



THE IMPACT OF BRANDING ON THE THIRD PLACE ENVIRONMENT

A Thesis Project by Sarah Kibler and Dr. Lisa Waxman

PRESENTATION OVERVIEW

INTRODUCTION

LITERATURE REVIEW

RESEARCH METHODOLOGY

RESEARCH FINDINGS



PLACES AS CONNECTORS





PLACES AS CONNECTORS

“Coffee-houses allow[ed] people to get together for conversation, entertainment, and business, inspiring agreements, poetry, and irreverence in equal pleasure” (Pendergrast, 1999).

PLACES AS INFLUENCERS



A photograph of a Starbucks Coffee store. The building has a dark, textured facade and a green roof with tall grass. A large glass window shows the interior with people. The Starbucks logo is on the upper left. The text "PLACES AS INFLUENCERS" is overlaid in white on a dark background.

PLACES AS INFLUENCERS

STARBUCKS COFFEE

“By providing brand experiences in unique environments, they make the visitors “hold some favorable, strong, and unique brand associations in memory and help to create and maintain a brand’s equity” (Bielzer, 2013, p.89).

HOMOGENIZATION OF PLACES



HOMOGENIZATION OF PLACES



It appears that heterogeneous environments are preferable over homogeneous ones. Not only will this encourage people to identify with their local shopping centres, it may also encourage people to visit neighbouring franchise malls" (Johnstone and Conroy, 2008, p. 385).

C O F F E E H O U S E

RESEARCH GOALS

explore the relationship between
Millennials
Place Attachment +
Brand

METHODOLOGY

PRIMARY RESEARCH QUESTION

What are the physical design characteristics of third places that contribute to a sense of place attachment for Millennial patrons?

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SECONDARY RESEARCH QUESTIONS

- a.) How do the physical design characteristics of the third place impact the Millennial patron's attachment to the third place?
- b.) What are the physical design characteristics that Millennial patrons distinguish as positively impacting their third place experience?
- c.) What are the physical design characters that Millennial patrons distinguish as negatively impacting their third place experience?
- d.) What physical features of the design of a third place indicate the space is "branded"?
- e.) How does the "branding" or lack of "branding" impact Millennial patrons' preferences for the third place?
- f.) How does the "branding" or lack of "branding" impact the Millennial patrons' attachment to the third place?

METHODOLOGY

SAMPLE

FSU Students that were a part of the Millennial Generation: those born between 1982 and 2002.

DATA COLLECTION

Surveys were distributed to 500 Florida State University students, of which over 120 responded (24% response rate).

METHODOLOGY

SURVEY QUESTIONS

Please select your gender.

Please select your age.

Is there a particular coffee shop or cafe that you visit on a regular basis?

How often do you visit that coffee shop?

Please rate how important the following physical features are to your positive coffee shop experience.

Adequate Lighting

Cleanliness

Comfortable Furniture

Color

Overall Visual Appeal

Views To The Outside

Access To Natural Light

Outside Seating

Is there anything else you would like to add that is important to a positive coffees shop or café experience?

METHODOLOGY

SURVEY QUESTIONS

- Perception of Level of Branding
- Overall Coffee Shop Impression
- Likelihood of Patronage
- Please click the places on the following images you think add most to the branding concept. Each click will record the parts of the image that you think reflect the brand.

(15th Ave. Coffee and Tea, Aaron Leitz Photography)



RESEARCH FINDINGS

MAJOR TAKEAWAYS

Millennials are visiting coffee shops on a regular basis.

There are physical elements that lead to potential patronage for Millennials, as well as the perception of a brand within a space.

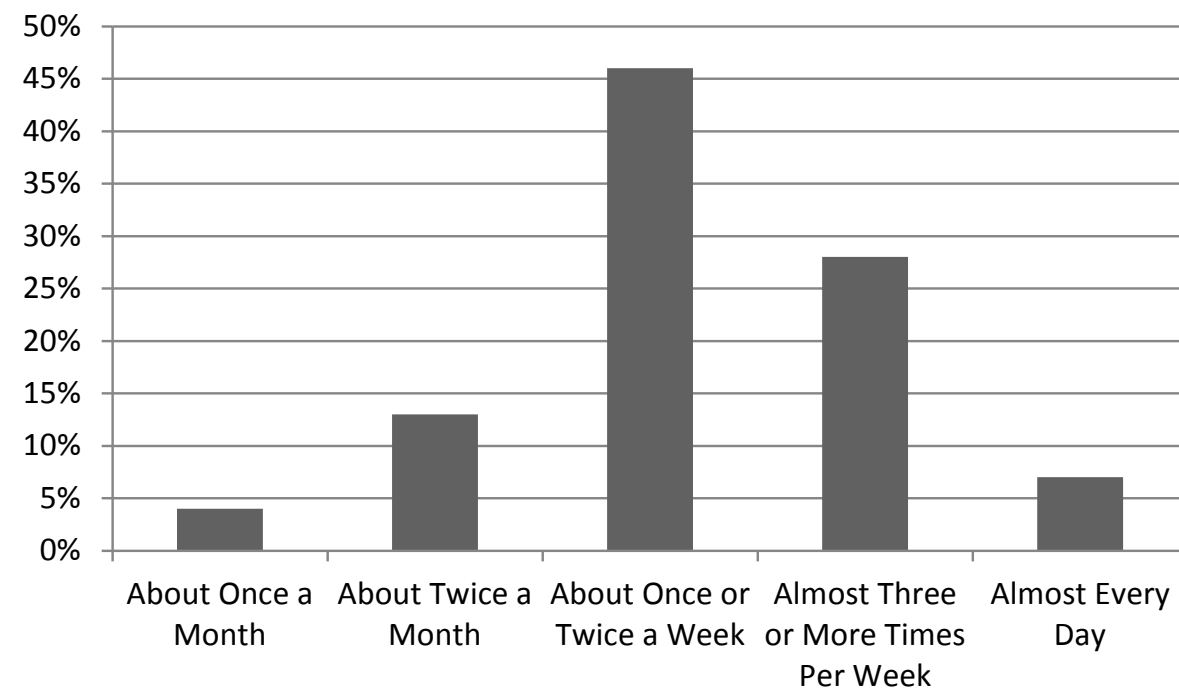
Millennials wish to visit coffee shops that not only have good coffee, but serve a variety of functions for them.

RESEARCH FINDINGS

MAJOR TAKEAWAYS

Millennials are visiting coffee shops on a regular basis.
Coincides with data from other researchers on the subject (Aubrey, 2013).

How often do you visit the same coffee shop regularly?



RESEARCH FINDINGS

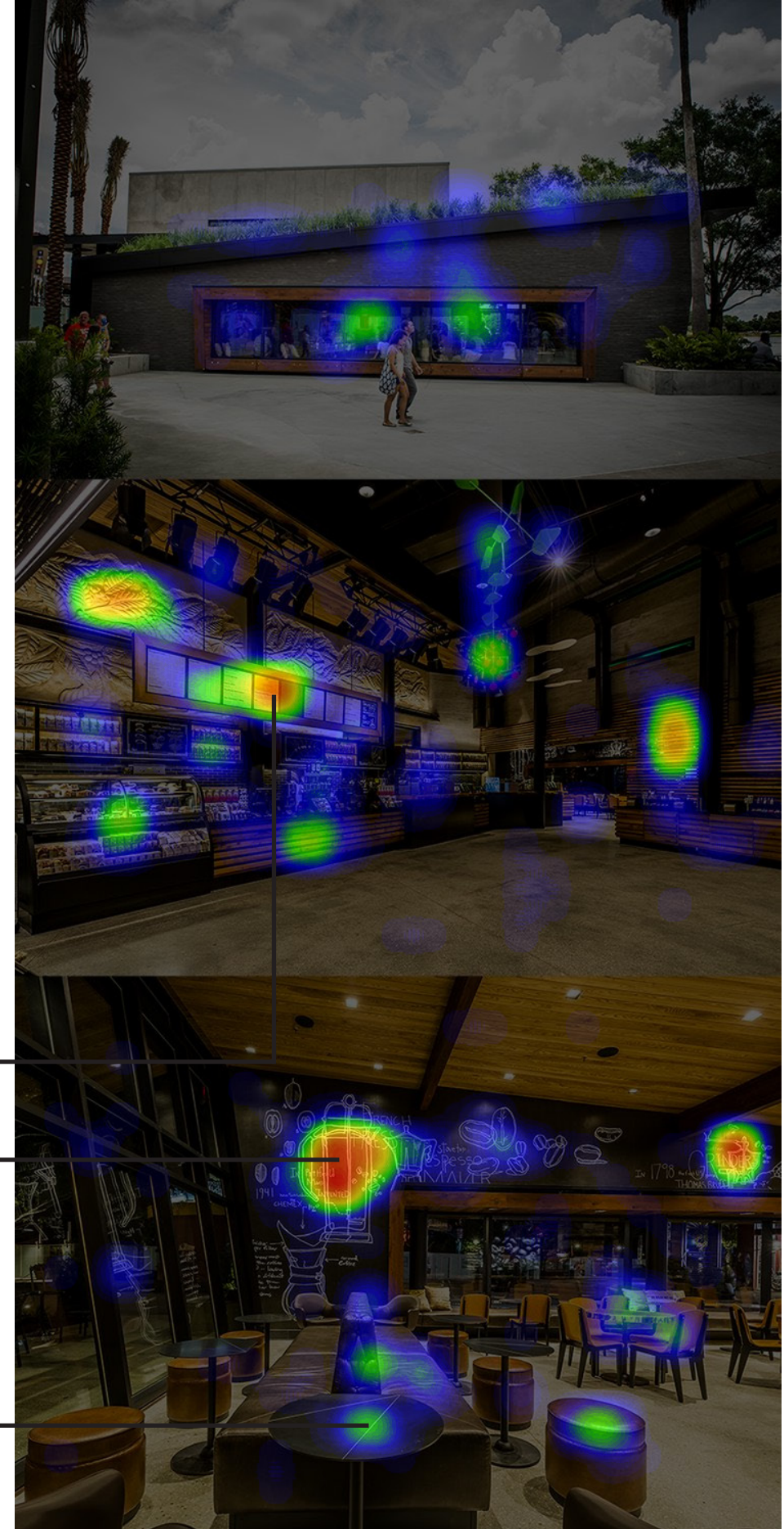
MAJOR TAKEAWAYS

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menu design

wallcoverings

furniture arrangement



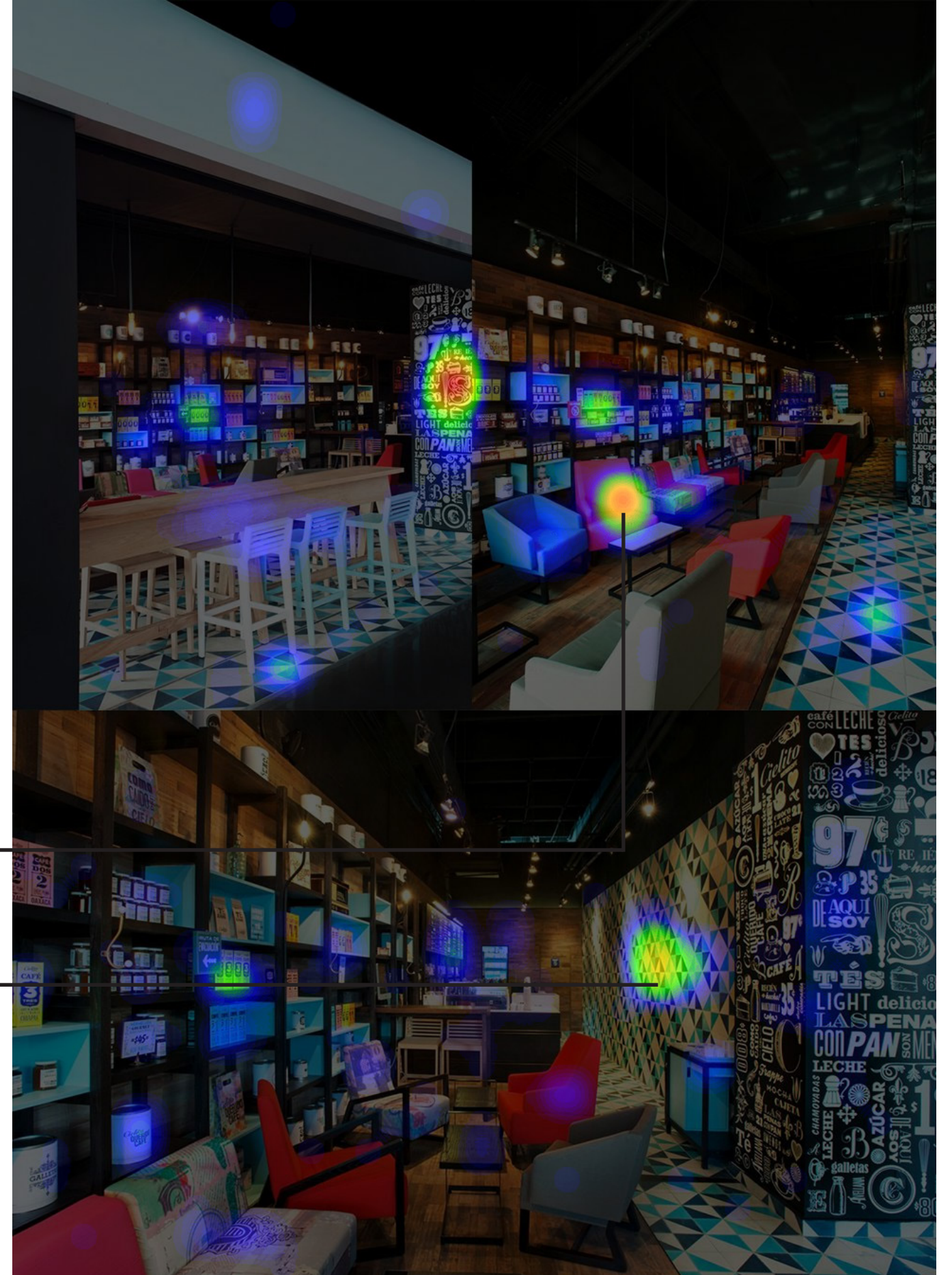
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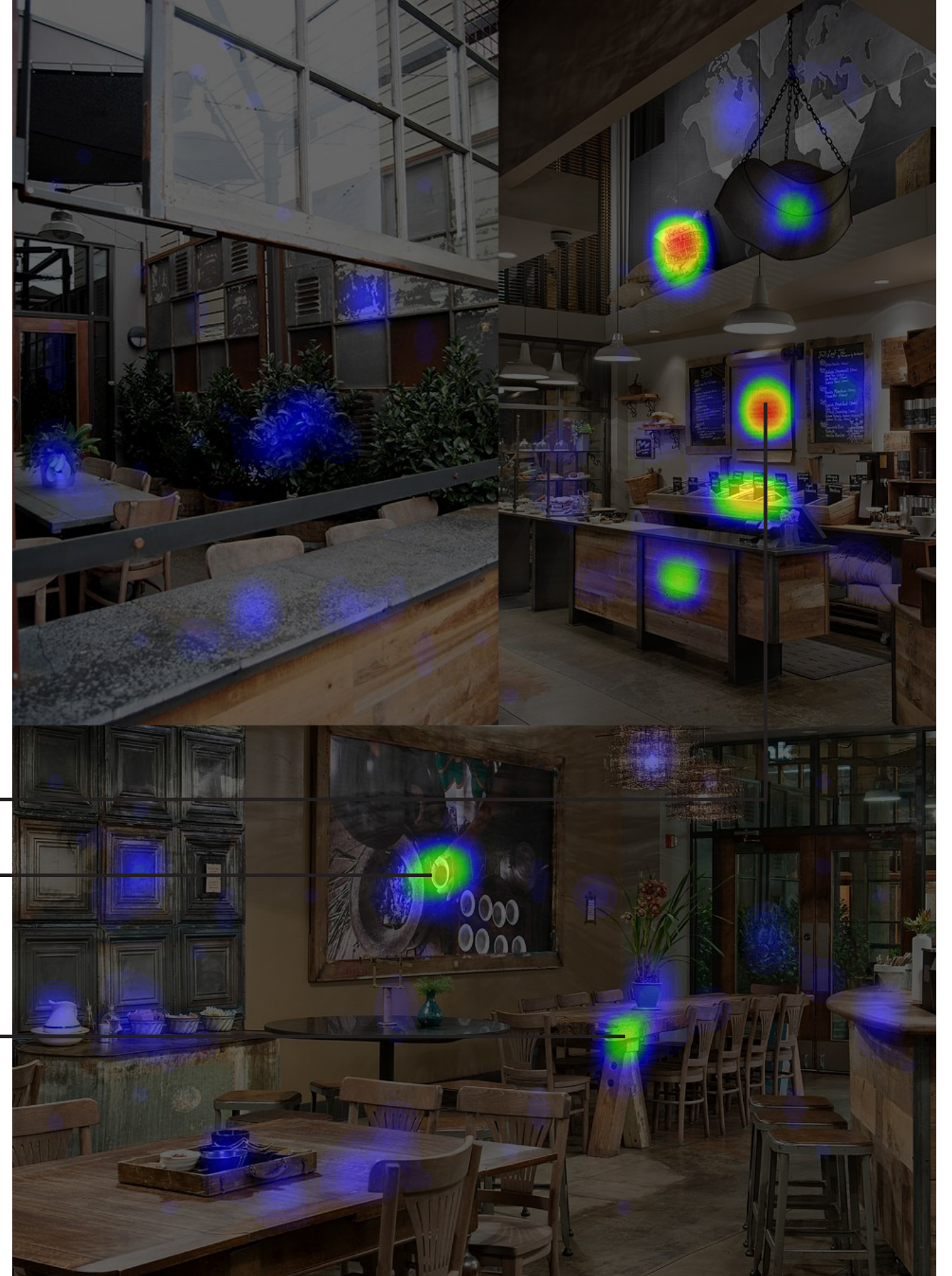
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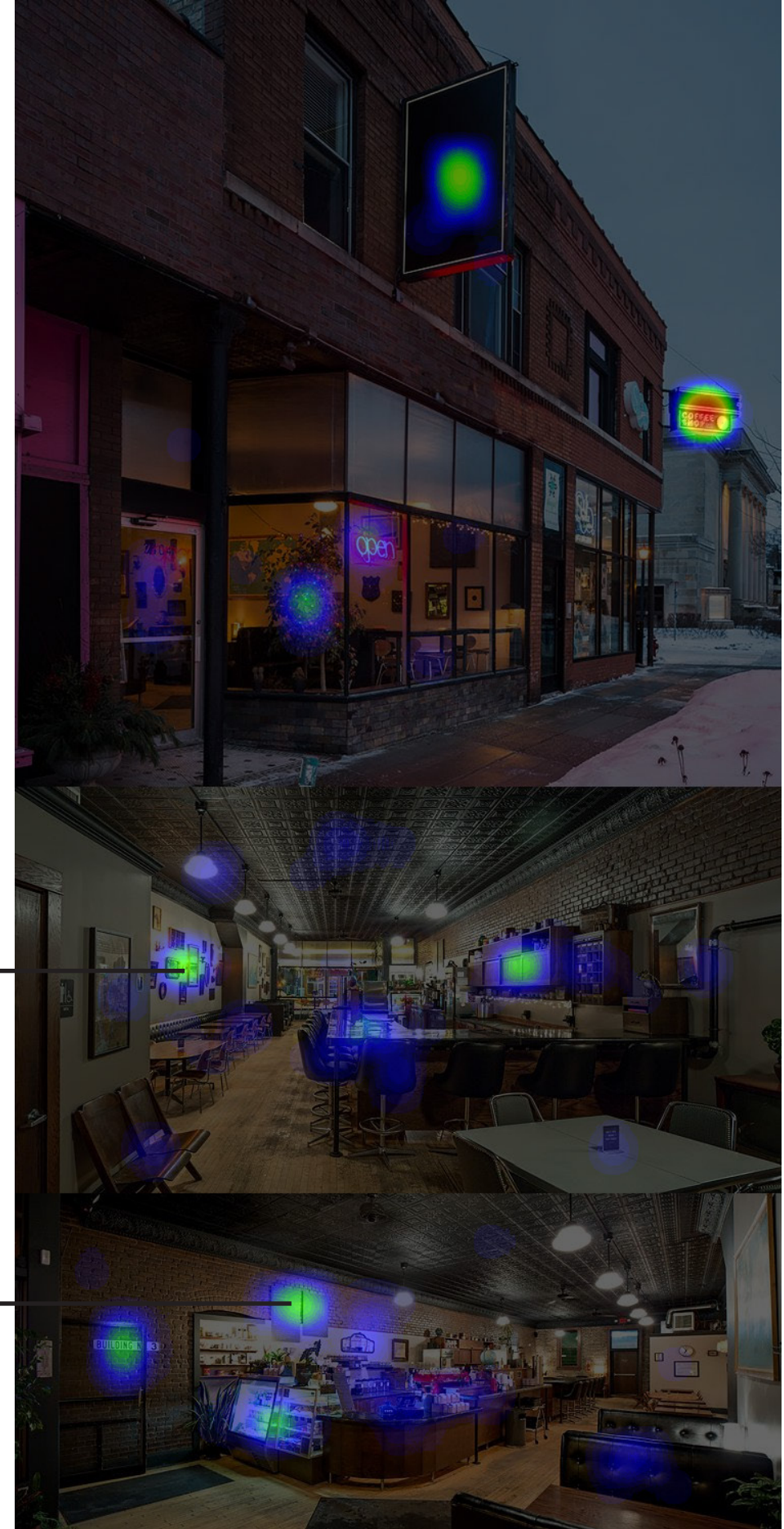
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Millennials wish to visit coffee shops that not only have good coffee, but serve a variety of functions for them.

THE IDEAL COFFEE SHOP

“a great place to study, relax, or read a book. There should be multiple sections... with furniture for relaxing and reading, and then another section with a lot of tables and outlets [to] study and comfortable chairs that are good for studying.”

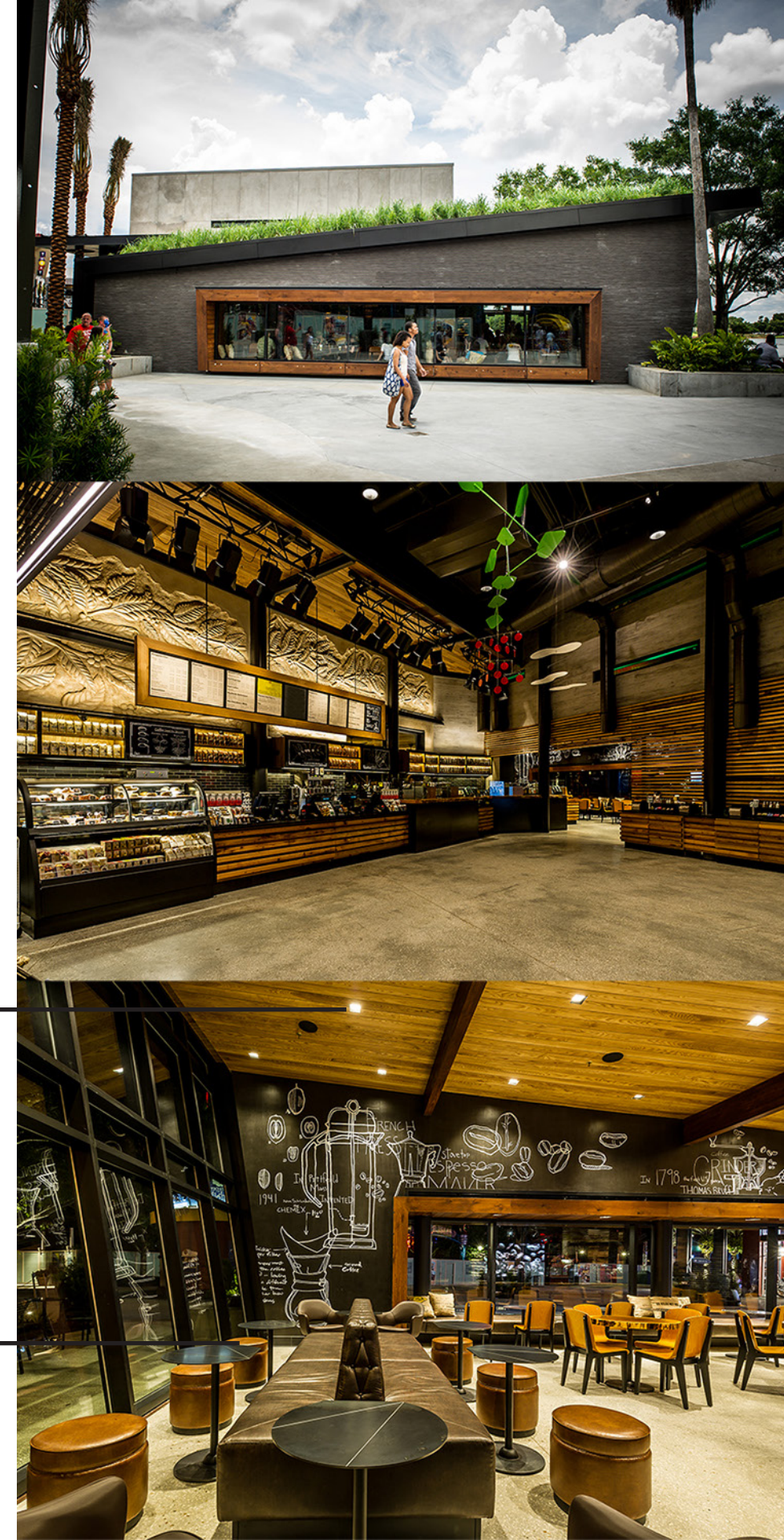
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“materials and lighting all blend to create a warm atmosphere.”

“all the aspects tie into each other.”



RESEARCH FINDINGS

MAJOR TAKEAWAYS

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“the use of graphics, environmental and product packaging, project a very obvious brand.”



RESEARCH FINDINGS

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“[clear] coffee theme with scales, burlap sacks, etc.”

“there is ample seating and large table space.”



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“[The level of branding] makes it feel more like your own living room rather than a store. It makes it a unique space, not uniform like other chain coffee shops.”



PRESENTATION SOURCES

Beilzer, L. (2013). Corporate Branded Spaces, A Glance at Today's Diversity and Some Historic Origins. In Sonnenburg, S. & Baker, L. (Eds.), *Branded Spaces: Experience Enactments and Entanglements*. (pp.89-108). New York, NY: Springer.

Johnstone, M. L. & Conroy, D. (2008). Place Attachment: The Social Dimensions of the Retail Environment and the Need for Further Exploration. *Advances in Consumer Research*, 35, pp. 381- 386.

Pendergrast, M. (1999). *Uncommon Grounds: The History of Coffee and How It Transformed Our World*. New York: Basic Books.