



STANDARDISED STARBUCKS:

Evaluating the role of the café's physical environment in encouraging customer re-visits across borders during travels overseas

A dissertation submitted by

Jülide Velicangil

13 Balfour Road, London w13 9TN, UK

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Author Declaration

Declaration

I declare that this dissertation is all my own work and the sources of information and the material I have used (including the internet) have been fully identified and properly acknowledged.

Student signatureJulide Velicangil.....

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It's been a tough yet gratifying experience, and it wouldn't have been possible without the support of my family back home, and the help of my friends here at Bournemouth. My mother Alison, brother Emre, and close friend Çiğdem, you have been an amazing support throughout the entire process, listening to my panicked moments and always being that voice of reason. I am so lucky to have you all in my life.

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Abstract

This qualitative study interrogates the emotional motivations and behavior processes underlying cosmopolitan Starbucks customers' within foreign context, and if they related to its physical service environment. The study uses a theoretical framework based on past theory, and uses the framework to assess the relationship of customers' emotional appeals that link to the physical environment. Using thematic analyses, five underlying themes of emotional appeal were identified, namely, A Space for Relaxation, Service Consistency, Personal Control, Brand Reliability, and Situational Convenience. While the study resulted in a predominantly inductive approach of thematic technique, the use of the framework highlighted the importance of customers' dominant feelings, given the foreign context of the study. The study demonstrates the unique insight that the familiarity of the environment was most appealing for Starbucks' customers as it gave them a place to relax mentally with via its neutral atmospherics and physically via its casual and inviting service setting.

Keywords: Experiential Marketing, Environmental Psychology, Consumer Behaviour, Consumer Motivation, Globalisation, Standardisation.

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INTRODUCTION

"I think we have managed to, with a simple cup of coffee and a very unique experience...by bringing people together and recognizing the importance of place in people's lives" Howard Shultz, CEO and Chairman of Starbucks (Simon 2009, p.84).

1.1 The Experience Economy

Starbucks was one of the first fast food restaurants, that "[serve food] as a quick meal to be taken away" (Oxford University Press 2016), to fully recognise the significance of experience, and adopted the *experiential marketing* approach by taking a beverage of pure functional value and creating a holistic experience around the product (Sundbo and Darmer 2008; Simon 2009). With its "skill at creating, standardising, and implementing an upscale third-place ambiance on a global scale" (Schmitt 1999 cited by Thompson and Arsel 2004, p.63), Starbucks has paved the way for other brands to offer *hedonic*, high-pleasure environments that indulge feelings and emotions (Schmitt 1997; Schmitt et al. 2008). On the other hand, the mass standardisation of Starbucks cafes has been criticised for offering a mundane and dull experience with its formulaic processes evincing insincerity (Thompson and Arsel 2004; Biehl-Missal and Saren 2012). Especially consumers that consider themselves as being *connoisseurs*, or experts of coffee, dismiss Starbucks for its predictability and of substandard experience (Rushton 2012). This paper will focus on the value of globalisation and standardisation of service brands that can create an experience through elements of their physical service environment.

1.2 Why Starbucks?

Back in 1982, Shultz joined the Starbucks team in Seattle where he brought to life his vision to serve gourmet coffee in-store alongside the selling of coffee beans which resulted in a new wave of coffee consumption in America (Simon 2009). During its first years of expansion, Starbucks changed consumer perceptions of their relationship with coffee, transforming it from a lower class habit/necessity into a product of affluent lifestyle (Michelli 2007; Contois 2013). While Starbucks may no longer provide the “*very unique experience*” (Schultz cited by Simon 2009, p.84) it originally did, it has established a universal significance that extends beyond providing good coffee. Its cafes attract people for purposes of relaxation, work, or socialisation by creating an additional space to one’s own home, compared to most corporate chains that provide the opposite of an inviting third-place experience (Schmitt 1997). This paper will examine Starbucks’ café’s and the experience it offers by means of physical environment.

The study will evaluate Starbucks as a successful experiential marketing case, in view of its comfortable, homely and welcoming spaces, rather than the café’s tangible products and services. Starbucks has been praised for providing a relaxing place for an ultimate break, a casual business meeting, and the occasional or everyday treat. Its relaxing physical environment transfers to positive feelings and service associations and stimulates re-visits (Bitner 1992; Michelli 2007). This study will interrogate the influence of Starbucks’ physical environment in adding value to the consumer experience, and how it creates emotionally significant appeal for their customers.

LITERATURE REVIEW

The literature review draws key information from fields of environmental psychology and consumer psychology that link to past studies on consumer relationships with global brands, and offers insight into the knowledge gap of global brands and their use of standardisation to add value to consumer experiences in unfamiliar or foreign context. The chapter ultimately proposes a framework based on relevant theory, for the interrogation of consumers' emotional and behaviour processes that link with the environment.

2.1 Aim and Objectives

This study undertakes the following aims and objectives, all of which are considered in the context of overseas travels. Primary research focuses on the population of cosmopolitan customers, aged 18-65, who have travelled abroad at least once in the past year, and visited a Starbucks café at least once during their time abroad. The term of cosmopolitan used here specifically refers to people "familiar with and at ease in many different countries and cultures" (Oxford University Press 2016a).

Aim

To interrogate the contribution of Starbucks' physical environment towards the café's emotional appeals, for Starbucks' cosmopolitan consumers.

Objectives

- To assess the Starbucks' cosmopolitan consumers' existing attitudes towards Starbucks and other global fast food restaurants/cafés.

- To examine Starbucks' most prominent emotional appeals for Starbucks' cosmopolitan consumers.
- To apply a theoretical framework to identify the relationship between environmental appeal and customer behaviour.

2.2 The Shift of Environmental Psychology in Marketing

Grounded in the concept of physical environment (Kotler 1973; Becker 1976), this study assesses how the “Unique Starbucks Experience” that Starbucks Chairman Schultz (Simon 2009 p.84) describes aligns with the cafés’ transaction environment. The use of store atmosphere in creating a competitive business advantage is not a new marketing paradigm. Kotler (1973) first identified the significance of the transaction environment in influencing consumer attitudes and behaviour. He attested that consumption extended beyond the tangible product, including everything from packaging to place, whereby the surrounding elements may carry more weight than the product itself. In the same vein, Becker (1976) established how the physical setting is largely overlooked for its ability to motivate stakeholders of the environment including consumers and employees, with attention to the importance of user freedom to participate with or control the environment, which ultimately melds the two together. While Becker’s (1976) research offers insight into environment power as a means of non-verbal communication, his research revolves around living spaces as opposed to commercial settings, and consequently lacks practical implications. To capture customer emotion and motivations, this paper draws from Becker’s (1976) research that

highlights the importance of non-verbal cues by using qualitative research based on subconscious feelings.

The impact of the physical environment was further developed for practical knowledge of commercial settings, where specific environmental stimulus was identified including symbols, spatial layout and ambience (Mehrabian and Russell 1974; Donovan and Rossiter 1982; Bitner 1992; Baker and Parasuraman 2002; Kisang and Soocheong 2008). Additionally, other factors that impact consumption behaviour were included in the consideration of the physical environment, such as social factors such as customer-employee interactions (Baker 1987; Turley & Milliman 2000; Raajpoot 2002). This study will use a framework based on past models, and add additional factors of consideration that specifically tackles the fast good restaurant sector, for the use of case examination of Starbucks Coffee.

2.3 Global Brands and Meaning Making

Past research has offered insight pertaining to the Starbucks' physical environment in abroad context. Bengtsson et al. (2010) focuses on how consumers construct brand meaning across foreign context for global brands of McDonalds and Starbucks. They suggests that global, standardised brands provide a source of comfort away from home, creating value for consumers by offering predictability of space and products. Juxtaposing this, Maguire and Hu (2013) explored consumption meaning of foreign, global brands for affluent Chinese consumers within the context of China. By using Starbucks as a case study, the research substantiates the otherness of Starbucks in the context of Asia, compared to countries with more Western cultures and socioeconomically more well-off populations.

While both provide valuable information of Starbucks' physical environment, the use of biased research methodology due to participants conflicting interests compromises the validity of findings. Bengtsson et al. (2010) examines the global brands of Starbucks Coffee and McDonald's using a highly subjective method. It compares the experiences of American participants during their university trip to China, who are specifically asked to visit Starbucks cafés for the purposes of the study. Participants are asked to document the differences between their experiences within Starbucks cafés at home in the United States, and abroad in China. Maguire and Hu (2013) assess Starbucks' appeal with participants of highly contrasting social values to the brand itself, where participant consumption motivation includes status marking and experiencing the western way of life. Similar to Bengtsson et al. (2010), this study will examine the standardised service environment Starbucks in foreign context, but will conduct research based on natural experiences, where visits to the café are based on customers' personal choice. To study also minimises conflicting interest by using a population of cosmopolitan consumers that are used to exploring new countries and experiences.

2.4 Consumer engagement with Starbucks atmospherics

Research highlights the importance of store atmospherics in the global context, and standardised specialty coffee shops utilising their global status by blending a sense of travel with store atmospherics (Thompson and Arsel 2004; Bookman 2013). The research illustrates that brands can induce symbolic and status consumption via sensorial features of cosmopolitan expression. While some consumers may indeed feel more cosmopolitan through Starbucks, such vicarious consumption of the brand is now widely defunct (Simon 2009, p.16). Instead, consumers of actual cosmopolitan characteristics and their experiences

with Starbucks during their journeys across borders can provide contemporary relevance within the ever-growing economy of global businesses. This paper evaluates cosmopolitan audiences' choice of Starbucks whilst overseas, with attention to the influence of the man-made physical environment, also known as the *Servicescape* (Bitner 1992, p.58).

2.5 Environmental Psychology

Jo Bitner (1992) proposed a flexible framework on environmental psychology based on a series of behavioural propositions induced by the *Servicescape* of organisations. Its coherent parameters of environmental dimensions incorporate customer and employee response, as well as the interactions between the two. Considering the tangible aspects of physical environment, the broad typology can effectively inform a qualitative assessment of the complex relationship between environmental psychology and consumer behaviour. The research illustrates that the physical environment cannot directly influence customer behaviour, and is a result of internal responses of physiological and cognitive nature, as well as that of emotion. The author uses a workable model based on both Mehrabian and Russell PAD: Pleasure-Arousal-Dominance (1974) and Bitner (1992) for an indicative evaluation of the environmental psychology – consumer behaviour relationship (see Figure 4).

While Bitner (1992) offers a framework based on empirical typology, its forerunner, it's based on numerical measurements (Mehrabian and Russell 1974). While the PAD model clearly conceptualises consumers' shopping behaviour induced by his/her environment, its use of fixed-response data fails to acknowledge the complex nature of purchase behaviour, such as conception of cognitive and affective processing. Consequently, the original PAD model is

used, but has been adapted and combined with Bitner's (1992) *Serviceacpe* model in order to encompass factors most relevant to current case of Starbucks cafés.

INSERT FIGURE 1

The PAD conceptual framework is critical to explicating the three overarching sequence of events commencing with the environmental situation, leading to consumers' emotional states, and resulting with their behavioural response (Figure 4). Each sequence is based on questionnaire responses, where numerical values are determined for each distinct variable within the events. The central event of emotional state involves: pleasure, arousal, and dominance.

Russell and Pratt (1980) proposed that dominance demanded cognitive judgement as opposed to pleasure and arousal that demand affective judgement and can be measured in-store or later recalled. This proved to be a challenge for respondents due to the difficulty of relating dominance to specific emotions on a numerical scale. Research has consequently has eliminated (Russell and Pratt 1980) the variable due to a lack of clear implication on the overall framework.

2.6 Proposed Framework

This study includes the variable Dominance within the emergent framework, due to use of free associative research techniques whereby respondents' difficulty of expressing more cognitive emotions will be reduced. Dominance enforces positive feelings of power and ownership, leading to higher purchase intention (Asatryan and Oh 2008). Bitner (1992)

addresses psychological influence of dominance in terms of *Controllability*, while more recently, Pierce et al. (2003) emphasises the importance of control over the environment as *Manipulability*. Consumers can “manipulate”, or alter their surrounding environment or customise the products on offer. Starbucks cafés encourage emotional dominance due to their adaptable environment (Thompson and Arsel 2004).

The paper is based on the customer’s personal decision to go to the familiar servicescape of Starbucks. Accordingly, only those outcomes that stimulate the occurrence of “re-visits” should be considered for the framework of the particular case, such as eliminating certain behavioural variables of *Return* (Bitner 1992) (See Figure 5 on next page). Similarly, *Spending Money* (Bitner 1992) may be a relevant consideration within domestic context, although within an overseas context where customers are assumed to prioritize money and time for other travel activity, the variable is nonessential to the revised framework. Due to the specific evaluation of customers’ personal choice to visit Starbucks café’ based on the assumption that they have previously been satisfied, the PAD’s *Satisfaction* variable does not apply. The framework will instead consider the variable *Attraction* (Bitner 1992), for visits based on factors such as the café exterior or location. On the other hand, variables of exploration within the store and amount of time they stay are relevant indicators of enjoyment. Lastly, Bitner (1992) proposes the behavioural response *Carry out plan*: the customers’ ability to accomplish their purpose, given the physical surrounding and conditions of the *Servicescape Model*.

In order to sustain the exploratory approach, the main event variables of the environmental such as Ambient Conditions were maintained, while their sub-variables were disregarded. The available sub-variables such as Symmetry of the environment (Mehrabian

and Russell 1974), are too distinct to be applied across the general service industry and are impractical due to evolving design trends and tastes. The proposed framework accounts for more inclusive environmental categories defined by Bitner (1992), without the explicit mention of each sub-element. All three categories of; Ambient (i.e. noise, temperature), Space/Function (i.e. layout, furnishing), and Symbols & Artefacts (i.e. signage, style of décor), were integrated into a proposed framework (Figure 3).

INSERT FIGURE 2

INSERT FIGURE 3

METHODOLOGY

3.1 Research Philosophy

3.1.1 Ontology, Epistemology & Axiology

The paper takes on subjectivist values to identify participants' subjective reality and provide effective qualitative data analysis (See Appendix A) (Saunders et al. 2012).

A case study was deemed appropriate due to the knowledge gap of environmental psychology (Baker and Foy 2008). As indicated in the literature review, researchers have either made general observations to do with the speciality coffee industry, or have used highly biased situational contexts wherein participants were likely to confirm research hypotheses (Bengtsson et al. 2010; Maguire and Hu 2013). Starbucks Coffee was chosen for the study due to the company's globally consistent physical environment: "Servicescape", with the assumption that unfamiliar or foreign context would alter customer interests and preferences of service brands, and would ultimately impact their appeal for customers. The paper focuses on emotional appeals owing to the physical environment, and uses theory of environmental psychology to identify its relationship with customer behaviours and emotions.

3.2 Research Approaches

The author uses an abduction approach in order to make use of theoretical preconceptions, where the paper's empirical analysis is combined with past theory as "a

source of inspiration for the discovery of patterns to bring understanding" (Alvesson and Sköldberg 2009,p.4) rather than for systematic application of the case study. To understand such patterns of meaning, the paper draws from Jo Bitner's (1992) propositions concerning the Servicescape, an extension of Mehrabian and Russell's PAD framework (1974). Emergent themes were assessed through the proposed framework (figure 5) to examine which of the framework events apply to Starbucks, and ultimately assess the relationships between environment and consumer behaviour (Alvesson and Sköldberg 2009).

3.3 Methodological Choice

3.3.1 Qualitative

Previous environmental psychology has predominantly used quantitative data, where participants have been either asked to visit specific stores and later asked about their behaviour, or have been asked on premise. In both cases the collected data was more concerned with purchase intentions rather than actual purchase behaviour.

Both instances compromise data accuracy by disregarding the subconscious elements of emotions and processing of the physical environment (Fiske 1982). The former raises issues of quantifying emotions and guesstimating behaviour, which are both ever-changing and hard to identify. The latter poses the issue relating to an absence of consumers' personal interest, since they are instructed to visit a particular store as opposed to choosing it themselves. The complexity and vast range of environmental cues further challenges consumer assessment of store environment, where ambient factors such as music and temperature are processed at a deeper level of the unconscious in comparison to visible

elements of space such as layout and furnishing (See Environmental Dimensions in Figure 3) (Wakefield and Baker 1998).

By interviewing those participants who have personally chosen to visit the studied Starbucks cafés in an overseas context, the case provides a holistic understanding and overcomes the accuracy challenges suffered in previous studies. Consequently, this study provides a more realistic understanding of emotion and behaviour, while acknowledging a shortfall of data accuracy due to the time lag between consumer experience and collection of data.

This semi-conversational approach helped relax consumers and encouraged them to share intimate details, where a majority admitted to learning more about themselves as a result of the interview. This was especially significant for assessing existing attitudes and individual personality, which facilitated a stronger interrogation of Starbucks' environmental appeals.

3.4 Population, Sampling & Time Horizons

A heterogeneous, maximum variation sampling strategy was employed, to "describe and explain the key themes that can be observed", for increase in accuracy of insights (Saunders et al. 2012, p.239). A sample of eight participants, ranging in age, gender, and occupation, were chosen as a representative sample of the wider target audience (See Appendix B).

The author used purposive selecting for the first three participants (Saunders et al. 2012).. With the exception of one participant referral, the additional four participants were

identified and directly contacted through Facebook, via interest and society groups of cosmopolitan nature. Individuals were manually screened after asking if they would be willing to take part in an in-depth dissertation interview, by asking if they were a Starbucks customer, and if yes, if they had visited any of its cafes overseas. Accordingly, the final question was asked on whether they had travelled overseas within the last year. Following the screening, participants were sent official interview invitations (See Appendix C).

Qualitative data was collected across a two-week period. Consequently, a future replication of this study may produce varied result due to the ever-changing social and economic climate. Cross sectional studies are also useful for providing a contemporary case to match the current developments within the service sector and the fast food industry.

3.5 Research Strategies & Data Collection

3.5.1 ZMET Technique

Participants were asked to collect 8-12 images approximately a week in advance to the interview to enable participant reflection and enrichment of interview data (Clow and James 2013). Images could be selected from the internet, magazines, newspapers, or personal photographs that participants associated with, or represented, their “visits to Starbucks cafes in foreign countries” (see Appendix D for ethics checklist). Direct referral to the physical environment was purposefully avoided for the ZMET topic, in order to assess the consumers’ natural association of atmospheric elements with their emotional experiences with the brand.

The metaphor-based technique combines projective techniques in order to unearth subconscious through non-verbal channels (Zaltman and Coulter 1995), and was chosen for its compatibility with the research topic of physical surroundings that “can be viewed as a form of nonverbal communication” (Bitner 1992, p.62). The technique’s subliminal and sensorial values holistically tackle the individual experience, which satisfies the paper’s emphasis on experiential marketing.

3.5.2 Episodic Interview Technique

ZMET was the first interview strategy out of the two in total, on the basis that the approach engages consumers and generates discussion in a non-direct approach without putting pressure on the participant (Zaltman and Coulter 1995). The intention was that such an approach would naturally lead to questions for the episodic interview which complemented ZMET with more focused, relevant data that answer the research questions in more direct manner (Braun and Clarke 2013). The combination of semi-structured and episodic techniques also allowed for narration focused on the studied topics whilst still making way for exploration through more general data (Flick 2008). The second section of the interview, using the episodic interview technique, was aided by photographs of Starbucks’s Physical Environment. The photographs were provided by the interviewer, who choose each with different environmental appeals in mind, where participants were asked to choose and engage in storytelling as if the photos were their personal travel photos (See full interview guide in Appendix D). The images were provided to the participants at the end of the interview, thus minimising bias of environmental stimuli (see Figure 4).

INSERT FIGURE 4

3.6 Analysis

The flexibility and openness of semi-structured interview supports the organic flow and development of new knowledge (Braun and Clarke 2013). Semi-structured interviews were vital to using “a list of questions [while] there is [still] scope for the participants to raise issues that the researcher has not anticipated” (Braun and Clarke 2013).

INSERT FIGURE 5

Thematic Analysis is a systematic approach for assessing patterns of meaning with regards to social science topics, and is not dictated by a specific theory (Braun and Clarke 2013). However, since the study is inspired by existing theory and concepts, specific Theoretical Thematic Analysis was employed (Braun and Clarke 2013).

To overcome the risk of discarding potentially important data, the author used a complete coding approach, where all data relating to the main topic was examined and the relevant themes were then identified during analysis (Braun and Clarke 2013). Hierarchical relationships were used as a tool for analysis (see Figure 6) (Braun and Clarke 2013, p.231). Data was organised and coded on three levels: overarching themes (i.e. Existing Attitudes), individual themes (i.e. Environmental Stimuli), and subthemes. The sample was representative in that all hypothetical variations of existing attitude were identified across participants. Existing attitudes were determined by perceptions of Starbucks Coffee Company, and general Global Restaurant/Cafes, and were categorised as: Neutral, Positive, and Negative (See Figure 8 for all attitude variations).

Using relevant theory and literature, the Data Analysis chart accounts for additional factors that influence customer emotions and behaviour (i.e. Situational Factors, Non-Environmental Stimuli). The analysis employs partially inductive method (Saunders et al. 2012) due to its exploration of all subjects and themes, environmental and non-environmental, that do not necessarily fit within the proposed framework. By evaluating the framework and how it applies to the case at hand, the study will ultimately interrogate the relationship between the physical environment and consumer behaviour.

INSERT FIGURE 6

Participants most frequently mentioned the words and concepts (with descending order of frequency): familiar, relax, comfort, home. Following coding and analysis, a total of 32 sub-themes concerning the 5 categories of the Data Analysis Chart were identified and eventually narrowed down to 20 themes (see Appendix E).

Past theory guided thematic analysis and helped structure the data into a logical sequence of events. The study extends previous research, via the assessment of subconscious motivation (ZMET technique and projective interview questions), and the addition of significant antecedents: Situational Factors, and Non-Environmental Stimuli. Past research has used fixed response data, where participants rate environmental stimuli from a pre-determined checklist. Such method demands participants to rate specific variables (such as the store's physical symmetry) and risks data validity by prompting cognition of specific subjects that otherwise may have not been considered by participants, or asking them about

subjects of which they have no recollection. In comparison, the current study considers factors of the framework on the basis of participants' voluntary narrative relating to the physical environment.

3.7 Pilot Study

Considering the research methods that necessitates high involvement and interest on the participants' end, a pilot study was crucial to ensure that the researcher used clear questions that would elicit relevant response. As a result of the interview, certain improvements were made to improve the general flow of the interview (see Appendix D for full detail).

The participant's appropriate preparation and keen involvement resulted in a successful pilot study. The original interview guide and methods were satisfactory and produced equally relevant data as its successors. Consequently, the pilot interview was included in the research analysis.

3.8 Trustworthiness and Authenticity

Validity is concerned with whether the measurements accurately capture reality. Although analysis and coding were not entirely based on past theory, the inclusion of a proposed framework and psychological theory within research analysis allowed for reasonable internal validity. Being a member of the audience, the researcher's empathy enabled conducive interview questions and technique for higher quality interview data. Case study research offers 'restricted external validity' (Bryman 2015, p.52) which limits research

transferability. Considering the ever-changing factors of the research context concerning economic variables, consumer trends, and market factors, the external validity of the case is considerably low.

Similarly, data reliability is hindered due to such context-dependant research, as well as the study's contemporary nature. The small sample of eight respondents impeded the research transferability due to insufficiency of representing an entire population (Sharma 2008). Despite such a limitation, a smaller sample was deemed appropriate in light of the purposive sampling and in-depth exploration of individual perspectives, which can be developed with larger sample sizes in future research. Careful participant recruitment increased research reliability, as it included a mixture of both international and national individuals, as well as the variation across age, gender and occupation. The use of participants' own stimuli to share their stories, as well as consistent use of spacious seminar rooms of unconstrained and neutral environments, increased data authenticity and general research credibility (Turner 2010).

3.9 Ethics

Research accounted for ethical considerations, in accordance with Bournemouth University regulations (see Appendix H for Interview Consent Form and Appendix I for Ethics Checklist).

4.1 Introduction

This chapter examines these five themes, and assess' the emergence of the proposed framework (Figure 3, Methodology Chapter) within each of them. Based on the manifestation of the structure elements, a final framework will be proposed.

The research themes are based on relevant data that was selected and organised via the Data Analysis Chart (Figure 4, Methodology Chapter). The relevant data was coded and arranged under 20 topics (see Appendix E), and narrowed to five overarching themes, as presented in Figure 7 on the following page. In respective order of significance, the themes are; A Space for Relaxation, Service Consistency, Personal Control, Brand Reliability, Situational Convenience.

Throughout the analysis process, Existing Attitudes were considered in terms of their influence on any atypical perception expressed by participants attitudes, and were cautiously integrated into the findings. As a result of the data coding, the events Situational Factors and Non-Environmental Stimuli were combined to increase thematic cohesion throughout analysis.

INSERT FIGURE 7

4.2 Existing Attitudes

Existing Attitudes is an important consideration in terms of extreme approval or disapproval of either of the following variables: specific brand (i.e. Starbucks) or global companies (i.e. chain fast food restaurants). Partly due to the in-depth methodology, less extreme attitudes did not have as significant an impact. Customers such as Participant G initially discussed strong dislike for the Starbucks Coffee Company and a need-based consumption. He described his relationship with Starbucks overseas, as being the opposite of:

"Someone who actively seeks out a Starbucks because they want something familiar I guess. I go to Starbucks because of necessity"

(Participant G, 25-34, Male).

Participant G later admitted contrasting perception, by admitting to Starbucks' positive appeals such as good atmosphere and well-maintained facilities (See Appendix F for full interview summary). In the same vein, Participant H has the most negative attitudes amongst participants. This is due to morally induced disapproval of global companies, and indifference to the Starbucks brand with which her relationship is limited to visits overseas when in need of "proper coffee" or "proper chocolate cake". Completely separate from the intentions of Starbucks (Michelli 2007), and the perceptions of all other participants, Participant H regards Starbucks as physically uncomfortable, and sees it as the antithesis of a relaxing environment.

"They have hard chairs or the leather couches, which I don't think is comfortable. Some places have couches or big sitting pillow type things, but they aren't comfortable. So I wouldn't plan to go and sit down there for a long time" (Participant H, aged 25-34, Female).

At the opposite extreme, Participant C, a strong advocate of the Starbucks Coffee Company, is extremely loyal to Starbucks whilst travelling abroad. She does not trust many brands and describes herself as a "picky" customer.

"I'm not sure if they would have different teas in other chains. Maybe because I don't really go to lots of other chains back home [in Thailand], I just go to Starbucks because it's a safe bet. So abroad I also stay safe and go to Starbucks so I don't go anywhere else" (Participant D, Female, Aged 18-24).

As with Participant H, participant C described atypical perceptions concerning the physical environment. While participant H perceived environment stimuli in a more negative manner than others, Participant C perceived them in a more positive manner. For example, all participants, with the exception of participant H, described sounds in Starbucks as pleasant and relaxing whilst also acknowledging the absence of quite due chatter, music, general sounds of coffee, and food preparation. In contrast, participant C described the environment as; "usually really quiet, I don't think I would ever hear people were chatting very loud".

INSERT FIGURE 8

4.3 Thematic Analysis

As depicted by the Data Analysis Chart, the analysis process was based on the four sequences as illustrated in the figure below (see Appendix G for entire Thematic Analysis).

INSERT FIGURE 9

4.3.1 Service Consistency

Consumers harbour expectations of global businesses like Starbucks, to provide consistent services of decent quality across borders. Service consistencies include the presence of English-speaking staff and familiar menu items that help simplify the decision-making process, which is highly valued by customers in an overseas context. Consumers rely on such consistency, as they expect to find things familiar to them.

"[The most appealing thing about Starbucks is] consistent quality.

If they varied the core menu from place to place, I wouldn't go there. Because I kind of go to autopilot mode and know what I want when I go. The fact that they all have a similar atmosphere,

even if you are in a busy or part open café, you still feel like you are still in the same environment which is quite nice”

(Participant B, Aged 25-34, Male).

The consistent steps of purchase, like a type of ritual, facilitate an important component of the Starbucks experience. As if the café is their home, customers recognise the physical space and can receive the end product on “autopilot mode” (Participant B), without much effort or risk.

“From the moment that you step in the store, you know what to expect. Even when you are abroad because everything works the same. You order at the till then they ask you for your name and you pay, then take a few steps and you wait for your coffee to be called out. You then take it away or you sit down.

It's always the same, and for me I think that's the most appealing”

(Participant F, Age 18-24, Male)

Like the quality of services, customers trust Starbucks to offer high standards of hygiene, including clean toilet facilities: “[It has a] reliable, sterile environment. It feels very clean when you go in there” (Participant G).

According to Merhrabian and Russell's model (1974) "Dominance" encapsulates feelings of control, autonomy and influence. The familiarity of service and facilities satisfies customer expectation, and enables consumption simplicity. When in Starbucks, customers are empowered by the knowledge of their physical surroundings and the processes of service, which emphasises emotional control. Consequently the strong emergence of emotional "Dominance" (Sequence 3), links to positive behaviour, whereby "customers [are able] to accomplish their purpose given the physical surrounding and conditions of the environment" (Bitner 1992, p.61), which is the behavioural response "Carry Out Plan" (Sequence 4).

On the other hand, the theme's underlying concept of familiarity highlights the lack of exploratory behaviour: "Explore" (Sequence 4). Due to the standardisation across the physical environment, participant exploration is limited to non-environmental factors such as trying different menu items. Even participants that purchase different products do so in a safe manner of exploration, by choosing variations of familiar products such as different sandwich filling or different coffee syrup and participants rarely try something completely new. Instead, participants are in search of familiar tastes where products can "give you a little piece of home " (Participant F).

"It's important for me to see the variety of things they have for you. It's more out of interest than anything else, although if I'm lucky enough there might be something I like. I'm someone who will go through all that they have in a menu"

(Participant A, Male, Age 25-34).

4.3.2 A Space For Relaxation

Starbucks' calm and familiar environment rids customers from the distractions of the unfamiliar, and provides an opportunity for relaxation. The café space eases the mind and provides a calming place with its homely feel, soft music and pleasant smell. Consequently, when customers feel overwhelmed by the new/unfamiliar, or are emotional fatigued from planning and deliberating their travel activity, they can find refuge in Starbucks.

The sameness of experience alleviates feelings of homesickness, whereby consumers can carry out habits or routines of home (i.e. home country).

"When you sit at Starbucks it provides a similar comfort to sitting on your sofa at home. For me it provides a homey feeling, whereas I don't think the hotel rooms or lobbies really do" (Participant B, aged 25-34, Male).

The relaxing environment generates a social atmosphere that adds pleasure to general activity, such as "mak[ing] work nicer" (Participant C). While the overseas context prompts customer interest in the availability of technological connection such as recharging electronic devices or going on the Internet, Starbucks cafés

similarly allow for social connection. The Starbucks ambience also relaxes customers through pleasant experience of the senses. Participants expressed the importance of non-invasive smell and sound that Starbucks successfully captures with pleasant smells, agreeable temperature, and soft melodies of low volume music.

"There's always a gentle hubbub of chat and whatever music they are playing, it always sound busy because I suppose is enticing in some way because there's a good atmosphere sort of thing so it sounds pleasant" (Participant G, 25-34, Male).

Such inviting atmosphere is also reflected in Starbucks' interior design, including the choice of lighting, as well as the use of earthy colours and materials such as wood that encourage customers to stay. Unlike most of its fast food competitors (see Literature Review), Starbucks provides a casual store environment that allows people to stay as long as they please, and allows customer to feel at home.

"It's not an oppressive atmosphere; they are usually quite light and open atmospheres. Its usually open plan, you go in there and you can be in your own space and feel comfortable...it's warm and relaxing" (Participant B, Age 25-34, Male).

Relaxation, in terms of emotional "Arousal" (Sequence 3), is most significant across the theme. Customer relaxation is likely to result in positive behaviour by staying

for a longer length of time, "Stay" (Sequence 4), as opposed to other places of less "Ambient" environment (Sequence 2).

4.3.3 Personal Control

Starbucks provides a fourth dimension, a space where consumers can mentally escape to wherever they choose. Customers can be transported back to their home, to a special place of fond memories, or simply to a different place from where they are situated. The physical environment allows for emotional relief, where customers can momentarily escape their surroundings, and go off to a "daydream world" (Participant B).

"Although it is an American brand, I just see it as a not being the country I'm in. So for example it's not Chinese, or it's not Thai, so it represents sort of a refuge for me. It's somewhere familiar"

(Participant E, Age 45-54, Male).

Customers can construct their personalised space within the café, due to the flexibility of its physical environment. The furniture can be moved or shifted according to preference, and can satisfy varying needs such as doing work, socialising, or relaxing.

"It provides an escape from the elements that surround you when you are overseas if you please, and also you can make your own little bubble with your table and your two chairs or whatever.

Even the staff member wouldn't say anything if you sit there for hours. Maybe you could top off your coffee every once in while but they leave you to it"

(Participant B, Age 25-34, Male).

Starbucks can ease customer confidence as they embark on adventures of the unfamiliar, due to the availability of its cafés during key points of travel. The cafés are conveniently located on highways near gas stations (Participants: A,F,C) on ferries (Participant A), or in airports (Participants: A,B,C,G), and take part in consumers' travel.

"I'm always quite happy when a trip starts at an airport after you've checked in and everything you can just sit down and relax at a Starbucks. Because it gives you a little feeling of familiarity but at the same time you're preparing to go abroad – so I really like that. If I see a Starbucks at an airport I definitely go and get a coffee. It's quite relaxed" (Participant C, Age 18-24, Female).

The theme is based on the security and autonomy that customers feel, as they have increased control over their needs and wants, such as escapism or a consumption of something familiar during their travels. The laidback atmosphere facilitates a participants with a private space, whether it through mental transportation, or their physical surroundings. Consequently, the theme exhibits traits of emotional "Dominance" (Sequence 3), and would most likely result in the supporting customer with their specific consumption intentions: "Carry Out Plan" (Sequence 4).

4.3.4 Brand Reliability

The brand embodies the notion of a trusted friend that customers can rely on to "always [be] around the corner" (Participant F), if and when they need it. As with its consistent services, Starbucks is valued for its consistent quality whereby customers know what to expect, and take comfort in knowing that the brand offers no surprises, whether it is good or bad.

"[What's most appealing about going to Starbucks overseas is]
being in a foreign country, not knowing what's out there. And
usually you want to have a sit somewhere that you know of, that's
familiar. That's the main reason I go because you know what to
expect product wise and money wise"

(Participant F, Aged 18-24, Male).

Considering the specific overseas context, as well as its central locations and widespread availability, the well-known Starbucks brand provides a fail-safe option for participants. It signifies reliability, by representing “decent coffee” (Participant H) and satisfying functional needs such as a simple “caffeine fix” (Participant G).

The concept of “Getting What You Expect” is especially significant to participants, where knowledge becomes power. The knowledge of Starbucks’ reliable accessibility alone can reassure customers to get something they know and want, and accordingly feel “Dominance” (Sequence 3), even amongst countries or cultures unfamiliar to them. Such emotions of dominance can lead to customer “Attraction” (Sequence 4), which is based on “emotional and cognitive responses to the general [brand] or firm's exterior” (Bitner 1992, p.64).

4.3.5 Situational Convenience

The potential nomadic state of an overseas traveller induces customers to seek practical places for momentary escape from things such as bodily fatigue, weather conditions, or noise of the places they are visiting. In such instance, customers use Starbucks as a convenient place to refuel between activities and enjoy the services such as coffee or Internet whilst doing so.

“You just need a pick me up when you’re on holiday and tired so you just need a bit of coffee that way” (Participant F, ages 18-24, Male)

The cafes' comfortable settings in both physical and mental terms, combined with their central locations, also create alternative spaces for sightseeing activity. The use of glass walls or large windows, as well as the outdoor seating available around the café or on its terrace, allow customers to soak up their surroundings. Customers can satisfy their sightseeing interests by means of Starbucks' physical environment, whilst also using the café as a physical refuge for various needs.

"In January it was snowing and it was awful weather so when my best friend came to visit I remember going to this Starbucks instead of going to the Tower Bridge because we could see it from there" (Participant F, ages 18-24, Male)

Customers also use Starbucks' physical environment for "people-watching" locals that pass by, or do sightseeing through the café's view. Participants especially enjoy having downtime whilst sightseeing from where they sit.

"People watching in a Starbucks in Qatar, we were watching the rich people walking and doing their shopping. We were sightseeing is in shopping malls in Qatar...we were just sitting inside in the shopping mall for, in a coffee place, for hours." (Participant H, Age 25-34, Female).

Situational Convenience underlines the functional use of Starbucks as a physical sanctuary. Emotional "Pleasure" (Sequence 3) is most significant within the theme, especially considering lower customer expectations due to chance or need-based, as opposed to planned decision-making. Such pleasure is a result of customers' ability to successfully carry out their situational needs: "Carry Out Plan" (Sequence 4)

4.4 Summary

While most themes were interwoven with functional needs, some of which were non-environmental, participants expressed high sentimental value whereby all themes shared a sense of familiarity and associations of home. Elements of "Function and Space" were most commonly cited as stimuli towards such essentiality, since they allow for a more immediate sense familiarity in comparison to whilst "Ambient" factors were more influenced by antecedents of non-environmental appeal. Symbolic stimulus, "Symbol" is the general brand representation through elements of signage, personal artefacts, and style of décor (Bitner 1992). As a result of overseas context, more vital needs such as comfort outweigh the significance of such Symbolic elements.

DISCUSSION

5.1 Findings

Findings were consistent with past research that demonstrates how standardised brands offer stability for its customers' within foreign context. Bengtsson et al. (2010) suggest that standardised services of fast food restaurants can mentally comfort customer with notions of the home. Familiar foods, consistency of menu items and English speaking staff provide familiarity that is valued by customers. Similarly, this paper identifies the importance of familiarity and consistency for global brands.

The notion of familiarity is of fundamental value towards customers' consumption of global brands across a foreign context (Bengtsson et al. 2010, Maguire and Hu 2013). According to Bengtsson et al. (2010) customers value familiarity most for facilitating a feeling of home whilst abroad. This study instead builds on the thesis, indicates that within foreign context, familiar brand elements are most valued by customers for enabling emotional relaxation. While Starbucks' familiar food and drinks have the momentary power to transport travellers temporarily back home (Bengtsson et al. 2010), the familiarity of the physical environment satisfies the essential need of customers' relaxation whilst travelling.

Starbucks Coffee is commonly referred to as a social "third place" in relation to the home and workplace, according to literature (Thompson and Arsel 2004;

Michelli 2007) and its CEO Schultz himself. In contrast, the case findings illustrate the appeal of Starbucks as a fourth dimension, whereby customers can mentally escape to another space. The lack of strong smells, sounds, and cultural or symbolic cues, stimulate an “otherness” of the physical environment. Customers can leave behind their fatigue or thoughts as a traveller and use the space to mentally “be” wherever they choose. The cafe as a fourth dimension was reflected in the theme “Personal Control”, where the environment mentally calms the senses, and physically relaxes the body. Starbucks’ humble familiarity provides a pleasant environment that is not culturally distinct enough to cause distractions, which stimulates emotional ease or escapism.

In addition to theme “Personal Control” that discusses Starbucks as a space for mental relaxation, the interrelated theme “A Space for Relaxation” illustrates the use of the physical environment for physical comfort and relaxation. The café provides a calm space with ambient features: comfortable furniture, soft music and pleasant smell. The inviting atmosphere such as soft lighting helps ease the mind and body, and reflects the casual environment that allows customers to stay as long as they like. Customers’ calm bodily state results in a high regard for Starbucks despite the presence of environmental noise, even if they are there for work or business (as opposed to social or casual occasion). When in foreign context, a change in a consumers’ physical environment stimulates interest in a stable environments like Starbucks’s *servicescape* that offers a reliable space for providing relaxation and comfort.

5.2 The Final Framework

Using the Analysis Chart (see Methodology Chapter), the researcher evaluated the presence of the different event variables across the various themes of the case study (see Figure 10). The appropriate variables were then evaluated, and "Existing Attitudes" was considered independently in terms of its influence on the main three events of Environmental Stimuli, Emotional State, and Behavioural Response. The structure was accordingly revised and a final framework was presented in line with the themes of analysis (Figure 11). Variables that were found irrelevant (i.e. Explore) were discarded from the framework, while remaining variables were re-listed in descending order of significance.

INSERT FIGURE 10

The author extended the proposed framework by integrating events of non-environmental stimuli based on relevant findings. The framework proposes Service Consistency, Situational Needs, and Trust, within the event (Figure 10). Service consistency discusses factors such as the availability of English speaking staff or familiar foods, while Situational needs addresses factors of convenience such as central location. Trust identifies the importance of general brand status where customers assume globalised, recognisable brands will provide quality services and rely on them in unfamiliar contexts.

Factors of customer personality were integrated into the model with the event “Existing Attitudes” (Figure 8, Analysis Chapter) and is displayed as an external event of consideration. Existing attitudes can impact the different levels of the sequence Non-Environmental stimuli, Environmental Stimuli, and Emotional State. Hence, identification of participants’ Existing Attitudes must be the first step of analysis in order to inform the next steps of data coding and construction of themes. Considering the study’s qualitative method based on customers’ subjective reality, inclusion of attitudes within the linear sequence of events would have been counterproductive, as it would limit the exploratory approach of research.

INSERT FIGURE 11

Exploratory behaviour “Explore” was removed from the final framework due to its weak relationship with emotional motivation. In contrast to exploratory behaviour, findings revealed that customer’s found the sameness and familiarity of the *Servicescape* most appealing (see Figure 10).

As disclosed in the literature review, the author anticipated that a change from quantitative to qualitative methodology would likely enhance utility of the specific variable Dominance, which was consequently maintained within the proposed framework. Results indicate potency of Dominant behaviour for the case at hand, whereby a familiar *servicescape* lends a sense of control due to the wider frame of unfamiliar context. All themes were consistently underpinned by emotional Dominance, which also emerged as the chief antecedent of positive

customer behaviour, most notably towards "Carry Out Plan", thus successfully carrying out intended consumption purpose. This was followed by "Stay", staying longer within the premise, and finally inducing "Attraction", the emotional attraction for visiting the café.

CONCLUSION

6.1 Summary

The study extends existing literature concerning the Physical Environment, using qualitative methods concerning the growing segment of travelling consumers. The contribution of Starbucks' physical environment towards the café's emotional appeals in overseas context was interrogated through thematic analyses, which are reflected in themes and proposed framework. The paper demonstrates overarching feelings of emotional "Dominance" where customers have power of their physical and mental relaxation, followed by "Pleasure" whereby the familiar and agreeable elements of the physical environment induces pleasure (Mehrabian and Russell 1974).

6.2 Future Research

Although the final framework uses components of fundamental environmental psychology theory (Mehrabian and Russell 1974; Bitner 1992), findings are based on idiosyncratic outcomes of a single case study. Therefore, similar implications on other global service companies cannot be affirmed. The study invites researchers to apply the framework to other global brand cases of the commercial service environment in order to assess transferability of the framework and its practical implications.

FIGURES AND TABLES

Figure 1. Mehrabian and Russell's Model on Environmental Psychology (1974)

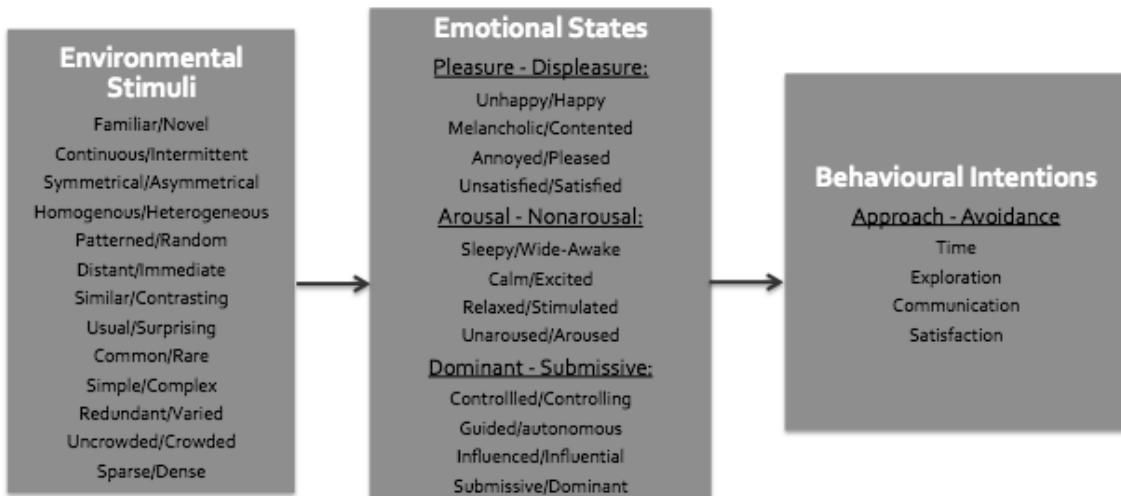


Figure 2. Bitner's (1992) Servicescape Model

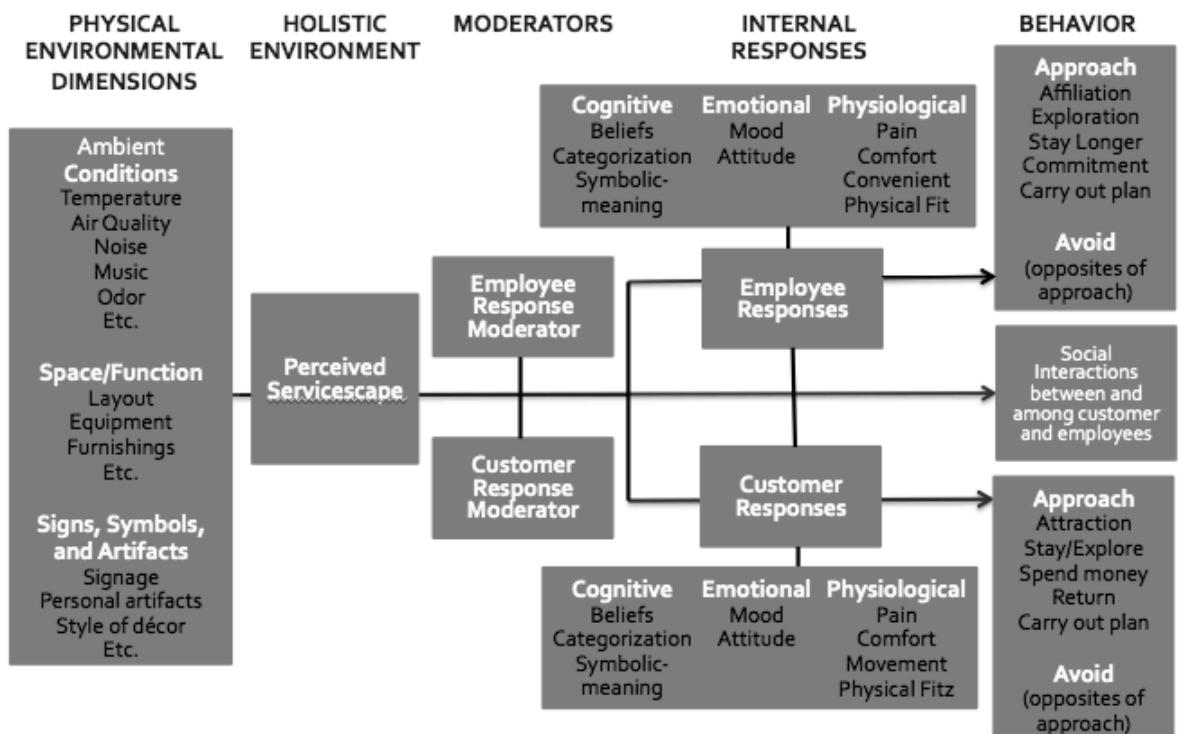


Figure 3. Proposed Framework (Velicangil 2016)

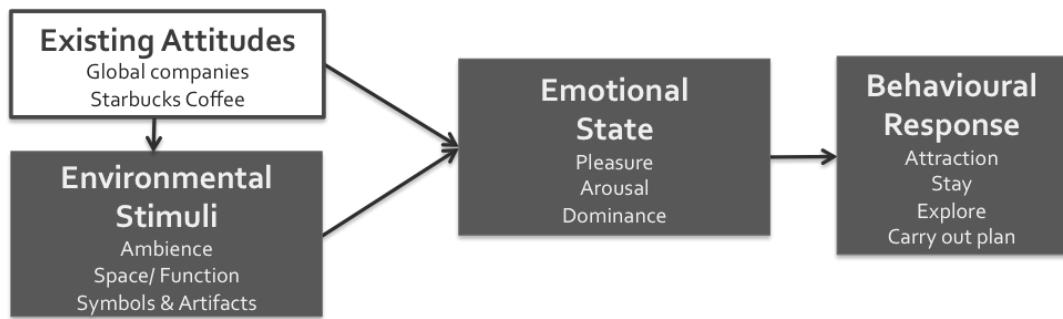


Figure 4. Interview stimulus – Researcher's Images of Starbucks' Servicescape



Figure 5. Interview images collected by Participant B



Figure 6. Data Analysis Chart

*The variables of these elements will be labelled through according the highlighted colours.

Existing Attitudes	Situational Factors	Non-Environmental Stimuli	Environmental Stimuli	Emotional State	Behavioural Response
Global companies (G) Starbucks Coffee (S)			Ambient Function Symbolic	Pleasure Arousal Dominance	Exploration Stay Longer Attraction Carry Out Plan
Positive S Advocate (+) G Advocate (+)					
Positive S Advocate (+) G Indifference (/)					
Neutral S Indifference (/) G Indifference (/)					
Neutral S Indifference (+) G Indifference (-)					
Negative S Indifference (/) G Disapproval (-)					
Negative S Indifference (-) G Disapproval (/)					

Figure 7. Analysis of Findings

Based on the Data Analysis Chart (refer to Figure 6 in Methodology Chapter)

Environmental Stimuli	Emotions	Behavior	Situational Convenience
Service Consistency	A Space for Relaxation	Personal Control	Brand Reliability
*Staff Consistency – Functional Value/Emotional Comfort -English speaking staff -Consistent hospitality -Good Quality *Menu Consistency – Functional Value/Emotional Comfort -Same core menu - Find the things you know -Familiar -Autopilot, no thinking required Hygiene/ Cleanliness -Decent – up to standard -Well maintained *Purchase Ease/Ritual -Consistent set-up -Appealing purchase ritual - familiar -Functional ease in ordering and so on...	Consoling Space/A Piece of Home (Emotional Refuge) -Comfort through similar atmosphere - the feeling of home -Place as a representation of familiar places The Social Atmosphere -Reassurance of familiar setting within an unfamiliar context -A space to be with friends -Fun atmosphere for work or conversation Pleasant/non-Invasive Smell -Comfortable group setting -Neutral, subtle smell of coffee Pleasant/non-Invasive Sounds -Pleasant, a bit sweet -Gentle chatter -Good sound isolation, closed doors -Low volume music and food/drink preparation Casual Environment -Enticing, relaxing sounds -Spread out on the sofas, tables (as you wish)	Private Time – Escapism/A Neutral Space (Fourth Space) -Calm space to recuperate from travel -Transporting you home/elsewhere A fourth dimension: a neutral space (to clear ones mind or unwind) -Familiarity provides relaxation (few distractions) -Connect with others/go to another world online Uplifting Environment/Atmosphere -Welcoming atmosphere, soft, table edges/sofas -Relaxing ambience, soft lighting and sounds -Comfortable/warm feeling - like a library, ones home -Spacious, open-plan with glass walls -Uplifting decor, warm colours and wooden surfaces -Ambient views of the surrounding environment Travel Companion -There at the start of the journey (conveniently located at gas stations, airports) -Reassuring consumers as they embark on their travels (as a familiar comfort)	Physical Refuge -Downtime, rest stop -Escape form heat/cold. -Refuge from noise/traffic and so on. -Quality facilities – Wi-Fi, Good temperature (air-conditioning), toilets, furniture *Functional Convenience -Always there when you need it: for a coffee craving, or familiar products -Convenient - easy to find and get to -Comfort of knowing its availability *Functional Convenience -Go-to choice when abroad: widespread/convenient -Not a conscious choice, but a functional need Necessity Taking an Energy Break -A place to relax between activities -A pit stop to refuel with coffee Sightseeing/through Starbucks -To regroup and plan the next thing (with the support of WiFi and coffee) -Soaking up the foreign atmosphere (watching the people outside through the glass, or the locals who are inside) -Sightseeing via the café view (through the glass, or on the terrace)
*Reliable & Consistent in Physical Comfort -Comfortable furniture – relaxing -Well equipped for work – Wi-Fi, plugs, tables	Explore -Stay XX Attraction XX Carry Out/Pull XXX	Physical Refuge -Downtime, rest stop -Escape form heat/cold. -Refuge from noise/traffic and so on. -Quality facilities – Wi-Fi, Good temperature (air-conditioning), toilets, furniture *Functional Convenience -Always there when you need it: for a coffee craving, or familiar products -Convenient - easy to find and get to -Comfort of knowing its availability *Functional Convenience -Go-to choice when abroad: widespread/convenient -Not a conscious choice, but a functional need Necessity Taking an Energy Break -A place to relax between activities -A pit stop to refuel with coffee Sightseeing/through Starbucks -To regroup and plan the next thing (with the support of WiFi and coffee) -Soaking up the foreign atmosphere (watching the people outside through the glass, or the locals who are inside) -Sightseeing via the café view (through the glass, or on the terrace)	Physical Refuge -Downtime, rest stop -Escape form heat/cold. -Refuge from noise/traffic and so on. -Quality facilities – Wi-Fi, Good temperature (air-conditioning), toilets, furniture *Functional Convenience -Always there when you need it: for a coffee craving, or familiar products -Convenient - easy to find and get to -Comfort of knowing its availability *Functional Convenience -Go-to choice when abroad: widespread/convenient -Not a conscious choice, but a functional need Necessity Taking an Energy Break -A place to relax between activities -A pit stop to refuel with coffee Sightseeing/through Starbucks -To regroup and plan the next thing (with the support of WiFi and coffee) -Soaking up the foreign atmosphere (watching the people outside through the glass, or the locals who are inside) -Sightseeing via the café view (through the glass, or on the terrace)

Figure 8. Table of Existing Attitudes

Please refer to Appendix F for full interview transcripts from which the quotes are taken.

POSITIVE		NEUTRAL		NEGATIVE	
Participant A	S Advocate (+) G Advocate (+)	Participant E	S Indifference (/) G Indifference (/)	Participant G	S Disapproval (-) G indifference (/)
Starbucks Coffee:  I would go to Costa only when I'm craving coffee, whereas I go to Starbucks just to be in Starbucks. It's just the feeling that comes with the coffee...and the food as well I guess when I get hungry. It's just that I'm more comfortable with things I'm familiar with. It wouldn't give me the same feeling; it's just a coffee. Then it's no different from the coffee you have at home. Global Companies: Expected or familiar. Routine or usual, when you see that you just end up wanting to go to it.	Starbucks Coffee:  I could do without coffee [in Starbucks], I could go and order a coke somewhere or a beer, but without the Wi-Fi, or the air-con, it would almost make it unnecessary to go in there. Because I'm going in as much for those things as I am for the coffee or the smoothie or the cake or whatever, it's not just about the food or drink. Global Companies: Familiarity, and I know I've used it so many times but I'm going to say haven, and not quite quality but more about reality I suppose. The food is not necessarily any better or as good as [the local food] but you know what you are going to get.	Starbucks Coffee:  I don't like going to Starbucks, because there probably is some local coffee shop that is better. But this is here, and I need it now. So it's not necessarily a choice that I go to Starbucks but it's just that it's the one there. Global Companies: I'm not trying to make a political statement, but it's an American business and it's everywhere so it's a bit weird how there's commercialization across the world. I'm sure they put different businesses out of business, not necessarily on purpose but when people see a Starbucks they'll say "O a Starbucks!" And stop going to whatever it is they were going to around the corner. So that's one of the things.			
Participant B	S Advocate (+) G Advocate (+)	Participant F	S Indifference (+) G Indifference (-)	Participant H	S Indifference (/) G Disapproval (-)
Starbucks Coffee: It's a space that's safe, and has a good environment, and nice coffee.	Starbucks Coffee:  Its nice to have something that you know you can trust and that's what big brands like Starbucks brings. There's trust,	Starbucks Coffee:  Normally I go into Starbucks if I'm desperate for a coffee, that's why I got to Starbucks.			
					At Starbucks they have the coffee, but



Global Companies: homeliness, familiarity.
[Global companies are about] consistency, quality, familiarity.

Global Companies: Expected and expensive.

I'm quite anti corporation in many ways. When I'm at home, I do go to a lot of smaller places where the coffee places and support local businesses but when I'm abroad that all gets chucked out of the window. I do feel a little piece of guilt.

otherwise I'd rather support the local small places that sell food you haven't tasted before.

Global Companies:

[Starbucks is] unattractive because I don't like supporting big chains or places that don't pay taxes. I don't want to put my money towards a place like that, even if they do some corporate responsibility activities...they exploit differences, even if they aren't technically doing anything wrong.

Participant C S Advocate (+)

G Advocate (+)



Starbucks Coffee:
So when I went to Portland in America to see my friend, I had my first Starbucks. I loved it, that's where my love for Starbucks comes from I think. Because it's the experience.

Global Companies:

Cheap. Accessible. Popular – in the sense that they're a popular brand.

Participant D S Advocate (+)

G Advocate (+)



Starbucks Coffee:
For me, Starbucks is a high-end brand to go to. That's what it is in Thailand, I don't know if its very high end here abroad but I still prefer going there because it's the

experience.

Global Companies:

I went to McDonalds in Laos because
the food is different there and I'm quite
picky. I prefer to eat junk food or well
known places when I go to countries
where the food is very different, I don't
really try the food in other places.

Figure 9. Factors of Analysis

The framework is based on Data Analysis Chart (refer to Figure 6 in Methodology Chapter)

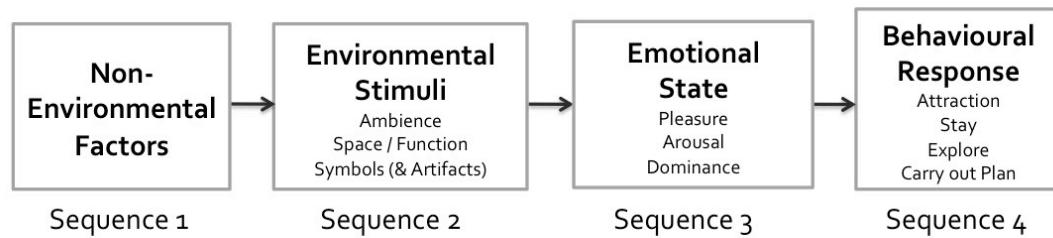


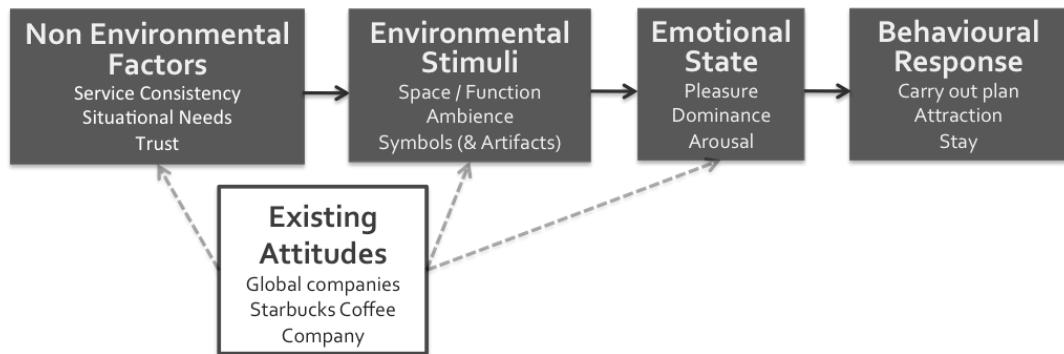
Figure 10. Results of Data Analysis

Based on the Data Analysis Chart (Figure 6)

Environmental Stimuli	Emotional State	Behavioural Response
Non-Environmental Appeal Service Consistency XXX (Staff / Menu) <u>Trust</u> XX (Easy decision making) Convenience X (Need Based / No other options available)	Pleasure XXX <u>Dominance</u> XX <u>Arousal</u> X	Taking an Energy Break Carry Out Plan XXX <u>Stay</u> XX Attraction XX <u>Explore</u>
*Staff Consistency – Function <u>Value</u> / Emotional Comfort -English speaking staff -Consistent hospitality -Good Quality	Hygiene/Cleanliness -Decent – up to standard -Well maintained -Consistent Purchase Ease/Ritual -Consistent set-up -Appealing purchase ritual -familiar -Functional ease in ordering and so on... Casual Environment -Spread out on the sofas, tables (as you wish) -Work or have a rest -Stay as long as you please	The Social Atmosphere -A space to be with friends -Fun atmosphere for work or conversation -Comfortable group setting Consoling Space/A Piece of Home (Emotional Refuge) -Comfort through similar atmosphere – the feeling of home -Place as a representation of familiar places -Reassurance of familiar setting within an unfamiliar context Private Time – Escapism/A Neutral Space (Fourth Space) -Calm space to recuperate from travel -Transporting you home/elsewhere -A fourth dimension: a neutral space (to clear ones mind or unwind) -Familiarity provides relaxation (few distractions) -Connect with others/go to another world online
*Menu Consistency – Functional <u>Value</u> / Emotional Comfort -Same core menu - Find the things you know -Familiar -Autopilot, no thinking required	Pleasant/non-Invasive Smell -Not strong or overpowering -Neutral, subtle smell of coffee -Pleasant, a bit sweet Pleasant/non-Invasive Sounds -Gentle chatter -Good sound isolation, closed doors -Low volume music and food/drink preparation -Enticing, relaxing sounds Physical Refuge -Downtime, rest stop -Escape from heat/cold. -Refuge from noise/traffic and so on.	Sightseeing/Through Standarck -Soaking up the foreign atmosphere (watching the people outside through the glass, or the locals who are inside) -Sightseeing via the café view (through the glass, or on the terrace) New Experience -Looking at different products being sold (collection of drinkware/coffee/teas) -Looking at the different menu items (out of interest) -Trying different menu items/variants
*Quick/Effortless Decision Making -Familiarity of products -Knowledge – knowing what to expect -Recognizable/Trustworthy as a Big Chain	Relaxation/What You Expect / Quality -Comfort of familiar foods/drinks -Control of knowing the price -Safety of knowing the quality Relaxation/Awareness of needs -Always there when you need it: for a coffee craving, or familiar products -Convenient - easy to find and get to -Comfort of knowing its availability	Relaxation & Consolation = Physical Comfort -Comfortable furniture – relaxing -Well equipped for work – Wi-Fi, plugs, tables -Quality facilities – Wi-Fi, Good temperature (air-conditioning), toilets, furniture -Ambient views of the surrounding environment

Figure 11. Final Framework

The framework is based on Data Analysis Chart (refer to Figure 6 in Methodology Chapter)



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APPENDICES

Appendix A. Reflective Statement

The researcher wrote a self-reflective statement prior to conducting interviews for primary research purpose. The statement was an important tool for the researcher to separate her perceptions from the analysis.

In spite of the researcher's curious nature to try new things when visiting other countries, she found herself and other people of similar position going to Starbucks cafes during their travels. From such experiences, the author wanted to understand the key difference between such visits to Starbucks, and the reasons for peoples' visits to other familiar fast food chains like McDonalds which she believed was more functionally motivated (i.e. quick decision-making). The author is not a loyal Starbucks customer in that she usually prefers other cafes that provide better tasting coffee. Despite this, she enjoys Starbucks for its physical environment and finds herself visiting its cafes despite better quality alternatives. She believes that the brand offers significant emotional appeal towards its customers that is partially related to its physical environment, which in some contexts may have increased importance. Due to the change in emotional interests in foreign context, she recognised a change in her relationship with brands whilst traveling abroad. Consequently, she chose the specific case study of Starbucks Coffee due to her curiosity global brand success and the physical environmental.

Appendix B. Participant List

Participant	Age Bracket	Gender	Occupation	Existing Attitudes
Participant A	25-34	Male	Design Engineer	Positive
Participant B	25-34	Male	Marketing Manager	Positive
Participant C	18-24	Female	Student	Positive
Participant D	18-24	Female	Student	Positive
Participant E	45-54	Male	Academic	Neutral
Participant F	18-24	Male	Student/Waiter	Neutral
Participant G	25-34	Male	Soldier	Negative
Participant H	25-34	Female	Student	Negative

Appendix C. Participant Information Sheet

Invitation paragraph

You are being invited to take part in an in-depth interview. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Please ask should there be anything that is not clear or if you would like further information. Take time to decide whether or not you wish to take part.

This researcher for this project is Julide Juliet Velicangil, and the data from all interviews will be for the sole purpose of my final year (Level I) Undergraduate Dissertation at Bournemouth University.

What is the purpose of the project?

In the last two decades, the change of economic and political unions as well as the wider availability of cheaper transportation has encouraged high rates of travel, as with it the globalisation of food chains. Brands like Starbucks have widespread presence in more than 65 countries, and its constant expansion by opening at least two new cafes everyday. The standardization of such global food and beverage chains like Starbucks and McDonalds provide obvious advantages as they do disadvantages. This study aims to uncover examine the advantages that influence consumer decision-making in terms of visiting such chains whilst travelling abroad, by using Starbucks Coffee as a case study.

The dissertation research will be presented on May 18th, and the paper itself will be completed and submitted by May 31st.

Why have I been chosen?

You have been chosen due to your profile as an ABC1 demographic (upper middle/middle/lower middle class) that travels at least once a year and is familiar with the Starbucks Coffee brand at home as well as abroad.

Do I have to take part?

It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep (and be asked to sign a consent form) and you can still withdraw up to the end of the interview without it affecting any benefits that you are entitled to in any way. You do not have to give a reason. All quotations used from this work will be presented anonymously, referring only to gender, age and occupation.

What would taking part involve?

This research takes form of an in-depth interview, unlikely to be longer than one-hour in duration.

PLEASE BE AWARE THAT THE INTERVIEW REQUIRES CANDIDATES TO
DEDICATE APPROXIMATELY 15-30 MINS PREPARATION TIME PRIOR TO THE
ACTUAL INTERVIEW, DESCRIBED AS FOLLOWS.

As participant, you will be asked to collect ten images (this can be personal/non personal photographs, images or pictures) that you associate with *going to a Starbucks cafe whilst abroad*. You will have at least five days time to think about the image and collect them. You will be asked to digitally send the images to the researcher who will print them in preparation for the interview process.

Alternatively, participants can bring the printed images with them and will be compensated for printing costs.

The researcher will be asking open questions to elicit your thoughts and experiences about international food chains and Starbucks, as well as asking you to refer to photographs of Starbucks (provided at the interview) whilst engaging in storytelling. Should respondents feel uncomfortable with any questions or answer formats (i.e. storytelling) they can ask for the question to be alternatives will be

You should answer questions honestly and if you are able to give examples this is very helpful. During the interviews the researcher will use her laptop for audio sound recording for the use of transcription and future reference, limited to the mentioned dissertation research.

What are the possible disadvantages and risks of taking part?

There are no expected risks or disadvantages of taking part in this research.

What are the advantages and possible disadvantages or risks of taking part?

Whilst there are no immediate benefits for those people participating in the project, it is hoped that this work will inform participants on the changing climate of consumption, and how international restaurants like Starbucks travel together with us.

Will my taking part in this project be kept confidential?

All the information that we collect about you during the course of the research will be kept strictly confidential. For the purposes of University Exam Board, all data relating to this study will be kept until September 2016 at a BU password protected secure network.

What type of information will be sought from me and why is the collection of this information relevant for achieving the research project's objectives?

The research gathered on this project will be focused primarily on your thoughts on and experiences with Starbucks Coffee. This will further the researcher understanding of consumer relationships with restaurant chains within a global context.

Will I be recorded, and how will the recorded media be used?

The audio recordings of your activities made during this research will be used for analysis purposes only. No other use will be made of them without your written permission, and no one outside the project will be allowed access to the original recordings.

Contact for further information

For further information please contact Julide Juliet Velicangil on 0791 8828254 or

j7919162@bournemouth.ac.uk

Appendix D. Interview Guide

**Text highlighted in yellow are those questions that were adapted.*

1. Introduction

Hello, and thank you so much for agreeing to participate in this research study. I know this you have spent some of your valuable time for pre-preparation and am very grateful your effort. This in-depth interview will be one of many, where all outcomes will be used towards my undergraduate dissertation. My dissertation examines the Starbucks café experience and how it relates to consumer behavior abroad. As previously discussed, the interview is likely to last between 45 minutes – an hour.

About a week ago, I specifically asked you to collect images that relate to your “visits to Starbucks cafes in foreign countries”. We will go through these images in detail during this interview, and they will be important points of reference for my research analysis. As mentioned in the participant information form, are you are still happy for me to keep these after the interview has ended?

I would like to remind you that this interview will be recorded, but will only be used for research analysis and will not be shared with any third parties. Please take this time to have a last read over the participation form in case you have any questions, and once everything is clear and the form is signed we will start the official interview process.

The interview is based on your personal opinion, so please know that all answers are valid and there is no right or wrong. Throughout the interview, if there are any questions that make you feel uncomfortable and you would rather not answer, that is completely up to you. You also have every right to withdraw from the interview at any point if you feel it is necessary.

2. ZMET Questions

- **Storytelling:** Please go through each picture one by one and explain why you choose it in relation to your Starbucks experiences abroad.
- **Missing Image:** Do you feel like the images you collected give an accurate understanding of your experiences of Starbucks abroad, or did you feel like you there is something missing... something that was too hard express in a simple image perhaps?
- If the participant expresses the absence of an image from the previous question - What would that image be? Why?
- **Sorting Task:** Now I'd like to ask you to create piles of 3-4 pictures based on a common aspect they all share? Now please explain each group.

- **Construct Elicitation:** Within the groups that you created, are there any images that are similar but different from the rest? How do you think this distinction relates to your experiences in Starbucks abroad?
- **Most representative Image:** Which image is the most representative image of your Starbucks experiences abroad? Why? And what image would be the opposite of what you just showed? Please explain.
- **Sensory Images:** Now to the creative bit, could you please think of the senses sound, smell, touch and taste. Please think about these four senses, and the things you might associate with them in terms of your Starbucks experience abroad. It doesn't necessarily need to be the physical experiences you have in Starbucks cafes, but can also be representations or feelings that you have when you think of these senses and Starbucks experiences abroad?

Now can you tell me something that you associate with being the opposite of those senses, or that doesn't portray the topic in terms of these four senses?

3. Further Questions

3. 1 The Global Restaurant

- What three words/phrases come to mind when you think of an international chain café or eatery? Why?

- Think about a place you've recently traveled to in Europe, and think about an instance of when you visited an international chain restaurant or café (if you can't remember, please imagine one place). Now please explain why you visited the place and any details you can remember about the experience?
- Now can you do the same for a place outside of Europe, preferably a country that is considerably different from where you live or your home country?
- If all international chains cafes or eateries suddenly ceased to exist, but you could choose to keep one open, which would you choose? Why?

3. 2 Starbucks Abroad

~~—What is your most memorable experience in Starbucks whilst abroad?~~

- Tell me about why you visit Starbucks whilst abroad?
- What is the most appealing factor for visiting Starbucks aboard? And what is least appealing about it?

3. 3 Servicescape

Will show participant seven photographs of the Starbucks environment (The pictures were specifically chosen in terms of the subjects in order of the photographs respectively: bustle, lighting, service, comfort, space, convenience, relaxation).

- I will now need you to do a little role-play, I will show you six photographs and would like you to pick two. I would like you to imagine that you have taken a trip abroad to a place of your choice and took the photographs yourself. I will then ask to tell the story of these pictures in relation to your trip, as if the story is from your travel diary. The more details the better, for example you can introduce other characters or involve details about the whichever country it is your in. (**Shows images From Figure 4**)

- After having looked at these photos, would there be anything you would add to your answer for "What is the most appealing factor for visiting Starbucks aboard? And what is least appealing about it?"

4. Conclusion

Well, that is all for us today. Again, thank you so much for your time and agreeing to take part. If you have anything you are unsure about in terms of the how this interview fits into the research process, or anything else to do with it, please don't hesitate to contact me.

Appendix E. List of Overarching Themes

Topics of coding

<ol style="list-style-type: none"> 1. *Staff Consistency – Functional Value/Emotional Comfort 2. *Menu Consistency – Functional Value/Emotional Comfort 3. Getting What You Expect - Quality 4. Brand Quality – Trust 5. Quick/Effortless Decision Making 6. Travel Companion 7. Purchase Ease/Ritual 8. Reliable /Always there if needed 9. Functional Convenience 10. Sightseeing through Starbucks 	<ol style="list-style-type: none"> 11. Store Exploration 12. The Social Atmosphere 13. Pleasant/non-Invasive Smell - Pleasant/non-Invasive Sounds 14. Consoling Space/A Piece of Home (Emotional Refuge) 15. Physical Refuge 16. Taking an Energy Break 17. Reliable & Consistent in - Physical Comfort 18. Casual Environment 19. Uplifting Environment/Atmosphere 20. Private Time – Escapism/A Neutral Space (Fourth Space)
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Appendix F. Interview Transcripts

Relevant data for all interview Transcripts to coded and analysis, as well as attitudinally specific data was highlighted:

-Attitudes -Relevant Data

Other peoples' names referred to by the participant have been changed for purposes of anonymity.

Participant A – Interview Summary

Participant	Age Bracket	Gender	Occupation	Existing Attitudes
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Participant A	25-34	Male	Design Engineer	Positive
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ZMET

Storytelling:

Greek Frappe Drink

Frappuccino is the closest thing I could find to Frappe's outside of Greece, if you call Greece my actual homeland. That's how I got attracted to Starbucks; it was my main order for a long time.

In Mediterranean countries its warm all the time so it wouldn't make sense to start with a hot coffee so I would start with this Frappe (a cold coffee).

It's obviously the fancy version of it, the frappe is stronger but its close to is.

Trip to Monaco

We went to a Starbucks to feel a little bit at home because Starbucks is a big part of our [My girlfriend and I] life here. When we have mornings off we don't bother making ourselves a coffee, we just go to a Starbucks close to us.

Its something you know about, feel comfortable with. Not only in Monaco, but in a foreign country with culture and appearance of the country they are so different that sometimes if you go to Starbucks or a brand you know, it makes you feel more comfortable.

It was just an idea that pops in your mind, "Shall I go to Starbucks?" That's what we did. I don't think anybody goes to Monaco to go to Starbucks.

Luxembourg

We went to this shopping mall over there, and to be honest I was curious to see what sort of food variety they were offering over there.

Our aim was just to visit the mall, but then it's magnet when you see it.

For example in Cyprus you can find sandwiches with Halloumi and Pitta bread. If I'm in a Starbucks and I see a different thing, I would usually try it. There are two or three sandwiches I like in Starbucks, but that's something I always get if there are no new options.

Los Angeles

Starbucks is the place where there's no age restriction to go, and back in my time there wasn't much social media so you had to meet somewhere basically. You didn't have anything that would be disagreeable such as alcohol [in Starbucks], it was best when we were young. There were options for kids, most of my friends would have hot chocolate. That's how it started, we were about 12-13, and we were usually meeting there.

You just picked the easiest place to meet, so you'd say "see you in Starbucks".

I suppose it's also to do with my background, because Iranians don't drink coffee normally, it's more of tea. So drinking coffee and also going to an American brand also showed how you integrated into the American life. You are part of the community; it just had a positive connotation back in those years.

That's how the feeling about Starbucks started. And when Wi-Fi became popular, we didn't have very fast speed access at home so it was just easy to go to Starbucks and get connected. That part of the reason that I went at age 20-22 very often too.

Ferry

It was on a ferry from Dover. They had a Starbucks; they also had a cafeteria where they serve Starbucks. But I went to Starbucks; I dunno I suppose I have more history with Starbucks.

You have to choose somewhere to sit and relax so I choose to sit there.

Münster

Usually in a foreign country, if I don't feel like I can connect to people for the first few days, then I look at familiar brands and things that I'm familiar with and comfortable with. Like in Germany, it was very strange the first evening when I arrived. I was looking around and was on my own. You feel like you're in strangerland, and I saw Starbucks and I just walked in, I didn't even want coffee. I just walked in to see if somebody speaks English over there.

But I liked the Starbucks in Münster, the layout was slightly different. They had sausages as well, I didn't try them because I was not hungry.

Starbucks usually has a standard way of looking, with the colors they use and the board that they put in front of the food. I would say they couldn't change much on the building because it was an old building so they tried to adapt it. They didn't change it and I liked it, it was different.

Cyprus Carnival

We were going for drinking alcohol at the carnival, so I went to Starbucks first. I just ate food, I didn't have coffee.

Others places give you too much to eat, with a doner kebab or something then you need to go to sleep. In Starbucks, its usually the right amount of food you need.

Switzerland

I was on a road trip from Italy to Germany, and it didn't look like the services we have in the UK, but it was a similar idea next to the main road. I felt good in this Starbucks because people spoke good English, you could easily communicate with them. I went to Starbucks because it looked familiar.

The layout was different, because you usually have the food in the front but in this one as you can see in the picture they had the food in the back, and you had to finger point.

Trip in France

This was Rennes in France, this city is one that feels so American, a lot of Hollywood stars and people coming here. Very Americanized, and when it feels like America you have to go to Starbucks.

We couldn't find a Starbucks in the main area of the city that people hang out, and we decided to drive to St.Tropez. So on the way out there we had a Starbucks, they even had a drive-thru but we stopped there. Because we were a little home sick.

It comes with the feeling when everything is Americanized, it Starbucks time.

For me personally, Starbucks is something that is connected to my childhood. Like when I was a child and I would say I'm going to Starbucks they trust me. Or they trust Starbucks maybe, because they know there's not much going on over there.
So I would say its just a safe zone in foreign countries.

Missing image:

Starbucks' green theme

When someone says Starbucks it's not coffee but that green theme that comes to

me. And when you are in a foreign country your eyes look for things that familiar.

And if it's the morning, my eyes will look for that signs on the main road that I would

associate with Starbucks.

I realized, when I go to somewhere for example, to Munich, and in the morning you

come out of your hotel and you just want to hang around. The first thing, I would

start to look for the green.

Cyprus and Luxembourg

Relaxation time.

Just for fun -

Starbucks in Cannes, going along with the American theme.

Taste - fray and frappe/ feeling - LA

It was at the time when you first realize you are allowed to walk out of the house,

you are allowed freedom. And so you associate it with the first things that you do.

Further question - Nostalgic for Frappe?

In foreign land, the availability of nostalgic taste of Frapuccino's that remind me of

the food and drink from childhood, so Greek yogurt and Frappe's got me to go more

often than I normally would have. And it still does.

Sorting Task:

Unfamiliar places - visiting Monaco and Germany

Construct Elicitation:

Monaco

I was craving that frappe thing because it was very warm [at the time]. But I was with company there, and I guess we went there to just get the regular thing.

Germany

The first impression that I felt a bit homesick, I went to Starbucks while I was in Germany.

Most Representative:

The roadside Starbucks

When I'm abroad, I look for it. Whether its time for coffee or taking a break from your holiday or whatever. It's just a few minutes of home, so I specifically look for Starbucks and I go there.

I choose it because at this instance I was specifically looking for a Starbucks and wanted to go there.

I always look at for a Starbucks while driving, if its Costa and not Starbucks they do not stop.

The good news is that they are starting Starbucks in Italy, and when you travel in Italy they don't have it there.

Sensory Images:

Touch:

Cardboard sleeve

Taste

My favorite Starbucks mustard, they always have it in these ham and cheese sandwiches. When I find the cuisine strange in a country, such as in China, if there is a Starbucks I will definitely go there.

The way that they put mustard in it makes it yummy to it, I personally haven't found it anywhere else. They usually change the bread for the local bakeries but the rest is always similar.

Smell

We have a coffee machine at home, but if I'm at home and I have free time ahead of me, I would usually prefer to Starbucks.

Sound

The hissing of coffee machines, that sound is Starbucks to me. When I hear it I feel like the work is in progress. It seems like they are doing stuff.

Touch

Sitting on the comfy chairs I would associate with Starbucks. The sofas usually, If I'm going to be staying there I want to be able to free my feet and hands.

Costa is red. If it's coffee outside the house, it should be green [Starbucks]. It feels strange to go to a red coffee shop. It's just that I'm more comfortable with things I'm familiar with. It wouldn't give me the same feeling; it's just a coffee. Then it's no different from the coffee you have at home.

I would go to Costa only when I'm craving coffee, whereas I go to Starbucks just to be in Starbucks. It's just the feeling that comes with the coffee...and the food as well I guess when I get hungry.

How can I put it, every building is a home, but not every building is your home. I feel very comfortable there. I know what there is, there's not much bad surprise in it.

The coloring, the whole package is something that comforts me.

Opposite Senses

Sound

Children shouting, the main route traffic. With the smell I wouldn't want to smell the burnt bread in the oven for example.

I also wouldn't want to be the first customer, and smell the cleaning they are doing.

Taste

I would never have physical fresh fruit, though juice is fine. They have fruit in packs and stuff but I can't imagine loose fruit.

I definitely wouldn't purchase fruit in Starbucks, fruit has different connotations...it just doesn't go with the taste of the coffee or sandwich. I would never buy fruit in Starbucks. I don't think it matches with the actual theme of the place.

Touch

I wouldn't want the door handles or tables to be wet or greasy, that would be something that'd annoy me.

The Global Restaurant

International chain café or eatery:

Expected or familiar.

Routine or usual, when you see that you just end up wanting to go to it.

Unfamiliar - visited an international chain restaurant or café

Convenience

I wanted something cold because it was very warm. That was something that we know would get what we were expecting.

If I were hungry I would probably go for the first thing that I know. Sometimes when you're in the mood to explore you always try to eat local things and discover but sometimes when you get tired after shopping or whatever, you just don't need to put your brain into discovering new things. You just go to things that you already know, like McDonalds, KFC or whatever.

Pick one personally important chain

Starbucks. One reason is that I can find food over there as well, I can find a beverage, I can find a relaxing time, and you don't need to think much about choosing things or anything.

Starbucks

Most appealing

There is no element of surprise, you know what you are expecting. Whether you have a craving for a food or drink or whatever, you're sure you can get what you want.

For example when I went to Italy and I went to a regular café, I asked for a latte, She said "Latte?" and brought me milk. Apparently in Italy, latte means milk. I couldn't have my coffee over there because I couldn't say I was wrong, so I paid and I drank some milk.

It's not necessary for Starbucks to try and surprise me. A little change is nice, maybe charming, but it's not necessarily something Starbucks needs to do for me to go there.

Least Appealing

Well I guess when you go to a different country it's better to try their own delicacy or whatever they have to offer. But it's usually at the beginning of the trip when you are just starting to get familiar with things; this puts you off a little bit. But I guess as a starting point.

Servicescape – Starbucks Photographs

Image 4

Most of time, this is the view I have in Starbucks. It happens more than often, if I'm in an airport or any other place, basically my relaxing point is Starbucks. When you

have time to kill, in a shopping mall or airport, you've done a lot of walking and you just need somewhere comfy.

I would say the sofa is comfortable; the taste is something that you like. Its not specifically Starbucks that provides this, it's just a sense of repeating things, it just feels right.

Image 7

This one reminds me of chitchat, and when the weathers nice outside. [In a foreign country] It's very easy to meet at a landmark like Starbucks.

With people I meet at Starbucks, most of the time we sit there but if we go somewhere I will always imagine having a cup in our hand.

It happens abroad we would choose Starbucks to meet, that's something that would happen abroad.

Comments

They are [Starbucks] very good in making you used to their brand.

One of the positive things is that its everywhere. It very rarely disappoints you.

Application

I like that they have the app as well, so if you want to look for them you can easily find them on the map. We were in Brussels, and we specifically wanted Starbucks. You just look up "store near me" and it just shows you where the nearest Starbucks is.

Participant B – Interview Summary

Participant B	25-34	Male	Marketing Manager	Positive
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ZMET

Storytelling:

Frog picture:

I don't get many breaks when I'm working abroad, so when I do have a break I try to get a caffeine fix or go and find a Starbucks.

When I'm working in big cities abroad, I go to Starbucks and get to escape from the city to daydream for a bit: be in my own world and not have to engage with anyone else. I'll get my favorite drink, and then go into my social media world or my daydream world. It's one of the things I like to do.

It's a time to recharge my batteries, either to get ready for the next meeting, or recover from the last meeting.

I travel a lot in Southeast Asia, and I've found Starbucks in the weirdest places, like in the middle of a little town or Rainforests

Once I get into a Starbucks in the Southeast Asia context, I feel happy and relaxed, and usually end up with a full belly since I miss western food such as bread. It's a guilty secret type thing.

Greentea picture:

I have colds drinks there because of the climate, I have my specific comfort drink for the occasion- a Green Tea Frappuccino, they don't have it here.

A Bear Hug

It feels like a hug you have on a bad day.

When you're feeling a bit homesick, even though [the brand] isn't from the UK it does represent western ideals in a way.

It's nice to be able to walk through the door and feel like you could be anywhere in Bournemouth, or London, or anywhere in the west.

It even has the same atmosphere [as other places like Starbucks' in the west or in the UK], and can sit there with my same taste that I got home. Even the milk tastes the same, which is a bit weird because that's quite rare in Southeast Asia.

Just because of the taste difference in milk, Starbucks is the only place where I can get a latte or a flat white that is similar to the UK. It's cool.

"Just Breathe" seaside photo

It's difficult to find places to relax, because there's always distractions due to the many things you aren't used to when overseas. Whereas with the Starbucks chain, things are similar to what you've seen already, and it gives you time to focus on relaxing and go off into your own world.

People Watching

You can just look out the window, and just sit there for hours and spend time watching or gossiping about people around us.

It's fun to people watch the people in Starbucks, and get to see a different class of people – the working professionals and that type of thing. I do enjoy that as well, seeing the difference in behavior.

You can see the differences such as in Thailand you see the university students wearing their uniform, and they are quite close knit groups, which is quite interesting. It's quite nice to be the outsider and watch.

Southeast asia –Starbucks is much more group based in comparison to the west where people take out their laptop and work. Where as people go there for the experience.

They definitely enjoy the brand much more over there – they enjoy the western representation. They show off the Starbucks logo of their paper cup or Starbucks branded material such as flasks, or collect the Starbucks cups from different cities.

I think people in the UK or the west now see it as a necessity as opposed to a luxury item. Smaller coffee chains with latte art etc. I think are deemed as much more luxury in the west now.

Wi-Fi

A place to connect with friends online

You can use the Wi-Fi, or buy and use scratch cards from Starbucks stores which gives me a chance to connect with people as it tends to be really expensive to use your own 3G connection over there [in Asia].

Good quality Internet connection, in comparison to other coffee shops you might find.

Picture with ones Feet up

Everything is thought through for customers, including; seating, electrical plugs, and access of Internet, making it a place of ease.

It's always a nice atmosphere when you go in there.

Unlike other coffee companies, they provide furnishing that makes you want to stay, it doesn't make you want to leave. You can usually put your feet up and relax for a little bit, its much more comfortable, they have a range of furniture such a sofas and armchairs. Whereas in other coffee shops seats are hard and juts make you want to get your coffee and leave.

The AC is always of a good temperature. Other places[in Asia] it might be too high, to low, or just fans that don't really work. Some places that have other things being sold, there are always people walking through and it doesn't feel like a relaxing atmosphere.

Starbucks is always set up for the user experience- they have the soft furnishings which is good.

Mobile Office

Make it your own.

It's a space that's safe, and has a good environment, and nice coffee.

You can catch up on your emails or do your work, I'd much rather go there than be in a hotel lobby.

You can also pay to have a use of office space overseas but I don't think it's a good idea because I can just use Starbucks, **I see it as my mobile office.**

You can see lots of other people work in some of the cafes, and so you see other people in the same position as you working all day in a suit in Starbucks. **I think it's a lot of people's mobile office actually.**

Its kind of an escape, for some it's an escape work place where you can work away from family and so on.

Bubbles

A private space.

Starbucks is its own Bubble. You don't need to interact with anyone, which is nice.

No matter what you do, you know people aren't really going to pay attention, nobody would care.

People respect your own space: you don't really see people talking loudly on their phones or make too much noise. I think is seen for a lot of people as respecting each others [space] bubbles, within the large Starbucks bubble [space].

It provides an escape from the elements that surround you when you are overseas if you please, and also you can make your own little bubble with your table and your two chairs or whatever.

Even the staff member wouldn't say anything if you sit there for hours. Maybe you could top off your coffee every once in while but they leave you to it. It's kind of like having your own cubicle space around you, everyone's so into what they are doing when they are in there. So you can do what you want really.

When you sit at Starbucks it provides a similar comfort to sitting on your sofa at home. For me it provides a homey feeling, whereas I don't think the hotel rooms or lobbies really do.

What I really miss while I'm overseas once thing I really miss is having a cup of tea and a biscuit, so while I'm at Starbucks I'll have those and pretend that I'm at home for a bit.

It's the little things that I missed [while working aboard], such as the milk, or the smell of coffee.

I think social media has made coffee popular for to share it on Instagram.

It's more like my home away from home.

The word "mine" stood out to me (printed on the mug of his image) so it feels like it really is my experience.

It's good for vegan offerings that you might find hard to find elsewhere.

Missing Image:

Wanted to find an image that represents familiarity.

Everything is familiar, so it relaxes you in away since you could possibly be back in Bournemouth [home]. Which is quite a comforting feeling really.

Going there is a guilty pleasure in a way, to go and get something really western.

They don't particularly adapt it to the taste over there [Asia] so it's quite western.

Sorting Task:

Comfort & Relaxation:

It provides a nice environment for me to just wind back, relax, makes me feel good about myself.

If I'm having a bad day, sometimes I can go there and make it a bit better, or if I'm stressed out.

For example, its good to have the Starbucks in the airport, I'd rather wait there than go to the airport lounges.

I'd rather go to Starbucks then some other places because it doesn't feel oppressive, and usually feels quite young, even their choice of Baristas is usually fresh-faced people.

It's warm and relaxing.

Workstation

I don't think they look badly on if you work there, but if you where to go somewhere else smaller and get your laptop up - I'm sure they'd be peeved off. But in Starbucks that's expected.

If you were to get your laptop out in a restaurant people would look at me, whereas here [in Starbucks] they don't.

It not just a place of relaxation but also a place of mobile work station for me.

Familiar Comforts

I know wherever I go I'll find the same drink that I like, as well as getting that homey feeling that I crave sometimes.

I do think the fact that they are nearly all the same, the overall offering is very familiar. If you have a latte, you can expect it to be the same as the one you get everywhere you go.

The furnishing quality is also the same.

Social/Antisocial

You can choose to be social or not, you don't need to interact if you don't want to.

It's nice that you don't necessarily need to talk to the owner or barista. I think it's quite nice.

It's a good space that provides both, if I want to be in my bubble, I will be.

Construct Elicitation:

Daydreaming – a place no one will disturb me, where my mind can get a bit creative.

I can go off into my Pinterest or other interests online.

It's a place where you don't have any external influences so you can go off into your own brain.

Most representative Image:

[Photo of Bubbles]

Starbucks is representative of a bubble in so many different ways. I represent bubbles and so do all other Starbucks customers.

It's not an oppressive atmosphere; they are usually quite light and open atmospheres. Its usually open plan, you go in there and you can be in your own space and feel comfortable.

Least representative Image:

Would be talking to other customers would be the opposite.

Starbucks is a place for me to go away and have my personal experience.

It's a selfish experience that I don't enjoy sharing with other customers. I often don't even want to talk to the Barista. I just want to go off into my own world.

Sensory Images:

Smell:

Cooked sandwiches/coffee. Never too strong of a smell, which is good.

Cinannomy/syrupy smells which is quite nice.

In some places [cafes] you go in and your clothes end up smelling of the food.

Sound

Sometimes there's music, but it's always quite a low volume and pleasant. They definitely have that sussed out. You can go to other places and they will either be blazing music, or the glazing isn't good enough so you can hear the noise from outside, or the door is open.

The great thing is that I can't understand what the people around me are saying, so I can just relax because I can't have to listen to other people conversation. It just becomes a murmur which is nice. Or I'll put on my headphones so that makes me even more relaxed.

Here [in the UK] I get Starbucks and I go, I always get a take-away cup. While I'm overseas, it's completely different experience, I never get a take away cup unless I'm on the go.

Touch

The first thing I do when I go to a Starbucks, I always go to the gift section first and look through stuff, look at the mugs, and touch them. It's quite nice because they are always like a textured metal or quite cold.

When you get your mug it has a similar shape so it feels quite nice. And the tables are generally high quality and made of wood, and have soft furnishing. It's just that they've thought the sensory experiences quite well, I do think the touch aspect is thought through than other places do.

Taste

I do understand that Starbucks isn't the tastiest coffee that I'll ever have. But when I'm overseas, Starbucks represents something familiar to me, so that's the familiar taste.

It's the fact that it tastes the same and its familiar is what is key overseas. It's not the fact that I'm going to try something incredible.

Eating there, the taste is familiar and similar to home.

Opposite Senses

Touch

In other places they give you cups without handles and you burn your fingers when drinking your coffee. Its not a great experience.

Over there [Southeast Asia] the furniture is made for small people so they have really small stalls and I sit down thinking I'm going to break this stall so I don't feel very comfortable sitting on them.

Other places might have cold metal, or glass tables, I don't really like them, I just don't think it represents something that makes you want to stay.

Smell

I don't like places that it smells strongly of anything, whether its cigarettes or coffee.

Sound

Sometimes they want to play a "funky concept" and play loads of what they think is good music, which they play quite loudly. That would definitely be the opposite of my relaxing experiences because I would want to get out of there as soon as possible.

Or if they are on a busy street and the door is open so you can hear traffic, it definitely isn't relaxing.

Taste

You wouldn't taste anything new, or and oh my god, what is this type of experience.

I know I'm not going to try anything new, both negatively and positively.

The Global Restaurant

International chain café or eatery:

Consistency, quality, familiarity.

Tasty:

Usually taste since they wouldn't be able to succeed [globally] if they didn't have things that were palatable.

Convenience

They are usually in places that are quite easy to get to.

Connected:

Because they always or usually have Wi-Fi.

European - visited an international chain restaurant or café

In Norway, we went out to McDonalds. It provided something that we were all quite familiar with and was good value (in comparison to Norwegian restaurants).

Convenience of location, cheap.

Seven/Eleven in Norway, went to stop for a drink or a hot dog while walking through town.

Non-European - visited an international chain restaurant or café

Twinings cafes, they offer a refined Twining's experience, an afternoon tea type experience.

I think it's something that people can relate to even though it's not the same as what you find here [in the UK].

Pick one personally important chain

I don't really like eating in chain restaurants whilst I value the familiarity of chain coffee places because it provides a different experience for me, which I do value the familiarity.

In Starbucks, I'll go there once I've done my exploring and I just want to relax for a bit.

Starbucks

Most appealing

Consistent quality, if they varied the core menu from place to place, I wouldn't go there. Because I kind of go to autopilot mode and know what I want when I go.

The fact that they all have a similar atmosphere, even if you are in a busy or part open café, you still feel like you are still in the same environment which is quite nice.

Least appealing

It's a guilty pleasure of mine; I do feel a bit ashamed that I'm going to Starbucks while I'm overseas.

The negative aspect would be that I'm quite anti corporation in many ways. When I'm at home, I do go to a lot of smaller places where the coffee places and support local businesses but when I'm abroad that all gets chucked out of the window. I do feel a little piece of guilt.

It's also based on how other people view you. The cool kids, they never go to Starbucks. I'd happily walk around the UK with a Starbucks logo, but I never do that because I don't want other seeing the Starbucks logo on something I'm carrying. But when I'm overseas it seems to be fine to walk down the street with the branded cup.

In a way when I'm overseas I can relax in a way [because people won't judge me].

Servicescape - Starbucks Photographs

Image 3

It's nice that wherever you go there's always a similar type of set up. You have your cold drink and then the patisserie type thing above, and then the place you order your coffee. And after you have the other end where you what for your coffee and they shout your name.

I actually enjoy cuing in Starbucks because it gives me time to see what they have on offer, and also do people watch while I wait. I also don't mind waiting at the other end either because you can have a look at the staff make your coffee because its open plan.

Once when there was a government rally we actually retreated into Starbucks. It felt like a safe haven as we watched the rally outside. It seemed like it was a safe place to go, a lot of the anger was against the government and against westerners at the time.

It represented a safe haven, it does represent western ideals so it depends if the country is for or against that.

Young trendier people seem to work there, there is a familiarity there.

In other places they look scared to see you because they might be worried about speaking English. Whereas in Starbucks they can respond to you in English and represent the western familiarity.

Image 6

When I used Starbucks as my office, to avoid the rush hour and wait until the traffic dies down. It's quite a convenience office space.

Comments

I think it also provides a refuge and a safe haven.

Participant C – Interview Summary

Participant C

18-24

Female

Student

Positive

ZMET

Storytelling:

Starbucks shop

This is my original Starbucks if that makes sense. My friend she works at Starbucks so I hang out there and I kinda like explore the city.

Before that I knew about Starbucks but we didn't have it back home in Germany. So when I went to Portland in America to see my friend, I had my first Starbucks.

I loved it, that's where my love for Starbucks comes from I think. Because it's the experience.

Picture with Friend in America

This is a photograph of my friend [who work in Starbucks] when we were on a road trip. We went to a Starbucks before we started the road trip, so that's why I associate Starbucks with road trips.

For that particular one, we would stop and just have a coffee to go for the trip.

Portland Mug

I haven't actually bought any because I hadn't seen them in Portland, but now that I know that they [Starbucks] have that, next time I go I'm definitely going to buy.

I have the England cup at home as well, but I mean I consider England my home so it's not really about going abroad.

Belgian Flask - When I went abroad to Belgium I bought one, I think they only sell them there. [the participant is part Belgian]

Picture with host family

They got me into Starbucks, my love for Starbucks- they took me there for the first time.

Map

This was the first time I was in America, and we were on a road trip to the Oregon coast, and we had a Starbucks there as well.

Until then I didn't drink coffee since no one in my family drinks coffee really. And my mum was quite against coffee, so she told me I shouldn't be drinking coffee so until I moved out I never really have coffee.

A Starbucks cup in the car

When I rent a car in a different country, there will always be a Starbucks cup in the car. I associate it with road trips, and driving around.

Picture of her and Boyfriend

This is in Brussels, we kinda actively looked for a Starbucks, which is kinda funny because I guess when you are in a different country you want to experience the country you know? You don't really want to have a Starbucks you can have at home. But we just love Starbucks so much that we kinda go look for it.

We kinda just ran into the Starbucks. We just got something to drink and walked around [in Brussels with it].

Starbuck In Hanover [where the participant is from]

They used to have Starbucks in Hanover, but in the last year I was [living] there they had the Starbucks but it's quite far from where I live because it's in Hanover city and I live in a small village. So it's not usually worth it.

But it has a different feel to it because I'm not used to Starbucks in Germany. Really I just don't associate my home country with the experience I have at Starbucks usually. Because usually I'd be experiencing it in America, and Germany doesn't feel like America.

Missing Image

It was quite funny that I couldn't find an image of me and my friends in Starbucks, like with the cup in our hands. We go almost every single day when I'm there in America, so it's really quite a big important part of our daily life in America, but there's no picture or evidence for it.

It would have been an image of the whole family and me. Because my friends entire [host] family is obsessed with Starbucks and when I say obsessed every morning they decide who will go and do the Starbucks run. They go every single day, it's like an event for them.

They can always be seen with a Starbucks in their hands, you know in the morning or in the afternoon there's always Starbucks somewhere, lingering around.

Sorting Task:

[My experiences in Starbucks in America] feels more original. They offer different products, and the experience is just more intense.

Most representative Image:

It's the community aspect of the experience; I don't usually go there by myself. It's about going there with friends and family, and this routine to get a Starbucks.

It's just a nice atmosphere to go.

Sensory Images:

Smell:

The smells surrounding the Starbucks

Portland is a very green city, there's trees everywhere...it all smells very fresh and quite green. Even if you are in the town center and having a Starbucks, five minutes later you are in this massive park.

Sound:

It's quite loud and busy when you go in America. For example the one in Portland is in the town centre. And the town centre is quite busy and arty and culturally diverse. There'll always be like a market, or someone playing some instrument, and so I always associate that with Starbucks. So that reminds me of the sounds of Starbucks.

It think that [particular] Starbucks is nice because it has its own terrace outside of the Starbucks and in the summer you can sit there and look at these performance while having a Starbucks. I guess that's kind of beneficial to the experience.

Touch

The cardboard sleeve, because I always start pulling on it until it rips off.

Taste

I associate quite strange, different combinations of flavored drinks compared to here, but in America they have crazy combinations that you would never think of.

Like marshmallow or something, and since my friend worked there I would have those tasters and it doesn't really matter because you haven't paid much.

So you can taste the weird combinations that they have.

Opposite Senses

Smell

I would never associate any bad smells with Starbucks such as garbage or something rotten. I think Starbucks always smells very delicious of sweet things or coffee.

Sound

Definitely wouldn't associate quiet because there's always going to be noise.

Taste

I would never associate bad coffee that you can get from a machine or something. I would never imagine Starbucks would serve that.

In America and we have really long road trips and you have to stop and have food. Those dinners, they have really bad coffee. I guess its because its free and you can top it off as much as you want, that's why its so bad.

The Global Restaurant

International chain café or eatery:

Cheap, low quality.

It can be any global restaurant, including Starbucks actually.

Oh, then maybe not low quality. Because I was thinking about McDonalds and was like urgh!

Cheap. Accessible. Popular – in the sense that they're a popular brand.

European - visited an international chain restaurant or café

Fast food as a matter of convenience and limited choice

We went to Burger King because there basically wasn't much choice of food. It was on the side of the highway near the gas station where you have about three options.

I'm not a fan of fast food chains in general so normally I wouldn't go to McDonalds or whatever. I watched this documentary [Supersize me] and didn't want to eat that kind of fast food anymore.

Non-European - visited an international chain restaurant or café

We were in the town center of Cape Town, and there wasn't a Starbucks. And I was quite surprised because I thought they were everywhere.

Pick one personally important chain

Starbucks.

Starbucks

Most appealing

Different flavors of the coffees, you can try so many things and also the different foods you don't have here.

Especially in America they are very big on bagels and they don't have them here.

Least Appealing

Sometimes it's hard because there are too many Starbucks'. It feels overwhelming.

Servicescape - Starbucks Photographs

Photo 3

Looks like an American Starbucks because of the variety of food that we don't really have here. Possibly imagine it is the one I would go to daily.

I would take away the food as well. I think of the take away bags, that's very typical for America, where they will heat up whatever you want them to heat up whatever you want heated up such as the cakes as well. And I associate that with the little take away bag.

They have great blueberry scones, and warmed up they are beautiful and amazing. And I would get them in those pink [take away] bags. I want to get ne now haha!

Image 4

I'm always quite happy when a trip starts at an airport after you've checked in and everything you can just sit down and relax at a Starbucks. Because it gives you a little feeling of familiarity but at the same time you're preparing to go abroad – so I really like that.

If I see a Starbucks at an airport I definitely go and get a coffee. It's quite relaxed.

Laptop 6

If I've seen everything in the city and nothing else to do, I would go there and get some work done.

It makes work nicer. I would rather work at the Starbucks and get a coffee than sit at home by myself without a coffee.

Participant D – Interview Summary

Participant D	18-24	Female	Student	Positive
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ZMET

Storytelling:

Currency

It's interesting to see the difference in price when I go to Starbucks' when I go overseas.

Even if it's more expensive, it's good. So I'll go for it anyway.

Rain

Usually when I go to a café if its because its rainy outside, or because the weather is bad or I have a heavy bag, and I can go and have a rest and its warm inside

Tea packages

When I go to Starbucks in different countries, I'll just walk around to see the different products they have, such as packs of tea.

Herbal Tea

I try to taste all of the different tea variations.

Coffee Bags

They have used coffee grains in bags that customers can take back home and use as fertilizer.

Seagull

When I go to Starbucks abroad, it's different from back home in Thailand because you can see more since they aren't all in shopping malls.

So here's one instance when it was right by the port and I remember seeing birds as I looked outside.

My bags were too heavy so I went there to sit and wait for a bit.

Starbucks Mugs

I like to see if the place I go has its own Mug. It's cool, I'd like to collect them but they are too heavy. I'm usually backpacking so it wouldn't be so convenient but if it were lighter I would definitely think of buying it.

It'd also be cool as a gift.

Outdoor wooden furniture

In Thailand Starbucks is usually indoors, but when I've been travelling they been outdoors.

It reminds me of the one in Malaysia I went to where the architecture was like this.

Every Starbucks has a slightly different design, even if it's in the same city.

I remember the Starbucks that are really different such as in India they had Starbucks which was cool.

Sorting Task:

Environment

If it looks like your usual Starbucks I might not bother going in but if it doesn't have a cool feature that attracts me to go in and have a drink.

Tea

I know I can get the tea they serve in Starbucks from the supermarket, but I guess it's the experience. I might not normally buy it from the grocery store but I'd drink it there.

External Factors

It's to do with convenience, such as when it rains, I heavy bags or its in a good location – since I'll have to stop by somewhere to rest.

I wouldn't bother going to a Starbucks if its indoors like they are at home [in Thailand], I'd sit at one which is outside where I can rest a bit.

Least Representative

Uses it as a pit stop.

I would never be studying or working. I would do that back home in Starbucks, but not while I'm travelling. That would never happen.

I'll go there while travelling for a break, I'll get my Google maps out or whatever and organize my travels.

Sensory Images:

Smell

Bakery smells.

I remember smelling spices rather than the regular Starbucks smells in India, it smelt more of garlic. It doesn't bother me as long as it's not strong.

Or I'll have a big sniff of my tea before I drink it in Starbucks.

Touch

The hot coffee cup, and the cautionary note on it.

Sound

I pay attention the music they are playing and quite like it, sometimes I'll Shazam
the music.

Taste

I think of the bakery items such as croissants, or shortbread.

When I first started travelling I would try the same to compare if it was any different
from other Starbucks'. I was expecting it to be the same, and found it pretty much
was.

Opposite Senses

Sound

In Starbucks and they always have the same type of music, or there will be no music
at all. It'd be weird if they had loud rock music.

Starbucks is usually really quiet, I don't think I would ever hear people were chatting
very loud or screaming,

Touch

I wouldn't associate touching my computer for example.

Taste

It's not usually rich or heavy meats like steak even though they have sandwiches with meat like chicken, or tuna.

I think of paninis, or wouldn't think of things like wine or beer.

Smell

It wouldn't smell like proper food such as steak.

The Global Restaurant

International chain café or eatery:

Prices.

Milk - I think of the different types of milk depending on the country.

Decoration/Location - I would consider these factors for any international chain. I'm very attracted to places for where they are located, such as one time a Starbucks was in a really old building.

Copycat Starbucks

The table arrangements, the door, the name and outer design was similar but inside it didn't feel the same.

For me, Starbucks is a high-end brand to go to. That's what it is in Thailand, I don't know if its very high end here abroad but I still prefer going there because it's the experience.

They tend to always have better location or decoration compared to other coffee chains.

Familiar Country - visited an international chain restaurant or café

I went to McDonalds in Laos because the food is different there and I'm quite picky.

I prefer to eat junk food or well known places when I go to countries where the food is very different, I don't really try the food in other places.

Non - Familiar - visited an international chain restaurant or café

I went to Argentina and liked the food over there. I guess I ended up in Burgerking because I wanted something quick, or needed something on the go such as the coach or a bus.

It was a good alternative to other places because the Argentinian food culture means it the meal-time is very long.

Pick one personally important chain

Dominos

You can never go wrong with pizza I guess. The taste of Pizza is pretty much the same everywhere.

I wouldn't go to dominos if they offered a different type of Pizza than I know, I'll go there because I can rely on it pretty much being the same.

Starbucks

Most Memorable Starbucks Experience

It's about having a break and having a warm drink.

Most appealing

The location, and the idea of the different types of tea that they would have. I'm not sure if they would have different teas in other chains. Maybe because I don't really go to lots of other chains back home [in Thailand], I just go to Starbucks because it's a safe bet.

So abroad I also stay safe and go to Starbucks so I don't go anywhere else.

Least appealing

If a café isn't in an interesting place I'll continue and take my time to find one which is in a better place.

Servicescape - Starbucks Photographs

Image 3

They have lots of variety in the bakery section in this photo. I always look at the different things they have.

It's important for me to see the variety of things they have for you. It's more out of interest than anything else, although if I'm lucky enough there might be something I like.

I'm someone who will go through all that they have in a menu. Even if I'm going to get the same thing [as I usually do] I still like to read the variety. In this photo it seems cool that they have so many items [written on the black board] to choose from.

Image 5

Here it's about the lights, and the seat decoration, the stuff like that here is nice.

Participant E – Full Interview

Participant E

45-54

Male

Academic

Neutral

Hello, and thank you so much for agreeing to participate in this research study. I know this you have spent some of your valuable time for preparation.

This in-depth interview will be one of many, where all outcomes will be used towards my undergraduate dissertation, and is one of many.

My dissertation examines the Starbucks café experience and how it relates to consumer behavior abroad.

As previously discussed, the interview is likely to about hour.

I asked you to collect images that relate to your “visits to Starbucks cafes in foreign countries” and we will go through these images in detail during this interview.

I would like to remind you that this interview will be recorded, but will only be used for research analysis and will not be shared with any third parties.

I would like to remind you that interview is based on your personal opinion,
so please know that all that you think of is valid

If there are any questions that make you feel uncomfortable and you would
rather not answer, it's ok that you don't.

My first question is – could you please go through each of these picture and
explain why you choose them.

So it would probably be helpful to say that most of my experience of going to
Starbucks overseas has been in China, Thailand and Indonesia – where I've done
most of my travelling for work.

So have you gone with...?

Jill? Ben? (other colleagues from the same educational institution, Bournemouth
University) Yes. And with other colleagues as well, and independently.

I guess, this might well come on one of your subsequent questions but what I've put
together is a series of images which are all to do with a recognizable brand.

Although it is an American brand, I just see it as not being the country I'm in. So for
example it's not Chinese, or it's not Thai, so it represents sort of a refuge for me. It's
somewhere familiar. So there are certain iconic things like the logo, and I liked this

particular image because I thought it represented with the tuk-tuks (the name of a three wheel motorcycle transport) and the street outside quite a nice juxtaposition of the hot humid really hustle bustle outside, with the typically cooler and calmer inside which is reflected by the air-con machine and, even though I've put coffee because I'm really coffee drinker, and I like tea, I'm not much of a smoothie type person, and not in this country would I order a smoothie, or a fruit drink or anything like that, but I do often order that type of drink over there because I'm so hot and even though you're inside, and its air-conditioned, you usually want something more refreshing than a coffee, and you're often dehydrated as well. And I'm a bit of a sucker for cakes, so I nearly always have a cake.

And Wi-Fi is really important for us in our jobs, so we can't get enough Wi-Fi basically, especially free Wi-Fi, if it is free. So we are always looking for places where we can sit down and catch up with work, with e-mails, and also catch up as well with maybe what's happening. Because in a typical day with me, or Jill, or with Ben as well, would have is that we would be going to meetings, then going to more meetings, then going to more meetings. And in between we would give ourselves a bit of down time and we would typically find somewhere like a Starbucks or a similar type of outlet. And it would be really to take stock, and refresh, and you could pretty certain, not certain but pretty confident that the toilets will be clean and well maintained, and western-style toilets. Which is going to be important in some countries. So yea that's sort of holistically the reason for me choosing those images.

Yes - so this one with the tuck-tucks is supposed to be Thailand then?

Yes, I'm pretty sure its Thailand; it could be India of course. But I'm pretty sure when I looked at the image, that it was Thailand.

I mean, you were thinking of Thailand [when searching for the photographs] weren't you though?

Yes definitely.

Have you also been to Starbucks in India then?

No. I've not been to India. But the tuk-tuk's and the motorbikes [referring to photographs], that is very reminiscent of both countries. I can't really see any of the writing to tell, probably on the original its clear. Even if it isn't, for me that represents a typical Thai image. You know the tuk-tuk's outside. They are probably not in there by the way, they're probably somewhere else because those people probably wouldn't be able to afford drinking in Starbucks.

Do you usually see people who aren't necessarily Thai then when you go into a Starbucks in Thailand?

Yes, you see a mixture of more upwardly mobile Thai's "High-Thai's" as they are called, "High so Thai's" they are called they are called. And other westerner's yes.

Actually now I think about it, probably a majority Thai, but with Westerners as well.

So a lot of people like yourself then?

Yes. Well, I'm trying to think now. The demographic would actually usually be younger. In terms of the Thai's they are younger, they are probably late teens, early twenties, from upper middle -middle class Thai people where drinking and being seen in those types of places would be sort of typical for them, but not for the ordinary Thai's.

And then, I'm trying to think of the ones that we go into in Bangkok. There are usually one or two Westerners but not normally lots of people.

And you were talking about the bathrooms in some of the places not necessarily being European. Where did you experience that problem and so Starbucks would be a good place to go?

Well probably because things have changed quite a lot, I've been travelling for a long long time. And I mean I probably did my first work trip in 1997 to China. And in the last 20 years, that type of thing in terms of sanitation and what Western tourists, or Western business people expect has changed quite a lot and so in my early days going to China, and to a lesser extent in Indonesia, I don't think its happened so much in Thailand but in Indonesia certainly – you don't always get the best toilets. I know it seems silly, but it's nice sometimes to find a restaurant or café

or in this case a Starbucks where the facilities are really nice. Or not even really nice, just clean – decent.

I wanted to ask you about the cake [photograph]. Are you normally a cake fan or is it just that when you go abroad that's a place that you can get good cake?

A bit of both, I mean, I have got a bit of a sweet tooth. And if I were in a coffee shop, pretty much anywhere, if I was staying – like sitting down, I would almost always have some cake. Probably not if I'm doing take-away. And I am quite a creature of habit so I think that's carrot cake (pointing at the photograph), I would normally have carrot cake. I think there's a familiarity as well, what you find – what I think is the case with these International brands is that it's not exactly the same. You do see different things on sale in a Starbucks in Thailand for example or in China for example. But there's also familiar stuff, I doubt it's the same supplier, although who knows it might be. I suppose there's a familiarity of having carrot cake in Starbucks there, because it will probably be like the carrot cake in Starbucks here [in England].

That's what I imagine would be what my thought process is like.

My next question would be that - most of the time it's been for purposes of work you've been to Asia, and you've then visited these chain outlets. Has there been other occasions where you've gone {to a Starbucks] and its been during your personal trip. Or has it usually just been for work?

I'm thinking whether I've ever been to a Starbucks in Europe. I've travelled extensively around Europe as well. But I don't remember going to one in Spain, or France, or Germany, or anywhere else. It's possible but I think about it as something I do when I'm in Bangkok, when I'm in Jakarta, when I'm in any of the big Chinese cities I've been to. So therefore its work, its nearly always work.

Do you feel like the images you collected give an accurate understanding of your experiences [of Starbucks abroad] or was there something that you couldn't quite find in an image?

The only image I was trying to find and I didn't want to use iStock or anything. I wanted to find a picture of people in a Starbucks, with their laptops out, and you know having coffee or a mixture of drinks. And chatting, because when I think of Starbucks personally, it's me, and Ben, and Jill, or another colleague called Callum, or some combination. Maybe another contact that we have out in Bangkok, there's a chap called Hugh who's a very important person out there for us and when I think of it. It's us chatting, Ben on his laptop, me on my phone, Jill on her iPhone or iPad. And it's a fun stroke work environment. Because we have a fun time together but were also really busy, so it's also where everyone's really busy and you're having lots of conversations at the same time. Doing that thing where you're having a conversation but you're also texting, or messaging, or emailing at the same time. So I suppose the image would be a group of people in the café, connected, trying to be technologically connected but also, human- socially connected. That's probably the only missing thing.

Now I'd like to ask you to create piles of 2, 3 or 4 images based on a common aspect they all share, what theme they're under.

I think a lot of them are quite similar. The air conditioning machine, the tuk-tuks outside, the Wi-Fi, the toilets. That's a little group.

The coffee, the smoothies and the cake are a little group.

The Starbucks would be on its own.

If you had the missing image of the people sitting at the table then where [which group] would that be?

It could be with either actually. Because for these four, the air-con, the Wi-Fi, the toilets and the general juxtaposition. For me it's like a sanctuary, that probably the best way to describe it. Because we work hard, and we do play hard as well. The days are quite intense, they are long, they're tiring, it's always really hot. And you're looking for somewhere you can just chill, metaphorically and literally, for a while. That combination of things is the sort of similarity and the haven I suppose.

The other group of the drinks and the food, it's just about the product really. Again, there's a sort of a familiarity there. I am not especially loyal to Starbucks. Starbucks is a bigger brand out there, as far as I am aware anyway – I haven't seen Caffe Nero,

or not seen Costa as much. Starbucks seems to be the big brand that you recognize.

The branding is powerful I suppose, and you see it, and its sort of recognizable. So it's just about refueling and more practical needs. And this [indicating the previous group] is much more around haven to recover. Does that make sense?

And what about the Starbucks logo itself, is there anything more to it?

Not really, I just chose it because it's iconic. It's instantly recognizable. Actually not so much the logo, but the name Starbucks, since probably in those countries you see the Starbucks coffee banner before you see the logo. Although it [the logo] is usually quite big on the windows, it is the recognizable image.

Within these groups is there any different but similar from the rest? How do you think this distinction relates to your Starbucks experiences?

Just maybe the one we were talking about earlier, with the tuk-tuks outside. I don't necessarily see it as a negative thing but I just think its an interesting juxtaposition of the big American brand which in those countries which is an upmarket place to go, relative to the average Thai person, the cost of a Starbucks coffee is a lot of money. And certainly for the people who drive those tuk-tuks are, or who drives that motorbike. Or maybe the people they brought could be. It just occurred to me that its quite possible that these tuk-tuks do a run back and forth to this particular place because someone comes outside the hotel – a typical tourist; hails down a tuk-tuk, that you shouldn't really do unless you negotiate the price, and then says "take

me to a Starbucks" and I imagine they go, they [drivers] sit outside. They go off and have a coffee or a tea at a Thai place while their guests or the clients are inside. Because it looks like there is a big western tourist in the back of that tuk-tuk there, drinking water. I don't think of it as an overtly political way, I don't think its American imperialism or anything, I just think it's an interesting thing. It happens to be Starbucks here, but it could easily have been any other Western brands, such as McDonalds.

Out of all the images, which one would you say the most representative image of your Starbucks experiences abroad?

I don't know that any one of these images really is. I think that if I had that image of the group of us – a group of people with phones out, tablets out, laptops out, busy but also enjoying the food and drink. That would be the image. I mean because it's not about – well it is about these things. But it's more about the people coming together. And that work hard, play hard spirit that the group of us have when we are out.

An image that is least representative of your experience, so if you are thinking of your experiences whilst abroad. Something that is just completely opposite of that?

The complete opposite would be somewhere disorganized. I didn't say it earlier, but the staff is really well trained in these places, and so you know that you are going to get a fairly consistent experience wherever you go. And you can be pretty confident

that it will be well managed, that the quality processes and whatever are as good as if not better than what we are used to over here. So anything that is the opposite of that, anything where the food or drink quality isn't up to standard, I suppose it would be congruent to that experience. I've not had that in a Starbucks, I've had it in other outlets.

So you've had bad experiences opposite to this [you're experiences in Starbucks] could you give an example?

Well this is probably a bit unfair, the third or fourth time I went to China in the late 90's. They were trying to do Starbucks type places, to open café aimed at tourists with the intention to bring in the business dollar or the tourist dollar. They were pretty terrible because they didn't have the expertise, the training, quite often they didn't have the right products. They didn't necessarily know how to prepare things for a Western audience. So even basic things like we would order something to eat and something to drink and the food would come before the drink, and lots of lots of really basic things. It's just a lack of development in that time of the hospitality industry. For tourists in China at that time, it was pretty underdeveloped. So it was really all the things that this wasn't [indicating to his photographs of Starbucks]. The staff was really doing their best, and didn't really speak very good English either. Which generally with Starbucks, you have at least one member of the staff that can speak really good English. They have the basic hospitality English that they need to do the transaction. So that would be the opposite. Mind you I have also been to a Starbucks in London that was pretty awful and wasn't very well managed so

anything's possible isn't it. And I'm really fussy as well, in environments particularly where you have food and drink being served. I can't stand poor service in those places, especially where it's lazy service, or when something's not clean or that sort of thing. So that's the other thing, you know you're gonna get, almost without exception, good service, its going to be clean, its going to be predictable I suppose – in a nice way.

Were going to now be looking at these sensory images so it's a bit more creative. I've bought these visual aids because it does get a bit confusing. First we have to be thinking about Starbucks experiences whilst abroad, then we have the sensory images, and then we have to associate these images [sense] with your Starbucks experiences whilst abroad– smell, touch and taste. It doesn't necessarily have to be the smell within the cafes, but it could also be a smell that represents feelings that you have [whilst there].

I think the middle are the ones that strike me most because. Again, it goes back to that juxtaposition, one moves from quite hot, humid, hectic, usually very busy. And sometimes depending on where you are, if you are walking down some of the food streets, quite smelly- I don't mean smelly in a negative way but you lots and lots of different smells and aromas. And sometimes its overpowering, and you want to move into somewhere where, I wouldn't say its neutral but where probably all you are going to be smelling is the coffee, so to speak.

And the same with the sound, you know you move from this hectic hustle bustle, Jakarta would be even more this actually, and into somewhere that's calmer. I don't know if they have music in Starbucks actually, I can't remember sitting there whether there has been music on or not. There probably have but I don't think it's a big feature of the experience, its probably "musak" and not necessarily very recognizable or intrusive. The experience is not necessarily to do with any of these things, but its moving from a sort of very hectic environment and moving into a type of sanctuary or haven.

I can't relate at all to touch unfortunately, I'm afraid.

Taste – I mean, there's the familiarity of the taste of the product. I'm not sure if it tastes exactly the same but the milks different, or can be different I think. And also because I have smoothies more often than I have coffee, or maybe 50/50, as opposed to what I have here, I suppose there is that. If I try and put myself in there, I can visualize tasting something with passion fruit and something, I would imagine a smoothie or possible a milkshake. They do the iced type things don't they? So quite often I'd have one of those.

Out of interest, talking about having more iced drinks. What they tend to have in Thailand, and other similar countries in Asia they have it on the street where they will have fresh fruit and ice and they'll do them themselves. Do you try and stay away from that option?

Yes well you have hit on something there with me because I am quite a fussy person, and I am not as comfortable with street food and street drinks as some people are, mainly I'm a bit hypersensitive twice in Indonesia I got sick really bad. I'm now ridiculously hyper sensitive to it and if I've got any doubt about ice for example, than I'm not going to have it on the street for example. I'd have it in a Thai bar, but not off a street market or something. Fruits, the trouble is that I've been conditioned over many many years to just be safe about what I eat and drink and so I don't have salads in Indonesia because I'm pretty sure that's why I got ill once. Yea, good question, I think you have hit on something, which is about, probably me thinking that when I go into a Starbucks I can be confident about the food and drink quality, especially in a busy place because you know the food and drinks are turning over quickly. I've also been to Starbucks in new places, I had been to a new Starbucks in a new retail centre which wasn't being frequented by very many people yet. And it was fine, but you just got this feeling that they didn't get very many customers, and I was thinking "how long has that cake been sat there?"

Its going to get even harder this time, I'll be asking you of what you associate with the opposite of these sensory experiences?

I can't relate to Touch, I'm really sorry I don't get it in this context.

For taste, I would have to be something really not tasty. I've had some really interesting experiences. I would probably say that on balance, even though I am a bit funny with street food I never say no, I always try something once. But I had a

delicacy in Shanghai once, it was a dumpling type soup made with glutinous rice and inside the centre of the rice was an aniseed type thing. And it's a delicacy in Shanghai and I just did not like it at all. It was one of the most unpleasant eating experiences I have ever had.

Was it watery?

No, it was just very intensely flavored, but it was so hard to eat the rice because it was very sticky. It wasn't very pleasant, so the opposite would be something not fresh, not tasty. I would taste most of the products, eat most of them, I can't think of something I wouldn't like.

Sound. It would be loud music, loud to the point where you can't have a conversation and you can't relax. And you've gone in there for this chance to chill out a bit. And also noises that would really ruin the experience would be the actual process of making of the drinks being very, very loud. Such as the crashing of crockery and trays, and very loud espresso machines and all that would annoy me. I suppose it sounds antisocial, but if it was to be really, really busy and there were lots of people, that would annoy me.

Smell, well if it didn't smell clean, or didn't smell fresh. Or if there's an overpowering smell of something, of a particular product.

I was having dinner recently in quite a nice restaurant where you could cook your own steak, and that sounded great in principle. And one of the people I was eating with was doing that, but the ventilation in the restaurant wasn't good enough to really extract that smell out. So everyone was sat in this fog of cooked steak, the principle was great but they hadn't really sorted out the air-con or the extraction, so it wasn't that good.

Where was that?

It was in Cornwall.

So did you end up leaving the place smelling of Steak then?

Yeah, definitely, hair and clothes and stuff.

Now we are going to talk about the more globalized restaurant/ café industry. In terms of international chains, what are the three words come to mind? And why?

Words, or brand?

It can be either, it could also be cafes or eateries.

I would think of brands straight away. And from my experience, it would be Starbucks, Dunkin Donuts, and McDonalds. Because they are the brands you see the most. Dunkin Donuts is massive in Bangkok and so you see it all the time. Burgerking is up there as well. Often, if I'm out in those places, we are eating the local food quite a lot. And every three or four days I just need, and Ben is the same, we need something Western. And so it will be a burger, or maybe a pizza like Papa Johns. There's definitely an element of wanting something familiar. I mean when I taught in China the only western outlet within miles of where I was, was a single papa Johns pizza place. And I used to eat there now and again, because I just wanted a break from the Chinese food. So if I had to go for three...

It's more about three words in your mind that describe an international chain, or these global restaurants.

In that case, the words are more to do with familiarity, and I know I've used it so many times but I'm going to say haven, and not quite quality but more about reality I suppose. The food is not necessarily any better or as good as [the local food] but you know what you are going to get.

My next question would be, think of a place you've recently traveled within Europe or the close region, are even America. An instance where you have visited an international chain restaurant or café.

I tend to avoid them and go to local places. I'm thinking about when I've gone...wow you know in Europe I tend to avoid them. When I lived in France, McDonalds is the only one I can think of.

But that was when you were living there, you weren't visiting the place?

Yes, you know I could be wrong but the last 3-4 times European trips I've done, I don't remember going into anywhere. I might have done, I really can't think of one.

Well for the question, its easier because I'm asking the same question but in a place outside of Europe which isn't very similar to your own home country, other than Starbucks.

Ok, so the ones we have already mentioned. Papa Johns, McDonalds, Burgerking, and TGI Fridays. Or Pizza Hut. Not been to a Wendy's, and don't remember going to a Costa in those countries, so those are probably the main ones.

My next question would be, if all international chains suddenly ceased to exist, but you could choose one to stay open, which one would you choose?

Does that include fast food and restaurant and stuff?

Yes, all international chains.

It would have to be BurgerKing. Because, this is a funny thing, but when Ben and I are travelling together, whether with Jill or not, but usually later at night, or early in the morning, and we've been drinking, we quite often go to BurgerKing. As our sort off before we go home and go to bed thing, so it's very – there's something about that. I would find it hard if there wasn't a BurgerKing. I'm afraid I wouldn't miss Starbucks as much as I would BurgerKing.

Now my question is, why exactly is it that you visit Starbucks whilst abroad? What is the main overarching reason?

Familiar and predictable comfort of the place. Knowing that you are going to have a certain set of things that will make the overall experience, I mean they are all hygiene factors really. None of them are particularly difficult to emulate. It's the combination of the product, the Wi-Fi, the air-con, the loos, it's all of that in combination.

And in terms of the most appealing factor, would that be similar?

If I only had to choose two, it would be the Wi-Fi, and the air-con, because that is so important in those countries. I could do without coffee, I could go and order a coke somewhere or a beer, but without the Wi-Fi, or the aircon, it would almost make it unnecessary to go in there. Because I'm going in as much for those things as I am for the coffee or the smoothie or the cake or whatever, it's not just about the food or drink.

And what would you say is the least appealing factor for visiting Starbucks
whilst aboard?

There wasn't anything least appealing, if there was something I had to give up it
would probably be the cake. So if there was no food I could deal with it but I
wouldn't be able to give up any of the other things.

Well you could be looking at the least appealing factor in terms of the whole
idea of going to Starbucks.

There's nothing least appealing. Maybe that its – well they are all hypotheticals
really, but if they were really busy or if it wasn't in a nice area although they usually
are. So no there's nothing really that would be unappealing.

I've got seven photos here, and I'm going to ask you to pick two that you like
most, or identify with most. Then we will do a little role play - just imagine
that you have taken these pictures yourself, that you're on a trip abroad to a
place of your choice somewhere. I will then ask you to tell the story of these
pictures in relation to your trip, as if part of your travel diary. It can either be
a real anecdote that the picture reminds you of, or it can be made up, using
the picture as a starting point.

The guy on his own on with the computer and the scene which is much more of a communal sort of scene. The one of the aerial shot of the Starbucks, it is a Starbucks isn't it?

Yes.

Image 2

It's not one that I'm familiar with anyway, I'm not sure [where it is], its an unusual layout.

It's in India actually.

I could picture me, Jill and Ben in that left hand corner. That's a familiar scene of catching up, chatting over tea, and whatever – coffee and cake. The environment - I suppose the only thing that's missing from that mage is it doesn't seem so worky, I can't see anyone on their laptop or iPad. That would be the differentiator, so maybe this is more of a scene, it could well be that Starbucks is more of a bar. Sort of less worky and more social, which is the image that you have there.

Image 6

And the other image, that's me. Doing work, maybe Facebook – taking advantage of the charger to recharge it, drinking a coffee. A lot of my travel was solitary before I started doing my recruitment trips for the university so I'm very – I can identify with that image. I don't regard it as a negative or sad image, I just think that's the

way it often is for people travelling independently or working independently. So it's a nice, comfortable, familiar, well equipped environment. I've definitely sat in a Starbucks similar to that.

And you said, you worked/teaching in China, were you then living there or what?

Yes, I was teaching there. So only for two or three weeks at a time, for ten years.

Where was that then?

In Shanghai.

But I've also travelled to other cities. Because I was also responsible for recruitment, the academic person responsible for recruitment in China. I set up a few partnerships in China as well, so I did a lot of travelling. Some [travelling] on my own some with other people.

During that time, would you stay in a chain hotel or something?

Well it depended, when I first went on my own I would stay in a local style hotel close to where I was teaching and on the weekends I would go into Shanghai proper and stay in a Hilton. So I would get the mixture of sort of a Chinese three-star local Chinese run place and then get the international experience at the weekend, Friday

and then Saturday maybe. And then we always stay in quite nice hotels if we are travelling for work, because there's security and if you have to keep up an image if you're representing an organization. If you stay in a cheap place it sort of implies that the university you're working for is cheap, so we don't stay in five-star places, well mostly we're in four/five-star type places.

Back then, when you used to go to China, was there Starbucks or similar chains that you would go to?

In Shanghai there was, I used to go into the Papa Johns quite a lot because there was one close to where I was teaching. I've probably gone to Starbucks more since I've been going to Thailand, but not as much when I was going to China, and in Indonesia as well.

Why do you think that is, is it because there are more Starbucks' there or is it because of other reasons for why you visit them?

I think in both those cities, it's a very recognizable brand. And it sticks out in that market, if I don't recognize the brand I probably wouldn't bother. Unless, if there was a choice between what looks like a Western brand that I don't recognize, or a local place, I'm more likely to go for the local place. Where as if it's a choice between say Starbucks and another brand that I don't recognize, then I will go to Starbucks.

We drink a lot of beer to be honest, if it's at the end of the day in Jakarta for example. When the traffic is especially terrible all the time, but it's especially terrible

between about five and seven in the evening, and so if we finish an appointment at around five o'clock we don't even bother trying to get back to the hotel. We go round and try and find somewhere to sit around for a couple of hours to wait for the traffic to die down. And if we do that, we would always seek out somewhere that serves a beer rather than a Starbucks for example.

And even in the time that I've been travelling to, I can't remember the first time I went to Thailand, probably 12-13 years ago. Even in that time, about the same its been since I've been going to Indonesia, the number of times of American outlets and shopping malls and so on has really increased hugely. Even in Bangkok, where there already was a lot of malls, there's loads now and each one of them has a Starbucks if not more than one. So the prevalence I would say is significant, in the last 5 years compared to about 10 years ago.

After having looked at these photos, would you change your answer to what the most appealing factor for is or would it still stay the same?

It would stay the same.

The only thing I've left out from this is – which is just because of that image. Not just recharging your spiritual and your actual human batteries, but also recharging your devices. Because, I mean Ben must have said this but you are always trying to get not just Wi-Fi, but electricity, trying to get charged. Were are on our devices

constantly and they are running down really quickly so anytime you've got a socket its like "socket!". I'd forgotten about that. But again, it's a practical thing.

Well, that is all for us today. Thank you for taking part. If there's anything you are unsure of, how this interview fits into the research process, you can always contact me, thank you.

Ok, good luck!

Participant F – Interview Summary

Participant F	18-24	Male	Student/Waiter	Neutral
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ZMET

Storytelling:

With three friends

When commuting with friends for work experience, and we would go to Starbucks at the station and get a coffee on the way.

Working in London

While I was interning in London one summer, I used to have to walk a little bit from the tube to the workplace, and I would always buy a Starbucks. So at one point it became a routine where I would get a Starbucks every morning and I'd always finish it by the time I came to the door [at work], which was perfect.

In January it was snowing and it was awful weather so when my best friend came to visit I remember going to this Starbucks instead of going to the Tower Bridge because we could see it from there.

With friend in an all inclusive hotel

I usually drink coffee everyday but when me and my friend were on this trip the coffee in the hotel was from a machine, it was crap basically.

One morning we just woke up and said we are going to find a Starbucks and go there. Even though it was really hot and the middle of the summer and it was crazy, we were just craving real coffee. I guess you end up looking for something that's familiar, and global, and you know it's out there.

For Starbucks, Its quite weird but you just expect it to be out there somewhere. I think I'd be quite upset if I was in a foreign city and there wasn't one, if I couldn't get my coffee.

It was a bit impulsive; we just did it once because we were already paying for everything for the hotel so we didn't go again on that trip.

Familiarity/Dependability

We would always go to Starbucks, whether I was by myself, my friend, or with my family, we went because it familiar. Because you know what to expect.

There might be small differences on the menu, but you will always find your caramel macchiato or your white mocha, stuff like that. I think that sense of familiarity is just nice.

It kinda gives you a little piece of home. Because it's familiar, and the concept is always the same.

Day trip to London (with Mother)

We were tired, and needed a pick me up. We turned round the corner and ta-da!

There's Starbucks, ok fine we will go there. You kind of expect it to be there.

Missing Image

Its nice to have something that you know you can trust and that's what big brands like Starbucks brings.

There's trust, homeliness, familiarity.

Sorting Task:

Alone:

If I went to Starbucks on my own I've been for the sake of getting coffee, like for a caffeine boost.

Friends (when commuting to Amsterdam for an internship):

It was also cool to take pictures and share it on social media and so on.

When I'd go with my friends, it was on our way to work and it was always in a take away cup and I guess it felt like as a group we were taking life seriously as you are this business person or whatever.

With one other

Same as when you go there with a group, you go there for a feeling but for a different feeling. It's to catch up with someone, be warm, dry, kind off homely and nice.

Most representative Image:

This photo of us while on holiday with my friend in Alanya, because it about literally waking up one morning and craving coffee so craving a particular product. And the first thing you think is Starbucks, somehow you might just make that link.

You go for the product, but you also go for the feel – so that sense of familiarity. I wasn't familiar with the country and the culture so you look for something that you know and that is Starbucks.

We stayed there for a long time, we were on the terrace and hung out there. I remember the weather was really nice, and had a Frappucino.
If the hotel wasn't all-inclusive I probably would have gone to Starbucks more. I probably would have gone everyday.

Sensory Images:

Touch

The setting of the café, like they always have loungy chairs and stuff. It always reminds me of a library or...it just has the sense of relaxation or gentleness. I dunno, obviously you have the soft chairs and the interior where everything is brown and all that. It gives a comforting feel to it.

Smell:

The strong of coffee is thick and warm, and it gives that feeling of home. Maybe its because my parents drink coffee and also my grandparents, and with smell it takes you back to that.

Its what gives you that feel of being at home and being relaxed.

Sound

The background music or the sound of the coffee machine makes. I work in the hospitality industry so I usually notice the music, but if it wasn't the sound I would probably think about the grinding of the beans.

I hate places that have loud pop music or something like that. I always think that music is part of your concept so it has to be in same category or adjust to the interior such as in Starbucks where you have comfortable soft chairs, and brown paint and this comfortable atmosphere.

I think that the music they put on in Starbucks is fitting for the concept.

Taste

I used to think of Starbucks as somewhere that sells things that have sugar in it, so things like milkshake that isn't really coffee. It was because I didn't know they sold regular coffee such as a latte, an Americano, things like that.

So before I had Starbucks I associated it with sweetness but now that I've had Starbucks I guess I associate it with the bitterness of coffee, which I like.

Opposite Senses

Smell

It shouldn't smell artificial, something made up or that comes out of a bottle. It should smell natural.

Sound

I wouldn't expect loud pop music.

Taste

Personally, it shouldn't be sweet. But that's personal.

Touch

Metal bars, really modernized airy and light atmosphere, I wouldn't expect that.

Comments

I first went to Starbucks with a group of people, and so even though it was against my principles I went and thought why not. I did try to refrain from anything that sounded like it wasn't like coffee.

I did end up quite liking the caramel macchiato that is actually quite sweet.

The Global Restaurant

International chain café or eatery:

Starbucks, McDonalds, and Burgerking.

Expected and expensive.

European - visited an international chain restaurant or café

I went to McDonalds in Turkey, literally because you know what you're going to get.

It was the familiarity again.

Its one of those things when you are out and about, and your exploring and know
your hungry, but at the same time you don't really know what the prices are like and
aren't keen on spending too much money. That's the thing with those big chains.

You will probably see one and end up being there because you know what kind of
prices they have, products they sell, and the quality is usually close to what you are
used to.

Non-European - visited an international chain restaurant or café

It's the subconscious trust you have in a certain brand; so just don't think that it
would suddenly stop liking it in another country even though some stuff might be
slightly different.

When I was in Valencia for school, and although I never go to KFC I did there.

Because I couldn't find anything familiar so this was like the next best thing –it was the only chain brand I knew.

I'm weary of local chains or local things because you don't know what to expect.

We were in this desolate neighbourhood and I was staying with a host family whose food I didn't like. So when I saw a KFC, I went. Just because of the name.

Pick one personally important chain

McDonalds and Starbucks. I don't care if there are other similar brands local to the country I go to, I can relate it back home.

Some people will go there [to Starbucks] because they think the coffee is better or something. But for me it's the feel, the whole feeling it comes with. I don't necessarily think it has better or worse coffee than other competitors, there isn't actually any material reason for it.

Starbucks

Most Memorable Starbucks Experience

Being in a foreign country, not knowing what's out there. And usually you want to have a sit somewhere that you know of, that's familiar.

That's the main reason I go because you know what to expect product wise and money wise.

Most appealing

The product. I mean I go there because I want coffee, not because I want anything else. I also go to Starbuck because of the relaxed feeling, so the comfortable atmosphere that's always there.

From the moment that you step in the store, you know what to expect. Even when you are abroad because everything works the same. You order at the till then they ask you for your name and you pay, then take a few steps and you wait for your coffee to be called out. You then take it away or you sit down.

It's always the same, and for me I think that's the most appealing.

Least Appealing

I fund out that Starbucks didn't pay tax, and there's was a time where I consciously went to Costa instead of Starbucks while at my University campus.

But then again, when I'm abroad, when I want my coffee I'd still go to Starbucks.

To me it has to be more personal in terms of what they stand for, such as if they didn't support gay marriage, then I probably wouldn't go.

Servicescape - Pictures

Image 4

It's about pit stops basically, because I usually go on city trips and would go to Starbucks since it's familiar, and will go just for the sake of sitting down somewhere and having a drink.

The sofas, the warmth and the general atmosphere are typical such as the big mugs and everyone's relaxed. I always associate mugs with being relaxed; it's just a nice feeling.

Image 5

It's because of the lights and the warmth such as the wood and the brown they have here, it's again that feeling it brings with it. The aesthetic of it, that's what I associate with Starbucks like the warmth, the comfortableness, the easy-going and relaxed.

It's about the colour and the texture of the wood, it just gives you that warm feeling.

Participant G – Interview Summary

Participant G	25-34	Male	Soldier	Negative
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Storytelling:

Keeping eyes open

I have to drive all around Europe. So my most recent experience is driving from England to Norway and back, then England to Austria, then Austria to France...

So it could be anytime of day, usually as it got later, driving through the night.

I was on the ski team with the army, since we were competing with other teams around Europe. It was just pulling over to whatever rest stop there was, and sometimes it was Starbucks.

They have Starbucks drive-thru's and things.

It's always ridiculously expensive wherever you are.

If I'm driving at night or close to night, I don't want to stop. So I go get coffee to stay awake, and also if you stop and walk around for a little bit it also helps to wake you up. Which ties together.

American flag wrapping around the world

I don't like going to Starbucks, because there probably is some local coffee shop that is better. But this is here, and I need it now. So it's not necessarily a choice that I go to Starbucks but it's just that it's the one there.

I'd rather go to small local businesses, rather than corporate. It's everywhere, and its always going to be all right coffee but its not going to be the best thing you've ever had.

I'm not trying to make a political statement, but it its an American buisness and it's everywhere so it's a bit weird how there's commercialization across the world. I'm sure they put different businesses out of business, not necessarily on purpose but when people see a Starbucks they'll say "O a Starbucks!" And stop going to whatever it is they were going to around the corner. So that's one of the things.

Coffee IV Bag

I drink far too much coffee, for example in the morning I get into work and I make a pot of coffee and I drink a whole lot of coffee throughout the day. Just to keep everything going, because you get headache after headache. Not a literal headache but you know just problems.

When you're abroad, you just need a pick me up when you're on holiday and tired so you just need a bit of coffee that way.

Other comments

I have a bean to cup coffee machine in my office, I guess its like you go to coffee with other people to talk about stuff. Everyone drink coffee or tea or will take it in a meeting because that's all there is available or whatever.

You always get Wi-Fi, which is a good thing when you see a Starbucks. Because you realize I do need to check this thing or Google what's a good restaurant so its a good place when you go on your phone, especially when you're in a country and you have no idea where you are.

When you're in a hot country, it's always air conditioned which is a real bonus.

Missing Image:

Driving, driving at night, being alert and stuff like that. I think that reflects my most common occurrence of me going to Starbucks abroad. On other occasions I have gone into them to use the Wi-Fi, or get out of the heat or something like that and happened to have coffee at the same time because I love coffee.

Mediocre coffee

It's a convenience thing more than I actually seek out a Starbucks.

You can see things online and in-store where people say it's very nice when you find Starbucks because you know that it's always going to be the same, and you can get what you get at home. That's not why I go on holiday, that's not why I go abroad, I'm there to do different things.

I don't go to Starbucks because it's a Starbucks, I go because it's there and I need something basically.

Sorting Task:

Services they happen to provide - That's not the purpose of a Starbucks but that's one reason why I'd go to Starbucks besides coffee or whatever.

It's to do with what I'm doing in the driving cases, like an IV bag. It's a need; I go into Starbucks to stay alert because I'm driving.

Construct Elicitation:

The IV bag image is more about how I feel about coffee in general.

We just need to have a moment to think about, or we need to have a break between whatever activity that we are doing and if it's hot outside and you don't want to sit outside you can just sit in the Starbucks. You think, they have air conditioning, we can get a coffee and they have Wi-Fi so let's just go in there.

You're going there because it's got air conditioning, but you're also going there because you need 20 – 30 minutes to chill out or whatever.

Driving in the Night

Mainly because we needed to get to a place by a certain time because we needed to check in or whatever, so we'd be driving through the night. So we'd just like stop at the station, change driver, grab a coffee or whatever. Are you still awake? Good.

I think there were 6 of us in the car, so some of us sleeping. You always need to have two people awake, one to drive and one to co-drive for you and keep them awake as well, just be there so you can talk to someone and not nod off.

Opposite Image:

Someone who actively seeks out a Starbucks because they want something familiar
I guess, I go to Starbucks because of necessity.

Sensory Images:

Taste:

I think the coffee is mediocre.

I don't get the Americano stuff I go for the filter coffee stuff because it does actually taste better.

Touch:

Sterile environment, it feels very clean when you go in there. And everywhere you go it's pretty much the same with that paneling effect and bags of coffee beans everywhere.

When you touch something it feels clean.

Smell:

The coffee, and the weird underlying sweetness that I suppose is to do with all that sugar stuff they have.

Sound:

Espresso grinder, the grounding of the beans.

There's always a gentle hubbub of chat and whatever music they are playing, it always sound busy because I suppose is enticing in some way because there's a good atmosphere sort of thing so it sounds pleasant.

Opposite Senses

Smell

Of clean, or coffee or whatever. You're never surprised about anything, it's just the regular.

Sound

I don't really associate crying babies with Starbucks, I never really associate babies with coffees shops.

Its never the sound of quiet either.

Taste

You never really going to have a taste of surprise. It's always going to be normal, sort of average.

Touch

It never feels dirty. You never have to touch anything that's unfamiliar, like a wooden table that is very clearly wiped or whatever.

The Global Restaurant

International chain café or eatery:

Globalisation.

Normalising, they make it seem like its regular for you to see all that stuff so it's normalizing.

They just take over areas or businesses and driving the competition out that might be local businesses

European - visited an international chain restaurant or café

McDonalds, because they had 99 cents apple pies buy one get one free.

This was in Germany and we were having to drive for 15 hours, we went there because we needed food and it was there on the road.

Starbucks

Most appealing

Decent coffee, it's not great but it's not terrible. It's solving a problem more than anything.

Wherever you're gonna go abroad, its going to be there and you're going to be able to get a cup of coffee, and you've got Wi-Fi and you work there and whatever. And it's a functional system, you don't need to go there and be like "I don't need to think about what to ask for". You can go and be like, "Americano, tall.." or whatever. And that's good in a sense that sometimes you don't want to deal with that.

It is all the same everywhere, you don't have to try something new, you can just point and it works.

Least Appealing

It's a global brand and its nothing new. If I'm going abroad it's because I want to have some sort of experience and go somewhere different. So I wouldn't choose to go to Starbucks because it is the same everywhere.

It's always going to be easy for us.

Servicescape - Pictures

Image 2

It's quite a grandiose setting for a Starbucks, I like those curtains. It looks like the big murals surrounded by the stonework, I've never seen that in Starbucks.

Image 6

Usually if I got to the Starbucks near work I go to meet someone, not really taking a laptop or anything.

I did most of my research in [back home in] Bournemouth in a local coffee shop.

If I wasn't in the job I was in, because if I wasn't in the job that I was in, because I can't do work on a laptop a lot of the time I need to be on the locked system we actually have. If I was in a different line of work, and I needed to do some work whilst abroad I would be more likely to go Starbucks abroad because I needed to work than I would go to one if I was at home.

I don't work well at home so I could go to Starbucks for that reason, if I wasn't in the line of work I am.

Participant H – Interview Summary.

Storytelling:

Coffee

Proper coffee, you know you can find a proper cup of a coffee, especially when you are in places like Southeast Asia where it's hard to find.

Leather – Discomfort

In warm countries, the leather doesn't work because it sticks to your legs.

Bagels

In Singapore, you couldn't get proper bread, so we would go there just for real bread. Outside of Starbucks the bread was much more industrialized, it was "fake bread".

Palm Trees

When I went to them in Asia, it would be situated near palm trees. So you could watch them from inside or sit next to them outside.

HM Tax Revenue.

Have recently in the use how the UK Starbucks avoids Tax paying. It's important to me, they have finally agreed to pay their taxes because of the pressure and to

improve their image. Though they're not unique for doing this, all big corporations tend to.

Proper Chocolate Cake

In Asia, it's hard to find a real cake that tastes of chocolate.

I missed chocolate cake there, but you could always find some, as there will always be a Starbucks.

Shopping Mall

Most of the time, you can most of the time find a Starbucks in a shopping mall. In some places like Singapore, I don't remember finding individual ones.

Airports

Starbucks is the place that always offers proper coffee in an Airport, and it's good because you can sit there and use the Wi-Fi instead of going to an airport lounge.

Fake Starbucks

Fake Starbucks, a small-businessman who wants to live under the name of the Starbucks brand. It's just a small family way of thinking with no clue about it, it won't have proper coffee or cake, it just looks like Starbucks from outside because of the design.

They are probably aiming for locals who want to try Starbucks but don't know about it.

Other comments

In Asia, such as China, most places had coffee that was watered down like brown water. Not real coffee.

Though in European countries like in Sweden you can go to other shops and it's a different case, you can get proper coffee.

Air Conditioning

Air conditioning provides a source of comfort since I have been travelling a lot in Asia and it's very hot over there.

Sorting Task:

Proper food and drink (coffee, chocolate cake, bagel)

It's just proper, quality food and drinks. You get what you expect

Leather + Air-conditioning

The place and the furniture, where you always find air-conditioning and similar leather furniture that is normally located in the shopping mall.

Some novelties of the Starbucks overseas is that you don't see palm trees, such as

Norway for example. But I don't really like them being in shopping malls, they are just cold and have bad energy. It's all commercial and about commercial activities.

Construct Elicitation:

The location can be very nice, such as in Bali the surroundings are nice.

The bagels I ate reminds me of friends because we always went to Starbucks and ate them together with my friends.

Most representative Image:

The coffee picture.

Normally I go into Starbucks if I'm desperate for a coffee, that's why I got to Starbucks.

Least representative Image:

Brown water. That's what you get in all the other places [in Asia], but you know what you are getting [in Starbucks].

Sensory Images:

Smell:

I only notice smell when it's bad, and I don't remember really smelling anything bad in Starbucks.

Sound

Noisy, people are talking, chairs are moving kids are screaming – it's messy. Queues also make lots of sound but that depends on how big the shop is.
Coffee places are normally really loud; it can be difficult to talk if you go there with company.

Touch

Leather, I don't like it much, it's uncomfortable. I'd rather have soft things to sit in.

Taste

They have free tasters, of bits of bun or muffin. Something you can taste while you are waiting for a coffee.

Enjoyable, sweet things like the chocolate cake.

Opposite Senses

Smell

Places where you used to be able to smoke inside, they still have it in some places like Eastern Europe. Smell of the old, or smoke in general as opposed to fresh coffee.

Sound

Quiet background music, where you can speak loudly. Starbucks is just noisy, I think it's because of the flooring that makes the sound louder. It's probably chosen for convenience of upkeep.

Taste

Something healthy like a salad. I wouldn't go there to eat something healthy whether they provide it or not. I go there to have coffee with something sweet. I think their specialty is that, and not healthy food.

Touch

They have hard chairs or the leather couches, which I don't think is comfortable. Some places have couches or big sitting pillow type things, but they aren't comfortable. So I wouldn't plan to go and sit down there for a long time.

I like the atmosphere in smaller places that are vintage, that have more colour. In Starbucks it's very industrialized, and not very unique, it seems like its come from an assembly line almost.

*It seems fast at Starbucks in the queues for example, rather than slow and comfortable.

International chain café or eatery:

Big corporations.

Standardization- it's the same quality and the same product you get everywhere.

That's mainly it.

Its basically about – you know what you get. So it's the same coffee in the UK or

Beijing, it's the same. It doesn't change and not really customized.

In places like McDonalds it's a bit more customized but not much in Starbucks. Most of the times you find the same product.

European - visited an international chain restaurant or café

If I see chain restaurants I try to avoid these places, but they don't really have

anything that attracts me. At Starbucks they have the coffee, but otherwise I'd

rather support the local small places that sell food you haven't tasted before.

I understand why people go there because they know what to expect.

Non-European - visited an international chain restaurant or café

I've tried to avoid it, but with friends they've ordered pizza such as Pizza Hut home

so I've eaten it but I wouldn't go there if they wanted to go to the shop.

Pick one personally important chain

I just think Starbucks is forcing small coffee shops out of businesses.

Though it must be Starbucks that I would choose.

Starbucks

Most Memorable Starbucks Experience

I went back to the Starbucks I had good experiences with my friends in Singapore, I went back on my own but it wasn't really the same.

I had the same bagel and coffee like I would have with them.

Most/Least appealing

That it's Starbucks. It's unattractive because I don't like supporting big chains or places that don't pay taxes. I don't want to put my money towards a place like that, even if they do some corporate responsibility activities.

Its unethical, if you are part of a society then you should pay your taxes. It may be because I'm from Norway and our system works due to people paying taxes.

They exploit differences, even if they aren't technically doing anything wrong.

Servicescape - Pictures

Image 3

Baristas on show

People watching in a Starbucks in Qatar, we were watching looking at the rich people walking and doing their shopping.

We were sightseeing in shopping malls in Qatar...we were just sitting inside in the shopping mall for, in a coffee place, for hours. Walked around, there's not much else to do, just look at all the rich people. Like the really rich people.

Image 7

Reminds me when I first went to Singapore for my exchange programme. The heat was all-new to us so we sat outside, and had cold drinks then our usual hot drinks.

Normally I don't associate the outside with good things because they will be metal chairs and it might be on the side of a noisy road. At the same time the air-conditioning would be too cold inside so you don't have a choice.

Appendix G. Thematic Analysis

Quick/Effortless Decision Making

Reliability/easy decision-making (in unfamiliar environment): (Participant A)

If I were hungry I would probably go for the first thing that I know. Sometimes when you're in the mood to explore you always try to eat local things and discover but sometimes when you get tired after shopping or whatever, you just don't need to put your brain into discovering new things. You just go to things that you already know, like McDonalds, KFC or whatever.

***Reliability/easy decision-making (in unfamiliar environment): (Participant E)**

It's a very recognizable brand. And it sticks out in that market, if I don't recognize the brand I probably wouldn't bother... Where as if it's a choice between say Starbucks and another brand that I don't **recognize**, then I will go to Starbucks.

Reliability/easy decision-making (in unfamiliar environment): (Participant F)

I went to McDonalds in Turkey, literally because you know what you're going to get. It was the **familiarity** again.
Its one of those things when you are out and about, and your exploring and know your hungry, but at the same time you don't really know what the prices are like and aren't keen on spending too much money. **That's the thing with those big chains.**
You will probably see one and end up being there because **you know what kind of prices they have, products they sell, and the quality** is usually close to what you are used to.

When I was in Valencia for school, and although I never go to KFC I did there. Because I couldn't find anything **familiar** so this was like the next best thing –it was the only chain brand I knew.

I'm weary of local chains or local things because **you don't know what to expect.**

We were I this desolate neighbourhood and I was staying with a host family whose food I didn't like. So when I saw a KFC, I went. **Just because of the name.**

Purchase Ease/Ritual

Ease from consistency of service setup*: (Participant G)

Whenever you're gonna go abroad, its going to be there and you're going to be able to get a cup of coffee, and you've got Wi-Fi and you work there and whatever. And **it's a functional system, you don't need to go there and be like "I need to think about what to ask for".** You can go and be like, "Americano, tall.." or whatever. And that's good in a sense that **sometimes you don't want to deal with that.**

It is all the **same everywhere**, you don't have to try something new, you can **just point and it works.**

Ease from consistency of service setup: (Participant B)

It's nice that wherever you go **there's always a similar type of set up.** You have your cold drink and then the patisserie type thing above, and then the place you order your coffee. And after you have the other end where you what for your coffee and they shout your name.

I actually enjoy queuing in Starbucks because it **gives me time to see what they have on offer,** and also do **people watch** while I wait. I also don't mind waiting at

the other end either because you can have a look at the staff make your coffee because its open-plan.

Ease from consistency of service setup: (Participant F)

From the moment that you step in the store, you know what to expect. Even when you are abroad because **everything works the same. You order at the till then they ask you for your name and you pay, then take a few steps and you wait for** your coffee to be called out. You then take it away or you sit down.

It's always the same, and for me I think that's the most appealing.

Reliable /Always there if needed

Reliable/Accessible: (Participant H)

I missed chocolate cake there [while I was travelling], but **you could always find some**, as there will always be a Starbucks.

Reliable, always there if you need it: (Participant G)

Wherever you're gonna go abroad, its going to be there and you're going to be able to get a cup of coffee, and you've got Wi-Fi and you work there and whatever.

Reliable, always there if you need it: (Participant F)

[on finding it a Starbucks in the south of Turkey]:

For Starbucks, Its quite weird but **you just expect it to be out there somewhere**. I think **I'd be quite upset if I was in a foreign city and there wasn't one**, if I couldn't get my coffee.

[When in London with his mother] We were tired, and needed a pick me up. We turned round the corner and ta-da! There's Starbucks, ok fine we will go there. You kind of expect it to be there.

Trusted/Familiar Quality: (Participant F)

This photo of us while on holiday with my friend in Alanya, because it about literally waking up one morning and **craving coffee** so craving a particular product. And the **first thing you think is Starbucks**, somehow you might just make that link.
I usually drink coffee everyday but when me and my friend were on this trip [with an all-inclusive hotel deal] the coffee in the hotel was from a machine, it was crap basically.

One morning we just woke up and said **we are going to find a Starbucks and go there**. Even though it was really hot and the middle of the summer and it was crazy, we were just craving real coffee. I guess you end up looking for **something that's familiar, and global, and you know it's out there**.

Accessibility: (Participant C)

[On international food chains]:

Cheap. Accessible. Popular – in the sense that they're a popular brand...

We were in the town center of Cape Town, and there wasn't a Starbucks. And I was quite surprised because I thought they were everywhere.

Convenience of location: (Participant B)

They are usually in places that are quite **easy to get to**.

Functional Convenience:

Moral Conflict: (Participant H)

(on picking one single chain they would keep open if all had to close)

I just think Starbucks is forcing small coffee shops out of businesses.

Though it must be Starbucks that I would choose.

Convenience trumps Moral conflict: (Participant F)

I found out that Starbucks didn't pay tax, and there's was a time where I consciously went to Costa instead of Starbucks while at my University campus.

But **then again, when I'm abroad, when I want my coffee I'd still go to Starbucks.**

To me it has to be more personal in terms of what they stand for, such as if they didn't support gay marriage [as the participant is gay], then I probably wouldn't go.

Need based purchase of coffee: (Participant G)

Mainly because we needed to get to a place by a certain time because we needed to check in or whatever, so we'd be driving through the night. So we'd just like stop at the station, change driver, grab a coffee or whatever. Are you still awake? Good

***Starbucks visits based on need and chance, not choice: (Participant G)**

If I'm driving at night or close to night, I don't want to stop. So I go get coffee to stay awake, and also if you stop and walk around for a little bit it also helps to wake you up. Which ties together...

So it's not necessarily a choice that I go to Starbucks but it's just that it's the one there.

It's to do with what I'm doing in the driving cases, like an IV bag. **It's a need; I go into Starbucks to stay alert because I'm driving.**

Convenience of availability: (Participant G)

It's a convenience thing more than I actually seek out a Starbucks.

I don't go to Starbucks because it's a Starbucks, I go because its **there and I need something basically**.

I go to Starbucks because of **necessity**.

***Widespread availability as opposed to familiar competitors: (Participant E)**

I am not especially loyal to Starbucks. Starbucks is a bigger brand out there, as far as I am aware anyway – I haven't seen Caffe Nero, or not seen Costa as much.

Starbucks seems to be **the big brand that you recognize**. The branding is powerful

I suppose, and you see it, and its sort of recognizable. So it's just about refuelling and more **practical needs**.

***Menu Consistency – Functional Value/Emotional Comfort**

Comfort from Simplicity and familiarity of products: (Participant F)

There might be small differences on the menu, but **you will always find your caramel macchiato or your white mocha**, stuff like that. I think that sense of familiarity is just nice.

It kinda gives you a little piece of home. Because it's familiar, and the concept is always the same

Comfort of simplicity and product consistency: (Participant B)

They have consistent quality, if they varied the core menu from place to place, I wouldn't go there. Because I kind of go to autopilot mode and know what I want when I go.

Consistent Taste: (Participant A)

When I first started travelling, I would try the same to compare if it was any different from other Starbucks'. I was expecting it to be the same, and found it pretty much was.

***Staff Consistency – Functional Value/Emotional Comfort (Participant B)**

Staff reliability and comfort of ability to communicate: (Participant B)

Young trendier people seem to work there; there is a familiarity there.

In other places they look scared to see you because they might be worried about speaking English. Whereas in Starbucks they **can respond to you in English** and represent the **western familiarity**.

Staff reliability and comfort of ability to communicate: (Participant E)

I didn't say it earlier, but the staff is really well trained in these places, and so you know that you are going to get a fairly **consistent** experience wherever you go. And you can be pretty confident that it will be well managed, that the **quality processes** and whatever are as good as if not better than what we are used to over here.

Generally with Starbucks [abroad], you have at least one member of the staff that can **speak really good English**. They have the **basic hospitality** English that they need to do the transaction.

Reliable & Consistent in - Physical Comfort

Uncomfortable furniture: (Participant H)

Reminds me when I first went to Singapore for my exchange programme. The heat was all new to us so we sat outside, and had cold drinks then our usual hot drinks.

Normally I don't associate the outside with good things because they will be metal chairs and it might be on the side of a noisy road. At the same time the air-conditioning would be too cold inside so you don't have a choice.

Short stay due to physical discomfort: (Participant H)

They have hard chairs or the leather couches, which I don't think is comfortable. Some places have couches or big sitting pillow type things, but they aren't comfortable. So I wouldn't plan to go and sit down there for a long time.

In places like McDonalds it's a bit more customized but not much in Starbucks. Most of the times you find the same product.

Facilities: (Participant E)

*Knowing that you are going to have a **certain set of things that will make the overall experience**, I mean they are all hygiene factors really. None of them are particularly difficult to emulate. It's the combination of the product, the **Wi-Fi, the air-con, the loos**, it's all of that in combination.*

I could do without coffee, I could go and order a coke somewhere or a beer, but without the Wi-Fi, or the aircon, it would almost make it unnecessary to go in there. Because I'm going in as much for those things as I am for the coffee or the smoothie or the cake or whatever, it's not just about the food or drink.

Well equipped, pleasant place to work: (Participant E)

A lot of my travel was solitary before I started doing my recruitment trips for the university...I just think that's the way it often is for people travelling independently or working independently. So **it's a nice, comfortable, familiar, well equipped environment**. I've definitely sat in a Starbucks similar to that (pointing at Image 6).

Comfortable furniture/functional ease: (Participant B)

It's always a **nice atmosphere when you go in there.**

Whereas in other coffee shops seats are hard and juts make you want to get your coffee and leave [as opposed to other coffee places in Asia]. Starbucks **is always set up for the user experience- they have the soft furnishings which is good.**

The furnishing quality is also the same.

Good temperature: (Participant B)

The **AC is always of a good temperature.** Other places [in Asia] it might be too high, to low, or just fans that don't really work. **Some places** that have other things being sold, there are always people walking through and it **doesn't feel like a relaxing atmosphere.**

Clean/Hygiene

Consistent cleanliness: (Participant G)

Reliable Sterile environment, it feels very clean when you go in there. And everywhere you go it's pretty much the same with that panelling effect and bags of coffee beans everywhere.

When you touch something it feels clean.

It never feels dirty. You never have to touch anything that's unfamiliar, like a wooden table that is very clearly wiped or whatever.

Of clean, or coffee or whatever. You're never surprised about anything; it's just the regular.

Consistent Facilities and Cleanliness: (Participant E)

And it would be really to take stock, and refresh, and you could pretty certain, not certain but pretty confident that the toilets will be clean and well maintained, and western-style toilets. Which is going to be important in some countries.

I know it seems silly, but it's nice sometimes to find a restaurant or café or in this case a Starbucks where the facilities are really nice. Or not even really nice, just clean – decent

Brand Quality – Trust

A reliable and comforting place: (Participant F)

Its nice to have something that you know you can trust and that's what big brands like Starbucks brings. There's trust, homeliness, familiarity.

Reliability as a well-established brand for food hygiene: (Participant E)

I am quite a fussy person, and I am not as comfortable with street food and street drinks as some people are, mainly I'm a bit hypersensitive, as I got sick twice in Indonesia really bad. I'm now ridiculously hyper sensitive to it and if I've got any doubt about ice for example, than I'm not going to have it on the street for example.

Sightseeing through Starbucks

People Watching through the glass: (Participant H)

In Starbucks in Qatar, we were **watching looking at the rich people** walking and doing their shopping.

We were **sightseeing in shopping malls** in Qatar...we were just sitting inside in the shopping mall for, in a coffee place, for hours. Walked around, there's not much else to do, just look at all the rich people. Like the really rich people.

People watching/Soaking up the foreign atmosphere through the glass: (Participant B)

You can just look out the window, and just sit there for hours and spend time **watching or gossiping about people around us.**

It's fun to people watch the people in Starbucks, and **get to see a different class of people – the working professionals and that type of thing.** I do enjoy that as well, seeing the difference in behaviour.

You can **see the differences** such as in Thailand you see the university students wearing their uniform, and they are quite close knit groups, which **is quite interesting. It's quite nice to be the outsider and watch.**

Sightseeing through the Starbucks View: (Participant F)

In January it was snowing and it was awful weather so when my best friend came to visit I remember going to this Starbucks instead of going to the **Tower Bridge because we could see it from there.**

Front seats/ a view to the city: (Participant C)

In Portland **is in the town centre.** And the town centre is quite busy and arty and culturally diverse. There'll always be like a market, or someone playing some instrument, and so I always associate that with Starbucks. So that reminds me of the sounds of Starbucks.

It think that [particular] Starbucks is nice because it has its own terrace outside of the Starbucks and in the summer you can **sit there and look at these performance while having a Starbucks.** I guess that's kind of **beneficial to the experience.**

View: (Participant D)

When I go to Starbucks abroad, it's different from back home in Thailand because you can see more since they aren't all in shopping malls. So here's one **instance when it was right by the port and I remember seeing birds as I looked outside.**

I wouldn't bother going to a Starbucks if it's indoors like they are at home [in Thailand], I'd sit at one which is outside where I can rest a bit.

The Social Atmosphere

Nostalgia: (Participant H)

I went back to the Starbucks I had good experiences with my friends in Singapore, I **went back on my own but it wasn't really the same.**

I had the same bagel and coffee like I would have with them.

A warm setting: (Participant H)

(on going to Starbucks with one other person as opposed to a group)

Same as when you go there with a group, you go there for a feeling but for a different feeling. It's to **catch up with someone**, be warm, dry, kind off **homely and nice.**

***Stay in café for socialization/take away when alone: (Participant F)**

If I went to Starbucks on my own I've been for the sake of getting coffee, like for a caffeine boost

A fun environment for socializing: (Participant E)

It's us [him and his colleagues], chatting; Ben on his laptop, me on my phone, Jill on her iPhone or iPad. And it's **a fun stroke work environment**...It's also where everyone's really busy and you're having **lots of conversations at the same time**. Doing that thing where you're having a conversation but you're also texting, or messaging, or emailing at the same time. So I suppose the image would be a group of people in the café, connected, trying to be technologically connected but also, human- socially connected.

Experience of the community: (Participant C)

It's the **community aspect** of the experience; I don't usually go there by myself. It's about going there with friends and family, and this routine to get a Starbucks.
It's just a **nice atmosphere** to go

***Starbucks as a treat/add pleasure to activities: (Participant C)**

If I've seen everything in the city and nothing else to do, I would go there and get some work done. **It makes work nicer.**

I would rather work at the Starbucks and get a coffee than sit at [my host family's] home by myself without a coffee.

Travel Companion

***Accompanying consumers in their travels: (Participant H)**

Starbucks is the place that always offers **proper coffee** in an Airport, and its good because you **can sit there any use the Wi-Fi instead of going to an airport lounge.**

The Starbucks experience as "abroad": (Participant C)

[About Starbucks In Hanover, where the participant is from]

But it has a different feel to it because I'm not used to Starbucks in Germany. Really I just don't associate my home country with the experience I have at Starbucks usually. Because usually I'd be experiencing it in America, and Germany doesn't feel like America...My experiences [in Starbucks in America] feels **more original**. They offer different products, and the experience is just more intense.

Familiar setting / associations with the start of a journey or trip – Excitement:

(Participant C)

I'm always quite happy when a **trip starts at an airport after you've checked in and everything you can just sit down and relax at a Starbucks**. Because it gives you a little **feeling of familiarity but at the same time you're preparing to go abroad** – so I really like that.

If I see a Starbucks at an airport I definitely go and **get a coffee. It's quite relaxed.**

***Starbucks accompanying people during their travels: (Participant C)**

[About A Starbucks cup in the car] When I rent a car in a **different country, there will always be a Starbucks cup in the car**. I associate it with **road trips, and driving around.**

***Comfort in the Starbucks cup: (Participant C)**

This is in Brussels, we kinda actively looked for a Starbucks, which is kinda funny because I guess when you are in a different country you want to experience the country you know? You don't really want to have a Starbucks you can have at home. But we just love Starbucks so much that we kinda go look for it...We just got something to drink and walked around [in Brussels with it].

Pleasant/non-Invasive Smell

***Comfort of familiar/neutral smells: (Participant E)**

Sometimes depending on where you are, if you are walking down some of the food streets, quite smelly- I don't mean smelly in a negative way but you lots and lots of different smells and aromas. And sometimes its overpowering, and you want to move into somewhere where, I wouldn't say its neutral but where probably all you are going to be smelling is the coffee, so to speak.

Neutral but pleasant smells: (Participant B)

Cooked sandwiches/coffee. **Never too strong of a smell**, which is good.

Cinannomy/syrupy smells which is quite nice.

In some places [cafes] you go in and your clothes end up smelling of the food.

I don't like places that it smells strongly of anything, whether its cigarettes or coffee.

Enticing smell: (Participant C)

I think Starbucks **always smells very delicious** of sweet things or coffee.

Pleasant/non-Invasive Sounds

Noisy/disturbing sounds: (Participant H)

Noisy, people are talking, chairs are moving kids are screaming – it's messy. Queues also make lots of sound but that depends on how big the shop is. Coffee places are normally really loud; it can be difficult to talk if you go there with company.

Quiet background music, where you can speak loudly. Starbucks is just noisy; I think it's because of the flooring that makes the sound louder. It's probably chosen for convenience of upkeep.

A pleasant buzz: (Participant G)

There's always a **gentle hub bub of chat** and **whatever music they are playing**, it always sound busy because I suppose is enticing in some way because there's a **good atmosphere** sort of thing so it **sounds pleasant**.

Agreeable/non-intrusive background noise: (Participant E)

(on the opposite of Starbucks experiences)

It would be loud music, loud to the point where you **can't have a conversation and you can't relax**. And you've gone in there for this chance to chill out a bit. And also noises that would really ruin the experience would be the actual process of making of the drinks being very very loud. Such as the **crashing of crockery and trays**, and

very loud espresso machines and all that **would annoy me**. I suppose it sound antisocial, but if it was to be really, really busy and there were lots of people, that would annoy me.

Escape to a comforting, calm space: (Participant E)

And the same with the sound, you know you move from this hectic hustle bustle, Jakarta would be even more this actually, and **into somewhere that's calmer**.

Pleasant/relaxing background music: (Participant B)

Sometimes there's **music**, but its always quite a **low volume and pleasant**. They definitely have that sussed out. You **can go to other places and they will either be blazing music**, or the glazing isn't good enough so you can hear the noise from outside, or the door is open.

Sometimes they want to play a "funky concept" and play loads of what they think is **good music, which they play quite loudly**. That would definitely be the **opposite of my relaxing experiences because** I would want to get out of there as soon as possible. Or if they are on a busy street and the **door is open so you can hear traffic**, it definitely isn't relaxing.

Pleasant murmur/music: (Participant D)

I pay attention the music they are playing and quite like it, sometimes I'll Shazam the music.

In Starbucks and they always have the same type of music, or there will be no music at all. It'd be weird if they had loud rock music. Starbucks is usually really quiet, I don't think I would ever hear people were chatting very loud or screaming.

Consoling Space/A Piece of Home (Emotional Refuge)

Familiar feel and well situated (with terrace): (Participant E)

You go for the product, but you also go for the feel – so that **sense of familiarity**. I wasn't familiar with the country and the culture so you look for **something that you know** and that is Starbucks.

We stayed there for a long time, we were on the terrace and hung out there. I remember the weather was really nice, and had a Frappuccino. If the hotel wasn't all-inclusive I probably would have gone to Starbucks more. I probably would have gone everyday.

Starbucks memorabilia as a token of different places that are "home": (Participant C)

I haven't actually bought any because I hadn't seen them in Portland, but now that I know that they [Starbucks] have that, next time I go I'm definitely going to buy. I have the England cup at home as well, but I mean I consider England **my home** so it's not really about going abroad.

Belgian Flask - When I went to abroad to Belgium.

Reassurance: (Participant B)

It provides a nice environment for me to just wind back, relax, makes me feel good about myself.

If I'm having a bad day, sometimes I can go there and make it a bit better, or if I'm stressed out.

I know wherever I go I'll find the same drink that I like, as well as getting that **homey feeling** that I crave sometimes. I do think the fact that they are nearly all the same, the **overall offering is very familiar**. If you have a latte, you can expect it to be **the same as the one you get everywhere you go**.

Comfort of home (Participant B)

When you're feeling a bit **homesick**, even though [the brand] it's not from the UK it does represent western ideals in a way.

It even has the **same atmosphere [as other places like Starbucks' in the west or in the UK]**, and can sit there with my **same taste that I got home**. Even the milk tastes the same, which is a bit weird because that's quite rare in Southeast Asia.

Taste of home: (Participant B)

It's the fact that it tastes the same and **its familiar is what is key overseas**. It's not the fact that I'm going to try something incredible.

Eating there, the taste is familiar and **similar to home**.

Comfortable at home: (Participant B)

When you sit at Starbucks it provides a **similar comfort to sitting on your sofa at home**. For me it provides a **homey feeling**, whereas I don't think the hotel rooms or lobbies really do.

What I really miss while I'm overseas once thing I really miss is having a cup of tea and a biscuit, so while I'm at Starbucks I'll have those and pretend that I'm at home for a bit.

Physical Refuge

Good temperature (when travelling in the heat): (Participant G)

When you're in a hot country, its always **air conditioned** which is a real bonus... On other occasions I have gone into them to use the **Wi-Fi**, or get out of the heat or something like that and happened to have coffee at the same time because I love coffee.

A relaxed break: (Participant E)

Because in a typical day...we would be going to meetings, then going to more meetings. And in **between we would give ourselves a bit of down time** and we would typically find somewhere like a Starbucks or a similar type of outlet.

***A stop to get away from situational barriers (i.e. traffic/weather): (Participant B)**

When I used Starbucks as my office, to **avoid the rush hour** and wait until the traffic dies down. It's **quite a convenience office space**.

I think it also provides a refuge and a safe haven.

*Refuge: (Participant D)

I go to a café if its because its rainy **outside, or because the weather is bad** or I have a **heavy bag**, and I can go and have a rest and its warm inside

Taking an Energy Break

Physical refuge and as a space to relax: (Participant G)

We just need to have a moment to think about, or we need **to have a break between whatever activity that we are doing** and if its hot outside and you don't want to sit outside you can just sit in the Starbucks. You think, they have air conditioning, we can get a coffee and they have Wi-Fi so lets just go in there. You're going there because its got air conditioning, but you're also going there because you need **20 – 30 minutes to chill out or whatever**.

Physical recuperation: (Participant G)

When you're abroad, you just need a pick me up when **you're on holiday and tired so you just need a bit of coffee that way**.

*Functional for a break: (Participant F)

It's about pit stops basically, because I usually go on city trips and would go to Starbucks since its familiar, and will go just for the sake of sitting down somewhere and having a drink.

Relax after exploring: (Participant B)

In Starbucks, I'll go **there once I've done my exploring and I just want to relax for a bit.**

***Time out/Refuge: (Participant D)**

It's about **having a break and having a warm drink.**

Pit stop: (Participant D)

I would never be studying or working. I would do that back home in Starbucks, but not while I'm travelling. That would never happen.

I'll go there **while travelling for a break**, I'll get my Google maps out or whatever and organize my travels.

Store Exploration

Looking at the different product/ memorabilia: (Participant B)

The first thing I do when I go to a Starbucks, I always go to the **gift section first and look through stuff**, look at the mugs, and touch them. It's quite nice because they are always like a textured metal or quite cold.

Looking at the different products sold:

When I go to Starbucks in different countries, I'll just walk around to see the different products they have, such as packs of tea.

Memorabilia: (Participant D)

I like to see if the place I go has its own Mug. Its cool, I'd like to collect them but they are too heavy. I'm usually backpacking so it wouldn't be so convenient but if it were lighter I would definitely think of buying it.

***Exploring coffee variations abroad: (Participant C)**

I associate quite strange, different combinations of flavoured drinks compared to here, but in America they have crazy combinations that you would never think of. Like marshmallow or something, and since my friend worked there I would have those tasters and it doesn't really matter because you haven't paid much. So you can taste the weird combinations that they have.

***Exploring little tastes: (Participant H)**

[I associate the taste overseas with] the free tasters of bits of bun or muffin.

Something you can taste while you are waiting for a coffee.

Or enjoyable, sweet things like the chocolate cake.

Safe Exploration: (Participant D)

I try to taste all of the different tea variations. I stay safe and go to Starbucks so I don't know how it is in other places [cafes] but I don't know if they'd have different types of tea.

Food variations: (Participant C)

It's important for me to see **the variety of things they have for you**. It's more out of **interest than anything else**, although if I'm lucky enough there might be something I like.

I'm someone who will go through all that they have in a menu.

Varied menus: (Participant D)

Even if I'm going to get the same thing [as I usually do] **I still like to read the variety**. In this photo it seems cool that they have so many items [written on the black board] to choose from.

Service/Product Personalisation

***Ritual and customization ["Have it as you wish" the way you want, whether it's the way they serve the food heated or not, or the different variations to your drink]: (Participant C)**

I would take away the food as well. I think of the take away bags, that's very typical for America, where they will heat up whatever you want them to heat up whatever you want heated up such as the cakes as well. And I associate that with the little take away bag.

They have great blueberry scones, and warmed up they are beautiful and amazing. And I would get them in those pink [take away] bags. I want to get ne now haha!

Uplifting Environment/Atmosphere

Jarring Atmosphere: (Participant H)

As opposed to Starbucks:

I like the atmosphere in smaller places that are vintage, that have more colour. In Starbucks it's very industrialized, and not very unique, it seems like its come from an assembly line almost.

It seems fast at Starbucks in the queues for example, rather than slow and comfortable.

Physical comfort and warm atmosphere/décor: (Participant F)

The setting of the café, like they always have loungy chairs and stuff. It always reminds me of a library or...it just has the sense of relaxation or gentleness. I dunno, obviously you have the soft chairs and the interior where everything is brown and all that. It gives a comforting feel to it.

Comfort & Relaxation through drinking from real mugs: (Participant F)

The sofas, the warmth and the general atmosphere are typical such as the big mugs and everyone's relaxed. I always associate mugs with being relaxed; it's just a nice feeling.

Pleasant atmosphere through Furniture and décor: (Participant E)

The product. I mean I go there because I want coffee, not because I want anything else.

I also go to Starbuck because of the relaxed feeling, so the comfortable atmosphere that's always there.

Welcoming lighting and décor as a source of relaxation and content:

It's because of the lights and the warmth such as the wood and the brown they have here, it's again that feeling it bring with it. The aesthetic of it, that's what I associate with Starbucks like the warmth, the comfortableness, the easy-going and relaxed. It's about the colour and the texture of the wood, it just gives you that warm feeling.

Pleasant views: (Participant H)

Some novelties of the Starbucks overseas is that you don't see palm tress, such as Norway for example.

Good location: (Participant D)

I'm very attracted to places for where they are located, such as one time a Starbucks was in a really old building.

They tend to always have better location or decoration compared to other coffee chains.

If a café isn't in an interesting place I'll continue and take my time to find one that is in a better place.

Spacious and welcoming: (Participant B)

For example, its good to have the Starbucks in the airport, I'd rather wait there than go to the airport lounges.

I'd rather go to Starbucks then some other places because it doesn't feel oppressive, and usually feels quite young, even their choice of Baristas is usually fresh-faced people.

It's warm and relaxing.

Aesthetic Décor:

Here it's about the lights (pointing at the image 5 of the interview) and the seat decoration, the stuff like that here is nice.

They tend to always have better location or decoration compared to other coffee chains.

***Light and Spacious: (Participant B)**

It's not an oppressive atmosphere; they are usually quite light and open atmospheres. Its usually open plan, you go in there and you can be in your own space and feel comfortable.

Know What to Expect – Quality

Familiar foods as reminders of home: (Participant E)

And I am quite a creature of habit so I think that's carrot cake (pointing at the photograph), I would normally have carrot cake. I think there's a familiarity as well...you do see different things on sale in a Starbucks in Thailand for example or in China for example. But there's also **familiar stuff**, I doubt it's the same supplier, although who knows it might be. I suppose there's a familiarity of having carrot cake in Starbucks there, because it **will probably be like the carrot cake in Starbucks here [in England].**

Reliability/a piece of home through food: (Participant H)

I missed chocolate cake there [while I was travelling], but **you could always find some**, as there will always be a Starbucks.

Consistency: (Participant H)

It's just **proper, quality** food and drinks. You get what you expect.

If I see chain restaurants I try to avoid these places, but they don't really have anything that attract me. At Starbucks they have the coffee, but otherwise I'd rather support the local small places that sell food you haven't tasted before.

I understand why people go there because they **know what to expect.**

***Consistent quality and product value: (Participant F)**

Being in a foreign country, not knowing what's out there. And usually you want to have a sit **somewhere that you know of**, that's **familiar**.

That's the main reason I go because you **know what to expect product wise** and **money wise.**

Getting what you expect (Knowing the food and having control over amount):

(Participant A)

We were going for drinking alcohol at the carnival [in Cyprus], so I went to Starbucks first. I just ate food, I didn't have coffee. Others places give you too much to eat, with a doner kebab or something then you need to go to sleep. In Starbucks, it's usually the right amount of food you need.

In that case, the words are more to do with **familiarity**, and I know I've used it so many times but I'm going to say haven, and not quite quality but more about reality I suppose. The food is not necessarily any better or as good as [the local food] but you **know what you are going to get.**

***Safety and Comfort of the known/familiar food products:**

Often, if I'm out in those places, we are eating the local food quite a lot. And every three or four days I just need, and Ben is the same, we need something Western. And so it will be a burger, or maybe a pizza like Papa Johns. There's definitely an element of **wanting something familiar** (on eating at global food chains).

Casual Environment

Flexibility of the environment/making your own space: (Participant B)

It provides an escape from the elements that surround you when you are overseas if you please, and also **you can make your own little bubble with your table and your two chairs** or whatever.

Casual and relaxed environment/everyone does as they please: (Participant B)

I don't think they look badly on if you work there, but if you were to go somewhere else smaller and get your laptop up - I'm sure they'd be peeved off. But in Starbucks that's expected.

If you were to get your laptop out in a restaurant people would look at me, whereas here [in Starbucks] they don't.

It's not just a **place of relaxation but also a place of mobile work station** for me.

Stay longer due to comfort and casualness: (Participant B)

Unlike other coffee companies, they provide furnishing that makes you want to stay; it doesn't make you want to leave. You can usually put your feet up and relax for a little bit, it's much more comfortable, they have a range of furniture such as sofas and armchairs...

Even the staff member wouldn't say anything if you sit there for hours. Maybe you could top off your coffee every once in while but **they leave you to it.**

It's kind of like having your own cubicle space around you, everyone's so into what they are doing when they are in there. So you can do **what you want really.**

Physical comfort in length of stay: (Participant A)

Sitting on the comfy chairs I would associate with Starbucks. The sofas usually, If I'm going to be staying there I want to be able to free my feet and hand.

Escapism - A Neutral Space (Fourth Space)

Escape to a comforting, calm space: (Participant E)

And the same with the sound, you know you move from this hectic hustle bustle, Jakarta would be even more this actually, and into somewhere that's **calmer**. I don't know if they have music in Starbucks actually, I can't remember sitting there whether there has been music on or not. There probably have but I don't think it's a big feature of the experience, its probably "musak" and not necessarily very recognizable or intrusive. The experience is not necessarily to do with any of these things, but its moving from a sort of very hectic environment and moving into a **type of sanctuary or haven**.

Transporting you anywhere: (Participant B)

It's nice to be able to walk through the door and feel like you could be anywhere in Bournemouth, or London, or anywhere in the west.

Familiarity as a source of relaxation (due to less distraction): (Participant B)

It's difficult to find places to relax, because there's always distractions due to the many things you aren't use to when overseas. Whereas with the Starbucks chain, **things are similar** to what you've seen already, and it gives you time to **focus on relaxing and go off into your own world**.

Relaxation due to familiarity: (Participant B)

I wanted to find an image that represents familiarity.

Everything is **familiar**, so it relaxes you in away since you could possibly be back in **Bournemouth [home]**. Which is quite a comforting feeling really.

Going there is a **guilty pleasure** in a way, to go and get something really western.

They don't particularly adapt it to the taste over there [Asia] so it's quite western.

Escapism, taking consumers to a fourth dimension /wherever they choose to be: (Participant E)

I've put together is a series of images which are all to do with a recognizable brand.

Although it is an American brand, **I just see it as a not being the country I'm in**. So for example it's not Chinese, or it's not Thai, so it **represents sort of a refuge** for me. It's somewhere **familiar**.

Comfort through Escapism ("Me Time"): (Participant B)

When I'm working in big cities abroad, I go to Starbucks and get to **escape from the city to daydream** for a bit: be in my own world and not have to engage with anyone else. I'll get my favourite drink, and then go into my social media world or my daydream world. Its one of the things I like to do.

Once I get into a Starbucks in the Southeast Asia context, I feel happy and relaxed, and usually end up with a full belly since I miss western food such as bread. It's a guilty secret type thing....

It's a place no one will disturb me, where my mind **can get a bit creative**...It's a place where you don't have any external influences so you can go off into your own brain.

Connected with others:

You can use the Wi-Fi, or buy and use scratch cards from Starbucks stores which gives me a chance to connect with people as it tends to be really expensive to use your own 3G connection over there [in Asia].

Good quality Internet connection, in comparison to other coffee shops you might find.

Appendix H. Example of Consent Form

Participant Agreement Form

Full title of project: Undergraduate Dissertation

Name, position and contact details of researcher: Juliet Velicangil, Level I Student, i7919162@bournemouth.ac.uk

Name, position and contact details of supervisor (if the researcher is a student): Fiona Cownie, Senior Principal Academic, fjcownie@bournemouth.ac.uk

Please Initial or Tick Here

--	--

I have read and understood the participant information sheet for the above research project	
I confirm that I have had the opportunity to ask questions.	
I understand that my participation is voluntary.	
I understand that I am free to withdraw <i>up to the point where the data are processed and become anonymous, so my identity cannot be determined.</i>	
During the task, I am free to withdraw without giving reason and without there being any negative consequences.	
Should I not wish to answer any particular question(s), I am free to decline.	
I give permission for members of the research team to have access to my anonymised responses. I understand that, with the exception of my age and profession, my name and information will not be disclosed in the research material, and I will not be identified or identifiable in the outputs that result from the research.	
I agree to take part in the above research project.	

Age 18-25

25-35

35-45

45-60

60-75

75+

Occupation_____

Name of Participant

Date

Signature

Name of Researcher

Date

Signature

This form should be signed and dated by all parties after the participant receives a copy of the participant information sheet and any other written information provided to the participants. A copy of the signed and dated participant agreement form should be kept with the project's main documents which must be kept in a secure location.

Appendix I. Ethics Checklist



Research Ethics Checklist

Reference Id	10717
Status	Approved
Date Approved	11/02/2016

Researcher Details

Name	Julide Velicangil
School	Media School
Status	Undergraduate (BA, BSc)
Course	BA Advertising
Have you received external funding to support this research project?	No

Project Details

Title	The Standardized Café: How Starbucks' store environment stimulates customer re-visits across borders.
Proposed Start Date	08/02/2016
Proposed End Date	01/09/2016
Supervisor	Fiona Cownie

Summary - no more than 500 words (including detail on background methodology, sample, outcomes, etc.)

Previous research, such as the "How global brands travel with consumers: An examination of the relationship between brand consistency and meaning across national boundaries" (Bengtsson et al. 2009) studies the comfort of consuming brands while in an unfamiliar environment. The study supports that brand standardization across global markets creates value for consumers by transporting them back home and creating refuge from the unknown, whilst providing predictability. While the previous study examines the added value of global brands Starbucks and McDonalds for consumers whilst abroad, this study will examine the reasons for consumer re-visits to Starbucks whilst abroad. Given that consumers may enjoy the safety, predictability and associations with home as indicated by previous research, this study will focus on the importance of place by interviewing culturally affluent consumers who may visit Starbucks despite their desire for visiting local or new cafes/restaurants. The analyzes the success of Starbucks in re-creating a comfortable homely space, that invites consumers back, whether or not they like the offered products. Starbucks creates a space for the ultimate break; a casual business meeting, or the occasional or everyday treat. The calm nature of the place, whether one is there to study, work, chat or relax, provides positive associations and stimulates re-visits. The study will provide valuable insight for the retail and restaurant industries on how companies can globalize while still creating meaningful experiences; leveraging the store environment through factors such as an inviting and relaxing atmosphere. While previous researched specifically looked at an extreme comparison of American consumers who are asked to visit Starbucks while on a business trip in China, this study will examine consumers' conscious and sub-conscious thoughts in order to understand the reasons behind consumers' personal choice of Starbucks cafes whilst abroad. Research method: In-depth interviews, using Zaltman Metaphor Elicitation Method (ZMET) research technique. Participants will be asked to "Think about your visits to Starbucks cafes in foreign countries" which will guide their photograph collection and collages in preparation for the ZMET interview. The sample will include 18-57 year-olds that are well traveled (travels abroad at least once a year), visits cafes at least twice a month, and has visited a Starbucks abroad. The sample will include a minimum of 8 participants, with attention to a mix of female and male consumers, as well as a range of ages. Twelve participants will be asked to take part, in order to account for people pulling out and ultimately maintaining a good range of at least 8 participants. The first three participants will be chosen amongst the acquaintances of the researcher, and the other five participants will be selected through snowballing and will have no previous acquaintance with the researcher. Consequently, this will enable a more valid data. Participants already acquainted with the researcher will sign an additional clause on the Participant Agreement Form that declares that they will not provide biased information that purposefully favours the researcher purposes.

External Ethics Review

Does your research require external review through the NHS National Research Ethics Service (NRES) or through another external Ethics Committee?	No
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Research Literature

Is your research solely literature based?	No
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Human Participants

Will your research project involve interaction with human participants as primary sources of data (e.g. interview, observation, original survey)?	Yes
Does your research specifically involve participants who are considered vulnerable (i.e. children, those with cognitive impairment, those in unequal relationships—such as your own students, prison inmates, etc.)?	No

Does the study involve participants age 16 or over who are unable to give informed consent (i.e. people with learning disabilities)? NOTE: All research that falls under the auspices of the Mental Capacity Act 2005 must be reviewed by NHS NRES.	No
Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited? (i.e. students at school, members of self-help group, residents of Nursing home?)	No
Will it be necessary for participants to take part in your study without their knowledge and consent at the time (i.e. covert observation of people in non-public places)?	No
Will the study involve discussion of sensitive topics (i.e. sexual activity, drug use, criminal activity)?	No

Are drugs, placebos or other substances (i.e. food substances, vitamins) to be administered to the study participants or will the study involve invasive, intrusive or potentially harmful procedures of any kind?	No
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Will tissue samples (including blood) be obtained from participants? Note: If the answer to this question is 'yes' you will need to be aware of obligations under the Human Tissue Act 2004.	No
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Could your research induce psychological stress or anxiety, cause harm or have negative consequences for the participant or researcher (beyond the risks encountered in normal life)?	No
Will your research involve prolonged or repetitive testing?	No
Will the research involve the collection of audio materials?	Yes
Is this audio collection solely for the purposes of transcribing/summarising and will not be used in any outputs (publication, dissemination, etc.) and will not be made publicly available?	Yes
Will your research involve the collection of photographic or video materials?	Yes
Will financial or other inducements (other than reasonable expenses and compensation for time) be offered to participants?	No

Please explain below why your research project involves the above mentioned criteria (be sure to explain why the sensitive criterion is essential to your project's success). Give a summary of the ethical issues and any action that will be taken to address these. Explain how you will obtain informed consent (and from whom) and how you will inform the participant(s) about the research project (i.e. participant information sheet). A sample consent form and participant information sheet can be found on the Research Ethics website.

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Please use the below text box to highlight any other ethical concerns or risks that may arise during your research that have not been covered in this form.

There is a possibility that one or two of the interviews may be conducted online via video calling, with participants located abroad. In such cases the interview process will be exactly the same way in terms of information provided and the interview process/length.

