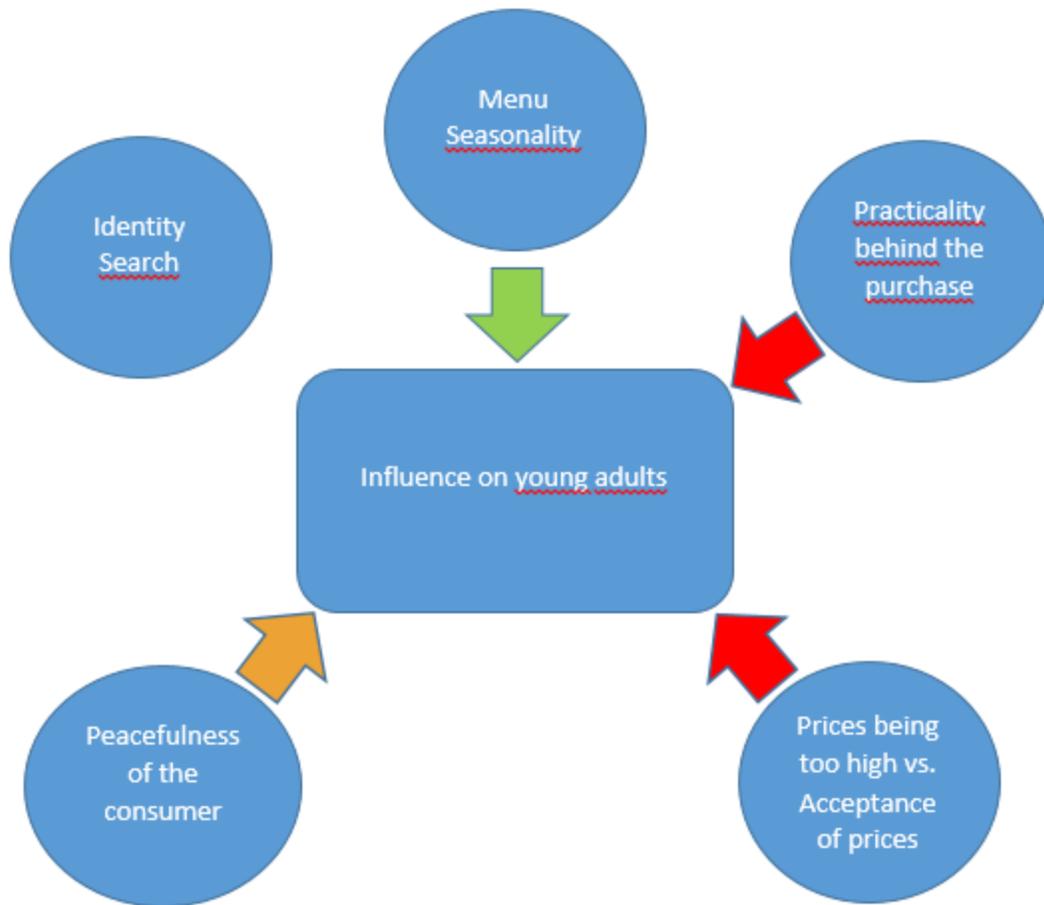


Figure 4.5. The sum up of factors influence on young adults in Gdansk<sup>23</sup>

<sup>23</sup> Red colour indicates strongly negative influence on the target group



## Conclusion

The thesis was designed and carried out in order to investigate and look for answers concerning consumption behavior in Starbucks coffee shops among young adults in two cities of Aalborg and Gdansk defining and using positive and negative motivation factors. This long journey started with unplanned observations during one of the many visits authors were engaging themselves in the local Starbucks coffee shops. The thesis, that started with noticing differences prompted the authors to further investigate them, meaning that it would be possible to say, that curiosity arising from details in everyday life was a driving factor behind the project. This in turn led to scientific observations, which again led to exploring theory and qualitative research - all with the purpose of finding the answers.

Entire study and its most crucial part, which was the primary data gathered via online questionnaire proved that some of the factors which were investigated do have an influence on young adults in Gdansk and Aalborg. The graphic sum-up of respondents choices and tendencies reveal, that *Menu Seasonality* can rather positively affect young adults. As opposed to McCracken's belief about consumers disliking changes of what is commonly known and accepted, the changes of menu served in Starbucks shops encourage them to visit the place. This phenomenon has been noticed in both cities. Another common ground, which has been found among both groups of respondents was their consideration of *prices not being acceptable*. In other words, young adults from Gdansk and Aalborg find the level of menu items pricing too high. Particularly, respondents from Gdansk indicated this as a discouraging factor. The participants of the study from Scandinavian city did not point out any other factors having positive or negative influence on their decision, when it comes to visiting the American coffee-house stores. Their peers from Gdansk however, inform that *Peacefulness of the consumer* and especially *Lack of practicality behind the purchase* demotivate them and strongly demotivate them respectively. Thus, one may say that young adults from the Polish city prefer to drink a coffee or any other item from the Starbucks's menu list at home or generally self-prepared. This is due to the fact, that paying 12 PLN for a coffee at the store is not practical and all the value added associated with consumption of the drink in pleasant surroundings of Starbucks does not compensate the cost. This knowledge seems to confirm the result of observations conducted prior to the further research and let the authors of the project assume, that Starbucks coffee stores in Gdansk are less occupied vs. the one in Aalborg because of *lack of practicality behind the purchase* and *high prices of the menu*.



Both authors strongly believe, that they answered the key questions, however, as it could happen in many research project, the amount of questions opened during and after the finishing of research is tremendous. The thesis itself on the end provided readers with information and research results, however, there is a lot of space for future researches to be performed. The thesis opened a lot of questions concerning consumer behaviour, adjustment of prices based on local populations income, cultural differences in general and especially among consumers, situation of young adults in two different societies and interaction between a big chain coffee shop and a young consumer. The concept of the project was complex including all of the different aspects of consumerism, financial situation of the youth in the year 2016 and a position of the big international company; but it certainly became more complicated including the nature of the project in the sense of it being carried out on an international basis. The project has as well touched many other fields of science such as philosophy, marketing, and finance, but also primarily psychology, which as one of the inevitable factors in consumer behaviour did not circumference this research either.

Further on, writing the conclusion one always feels the duty to explain, why the research has been relevant in its specific field. As with all the previously mentioned branches of science, both authors believe, that as other fields are being developed, consumer behaviour, as a separate study itself, needs and has to be further developed. As a discipline, consumer behaviour, in authors opinion needs to follow the reality around the consumer and as such requires to be updated about the current wishes, needs and necessities of consumer. Starting with the latest developments in 21<sup>st</sup> century in the modernized capitalist corner of the world in which we, as consumers, live in, it is important to stress the significance of understanding consumers' needs, if the company wants to sell the product. Without the consumer research, as the authors of this thesis would argue, there is no successful marketing, no sales, no business activity of the company and no financial gain (Fletcher, 2013). The authors of this thesis believe they have contributed to the scientific studies of consumer behaviour, particularly in two countries, and to be exact in two cities of Gdansk and Aalborg in terms of conducting a research, which showed relevant data. The data, that is rather crude at this point, even if it has been processed, offers a lot of possible further analysis to be done, in this case a more detailed analysis in terms of every aspect being examined separately.

The project could also be used as a tool for the company, for example an American chain coffee shop Starbucks, to gain insight into its consumer population and define its strategy if the purpose would be to accommodate the consumers based on their preferences that could be a



consequence of their culture and financial situations. Authors believe, that other research projects using same or similar techniques could be used in the setting at other locations catering to consumers, namely coffee shops and restaurants.

This thesis also shows and hopefully confirms grounds, that there is a strong cultural diversity placed in the sphere of consumerism between different locations in Europe, where the research has happened, but also the world. If one acknowledges the differences between two fellow European countries, parts of the common political establishment in the form of EU, then one might as well naturally ask him or herself, what are the differences to surprise us next comparing as well distant parts of the world.

## Limitations and Flaws

The above research and analysis has been made as accurately and reliably as the resources and time range enabled. Even though, a lot of effort has been put into overcoming obstacles, the research still had flaws. A major limitation to the study was the need for collecting opinions from significant amount of consumers, so that the primary data provide reliable knowledge and can speak for the population. In order to assure that, researchers conducted online questionnaire, as this research method enables collection of large amount of data in relatively short period of time (Bryman, 2012). However, it would have been useful to communicate with the target group of the research in person by means of individual, direct interviews. Unfortunately this method would be time consuming if conducted on such a big sample. The eventually chosen method – online questionnaires can lead to flaws in the findings. Questions may appear misunderstood or confusing. Furthermore, in few cases answers provided to the question were meaningfully different from each other. For the authors, each answer had significant influence on final analysis, thus they believed that the one chosen by respondent truly reflected his opinion. However, due to the fact that answers happened to be very different from each other, an individual might have been confused of which to choose.



Thus, eventually a participant might have liked few answers but selected only one of those, without letting authors know, that the other one also had a meaning to him. For instance, one of the asked questions:

*Which of below, do you/ would you find attractive about Starbucks?*

- *Value for money.*
- *Menu variety.*
- *Seasonality of the menu.*
- *Wooden interior design.*

Each of all four answers stands for different factor, which authors looked for among the opinions of respondents. The fact, that they were not within the same or similar tone might have misled an individual, which prevented him from informing what are his other thoughts on the question.

Another major limitation is the fact, that the study and mainly observations has been reflecting habits towards two particular stores in Gdansk and Aalborg. The two stores were located in shopping centers in most crowded districts of the cities. Some of young consumers may find these stores on their way home, when going back from work or University. Others may find this one particular store attractive enough to travel a long distance. However, for some Starbucks in the shopping center might be located too far, which is the reason for why they do not visit the place. The above research did not investigate and did not enable respondents to share their opinion about the location itself of the store, which eventually also becomes a factor with a possibility of influencing the decision on whether to visit or not.

Having in mind that the study was limited with time range, the amount of participants was lowered than desired for such a research. Even though, in case of both online questionnaires the authors managed to collect expected amounts of responses, the knowledge provided from the study could be even more reliable, if no time restrictions were assigned to the project.

There have been many researchers analyzing consumer behavior and habits, which justify their actions and preferences. However, not many provide direct knowledge and assumptions reflecting young consumers opinion. Those, who already turned 18, but are still in their mid-twenties are in most cases considered as adult consumers and generalized with the rest above 18. Thus, there is a significant gap in the secondary data within this field of interest. The authors of this study searched for an inspiration regarding theories providing factors, which may influence and justify their final decision when it comes to consumption. Unfortunately, the inspiration came from



the researches, which were based on general population of adult consumers.

A strong aspect of the entire study was its international perspective. It was performed by two Master's Degree students of different background, hailing from different countries, researching behaviour of consumers in yet another two countries. The research being simultaneously performed in two different locations at the same time, added value to the project in terms of it being contemporary and using fresh data from both sources at the same time, but has also posed numerous challenges in terms of communication, efficiency and synchronization of the data. Due to lack of sufficient financial and time resources, authors were not able to meet face to face on the regular basis. It is possible to conclude, that this complex nature of the project has added both positive and negative traits attributed to the research itself.

## Further researches

This study has primarily focused on young consumers consumption towards Starbucks. The authors aimed at revealing, which factors influence the target group to visit the coffee-house stores and with a help of primary data results provide an answer to why are there less young consumers in stores in Gdansk. There has not been paid any particular focus to the gender of respondents, however the presence of a question in the survey, which investigates of which sex is a participant, gave an incentive for further research. As it has already been mentioned in the project and by other sociologists (Gino, 2015) man tend to be of a different opinion on certain life-related habits. Thus, it would be interesting to go deeper with analysis of the above topic and investigate how does the knowledge provided by female differs from male. The two observations, which had been made prior to the study did not reveal, which gender does visit Starbucks stores more frequently in any of two cities. This deliberate limitation to the project encourages to repeat observations, with the purpose of noticing the presence of consumers by gender. Later, one can go even further and do the analysis on whether both genders come individually, in groups or perhaps with not pattern of a such.

Starbucks, being a worldwide brand and having thousands of stores around the globe assures, that their coffee can be bought in almost every big city (Statista, 2015). Authors of the project believe, that there are many young, adult consumers, who turned 18 and visit the American coffee-house chain and this target group would qualify for the research of a similar field of interest as the one above. In other words, a further research could cover the analysis of young consumers in other



cities of Poland and Denmark. In that case, it would inform the reader, what are the patterns towards Starbucks stores in general in big cities of both countries. Furthermore, one could go even deeper and do the research on entire population of young consumers in Denmark and Poland. However, this action would require more human and financial resources and it would consume significant amount of time.

As already mentioned in the content of the report, the researchers struggled with finding relevant secondary knowledge on young consumers consumption. In most cases, sociologists and anthropologists divide consumers analysis to under aged and adults, and in some cases above 65. For this research authors aimed at revealing the knowledge about consumers in the age between 18 and 25. Thus, the suggestion for further research is to encourage to conduct the analysis of consumers habits within the specific group of adults, but not exceeding 25 or 30 years old. The general knowledge providing factors, which are significant to the mentioned target group enable marketers to adjust their offer towards certain clients and provide material for the analysis similar to the above project on Starbucks sores consumption.



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