Comparing the Young People's Coffee Shop Perceptions with Their Senses of Taste

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ABSTRACT

Today's coffee shops, have emotional and social functions beyond food and beverage consumption. The abundance of perceptual factors that are thought to be effective in consumers' coffee shop preferences leads to the questioning of the level of rationality in these choices. "Are basic elements such as taste, purity, and aroma of coffee the primary determinants of consumer decision-making? Or the variables that are more effective in consumer preferences are various perceptual elements?". With the field research conducted within the scope of these inquiries, young consumers were clustered according to their primary coffee shop preferences. Afterward, some perceptual differences of these clusters were measured and compared with each other, as well as their reactions to different branded coffees which they experienced through a blind tasting test. The findings show that there are differences between consumer clusters in terms of perceived quality of life impact, brand loyalty, customer-brand identification, and repurchase intention. In the blind tasting test, it is observed that only global branded coffee differs in terms of flavour and both global and national branded coffee differ in terms of repurchase intention.

Key Words: *Coffee Shop, Young Consumer, Blind Tasting*

JEL Classification: *M31*

Gençlerin Kahve Dükkânı Algılarının, Lezzet Hissiyatları ile Karşılaştırılması

ÖZ

Günümüz tüketicilerinin yoğun talep gösterdiği kahve dükkanları, yiyecek içecek tüketiminin ötesinde duygusal ve sosyal işlevlere de sahiptir. Tüketicilerin kahve dükkânı tercihlerinde etkili olduğu düşünülen algısal unsurların fazlalığı, bu seçimlerdeki rasyonalite düzeyinin de sorgulanmasına yol açmaktadır. "Kahve dükkanlarının çekirdek ürünü olan kahvenin; tadı, saflığı, aroması gibi temel unsurlar, tüketici karar mekanizmasının öncelikli belirleyicileri midir? Yoksa tüketici tercihlerinde daha etkili olan değişkenler, farklı algısal unsurlar mıdır?". Bu sorgulamalar kapsamında gerçekleştirilen saha araştırması ile genç tüketiciler öncelikli kahve dükkânı tercihlerine göre sınıflandırılmış ve bu sınıfların hem bazı algısal farklılıkları hem de kör tadım testi ile deneyimledikleri farklı markalı kahvelere ilişkin tepkileri ölçülerek birbirleriyle kıyaslanmıştır. Bulgular; algılanan yaşam kalitesi etkisi, marka sadakati, öz-imaj uyumu, müşteri-marka özdeşleşmesi ve yeniden satın alma niyeti değişkenleri bakımından, tüketici kümeleri arasında farklılık bulunduğunu göstermektedir. Kör tadım testinde ise lezzet bakımından sadece küresel markalı kahvenin ve tekrar satın alma isteği bakımından hem küresel hem de ulusal markalı kahvenin farklılaştığı gözlemlenmektedir.

Anahtar Kelimeler: *Kahve Dükkânı, Genç Tüketici, Kör Tadım*

JEL Sınıflandırması: *M31*

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INTRODUCTION

The coffee product is an important consumer commodity with production, consumption and distribution functions. Coffeehouses have an important place in Turkish culture since the Ottoman period as places that mediate social exchanges. However, today, as a result of the influence of modernity movements, western coffee culture (although originally borrowed from the East) has become more dominant; coffeehouses have been replaced by local and global chains, and Turkish coffee has been replaced by various western coffee varieties. Thus, coffee consumption in these new places has become a status indicator in society and the places chosen for coffee consumption have become one of the main indicators of class distinction (Akarçay, 2014, p. 183).

These places offer visitors the opportunity to relax, chat with friends or make new friends, as well as serving a wide range of beverages and patisserie products. Although people of different ages and status can still be found in these shops, which have a social characteristic (Bayındır & Önçel, 2019, p. 1807), it is accepted that boutique coffee shops are generally preferred by conscious consumers who attach importance to the quality and aroma of coffee beans (Tüzün, 2018, p. 48). The fact that consumption in coffee shops has gone beyond an ordinary eating and drinking activity and gained different emotional and social dimensions is a transformation that has occurred as a result of a series of stages.

According to Kaya and Toker (2019, pp. 147, 148), coffee consumption is thought to consist of three periods from past to present. The first of these periods was the development of a water-soluble form of coffee (granules) by Japanese Dr Satori and the vacuuming process that could preserve its smell for a long time by a private company. In the second period, Alfred Peet developed the roasting technique of coffee beans and introduced a new preparation method to coffee. Later, Luigi Bazzera patented the espresso machine and coffee consumption became a rapidly spreading trend in the world. In this second period, coffee gained the dimension of a beverage consumed for pleasure. In the third period of coffee consumption, coffee began to be approached as a work of art, access to coffee varieties from different countries became possible, and the highest quality standard in coffee consumption emerged with changes in presentation styles. This third period is considered to be a period in which both coffee producers and coffee consumers became more conscious.

Consumers' increasing demand for coffee shops, especially in the last two decades, has attracted the attention of social scientists, and the number of academic studies on this subject in fields such as business, marketing and sociology has also increased during this period. However, due to the nature of social sciences, it is observed that most of these studies are based only on self-reported data. In addition, there is no academic study on the clustering of consumers in Turkey in terms of coffee shop preferences.

In the current study, which aims to contribute to the literature in these aspects, young consumers in Turkey are divided into clusters in terms of their coffee shop preferences and the perceptual or gustative differences between these clusters are investigated. For this purpose, firstly, a detailed literature review was conducted on the subject and the existing conceptual elements, measurement materials and measurement methods in the literature were examined. With the literature findings obtained in this context, both the theoretical background on the subject was provided and a quasi-experimental research design could be made in order to collect original data specific to the research population.

The main studies related to the current research topic in the academic literature are summarised in the following section.

I. CONCEPTUAL FRAMEWORK

Akşit Aşık's (2017, pp. 320 - 321) research shows that the primary purpose of coffee consumption in Turkey is to benefit from the stimulating effect of coffee, but it is also seen that the rate of those who consume coffee because they like the taste of coffee and for relaxation is quite high. In addition, the findings of this study show that the most important factors influencing the choice of coffee are taste and presentation, and the most important factors influencing the choice of a coffee shop are; reasonable price, service quality and service speed, a wide range of coffee varieties and the decoration of the coffee shop. According to the findings of this study, coffee shops are mostly preferred for outdoor coffee consumption, and coffee consumption is mostly done with friends or family members. According to these findings, it is possible to say that consumers use coffee as a means of meeting their social needs.

According to Kaya and Toker (2019), the most consumed coffee types in Istanbul are Turkish coffee, espresso, filter coffee, instant coffee, and iced coffee. In addition, both coffee consumption and coffee imports are increasing in Turkey, and the most important reason for this increase is the increase in the demand for "third-generation" coffee types. It is thought that these coffee types are especially effective in the orientation of young consumers toward coffee products. The fact that new-generation coffee shops continue to be opened both in metropolises and in many small settlements is interpreted as an indication that the demand for such places will continue to increase.

Arslan (2019, p. 224) found that consumers generally consume Turkish coffee in coffee shops in Turkey, are mostly present in the evening hours, and consume coffee because they like the taste. According to the study, the factors that have the most influence on the preference of coffee shops are the availability of other beverages on the menu, hygiene, variety of coffee and beverages, and service quality. The findings of the study also show that the participants usually go to coffee shops to spend time with their friends, 46.9% of them prefer foreign chain coffee shops, and there are significant relationships between demographic characteristics and coffee shop preferences and between the frequency of going to coffee shops and average income level.

Erdoğan (2014, p. 80) found that the loyalty of Starbucks customers in Turkey towards this brand increases with the perceived quality level, which does not vary according to gender but varies according to age and educational status. He also observed that the average brand loyalty of Starbucks cardholders was higher than that of non-cardholders.

The research of Baruönü Latif and Örs (2018 , p. 150) shows that only 53% of coffee shop customers can identify the taste of the coffee they order. Again, according to the results of this research, it is seen that social value is effective on coffee consumption intention, but hedonistic consumption goals are not effective on intention. In addition, it is also among the findings of this study that people who do not recognise the taste of the coffee they drink get lower levels of pleasure from the coffee they consume.

Ratasuk and Suranasombop (2021, pp. 17-18) analysed Bangkok consumers' perceptions of coffee shops and found that product quality and service quality perceived by consumers in coffee shops positively affect both brand image and repurchase intention of coffee shops.

When the academic literature is analysed, it is seen that consumers are influenced by many internal and external stimuli in their coffee shop choices as in other purchasing processes. Perceived product quality, perceived value, perceived quality of life impact, brand loyalty, self-image congruence, consumer-brand identification and repurchase intention variables that are thought to be related to consumers' coffee shop choices will be briefly mentioned below.

Perceived product quality is defined as the consumer's judgemental evaluation of the overall superiority of a product (Tsiotsou, 2006, p. 210). Gölbaşı Şimşek and Noyan (2009, p. 147) found that perceived product quality directly affects brand trust, the perceived value of the product, and brand loyalty, as well as indirectly affects customer satisfaction. Ustaahmetoğlu's (2015, p. 171) field study conducted on university students in Turkey also shows that perceived product quality increases purchase intention. Furthermore, Yu and Fang (2009, pp. 1282-1283) show that the perceived product quality of coffee shops has an indirect effect on preference and intention by increasing perceived value as well as directly affecting coffee shop preference and purchase intention. It is also among the findings of their research that this indirect effect is higher for low-income consumers.

Perceived value emerges as a result of comparative evaluations made by customers between the product quality they perceive after the purchase and the sum of all monetary and non-monetary costs they incur (Han et al. 2018, p. 88). Accordingly, consumers make a cost-benefit comparison by evaluating whether the products they buy are worth the money and time they spend (Gölbaşı & Noyan, 2009, p. 128), and as a result of this comparison, as the value they perceive increases, their satisfaction levels and loyalty to the brand increase (Özbek, 2016, p. 80). The research of Kim et al. (2020, p. 6) also shows that consumers' perceived value of coffee shops positively affects their perceptual attitudes and behavioural intentions towards coffee shops.

The perceived quality of life impact is a concept that refers to the fact that consumers think that the product they use increases their quality of life. The perceived quality of life impact is thought to be a variable that emerges as a result of general customer satisfaction and increases customer loyalty (Sirgy et al., 2008, pp. 259-260). Businesses aim to provide customer satisfaction in order to achieve marketing objectives such as repurchase rate, market share and profitability. The perceived quality of life impact is a concept that is related not only to achieving marketing objectives but also to increasing consumer welfare (Grzeskowiak & Sirgy, 2007, p. 291).

Brand loyalty is a feeling of commitment to a brand, which is evidenced by the consistent repurchase of the brand's products and recommending the brand to others. Ensuring customer satisfaction is seen as the foremost condition for achieving brand loyalty (Susanty & Kenny, 2015, p. 17). When a large number of consumers show a deliberate and biased purchase response towards one of the alternative brands, it is expected that this brand's market share, return on investment, bargaining power over supply/distribution channels and positive word-of-mouth communication will increase (Han et al. 2018, p. 89). Erlina and Hermawan's (2021, p. 94) research shows that the variable with the highest impact on the formation of loyalty towards coffee shops is physical evidence and the variable with the lowest impact is price.

Self-image congruence refers to the level of the consumer's ability to establish a connection between the image attributed to the brand and his/her own image (Grzeskowiak & Sirgy, 2007, p. 292). For consumers who tend to exhibit behaviours consistent with their perceptions, their self-image is an important internal reference (Dai and Pelton 2018, p.270). For this reason, the more consumers perceive the brand image as compatible with themselves, the more satisfied they are with the brand, the more likely they are to purchase the brand, and the more likely they are to think that the brand contributes to their quality of life (Grzeskowiak & Sirgy, 2007, p. 293). Customers' desire to express or enhance their self-image through their experiences in coffee shops should be the main criterion for evaluating the marketing success of coffee shops (Tangsupwattana & Liu, 2018, p. 523).

Customer-brand identification refers to the use of symbolic meanings of brands as a means for consumers to express their own identities. The concept is based on social identity theory and it is assumed that consumers are differentiated from each other with the brands they identify with and are divided into classes. It is seen that the frequency of use of the concept in the marketing literature has increased especially after the 2000s. (Işıkay & Başçı, 2020, p. 63). Susanty and Kenny (2015, p. 23), in their study comparing a global and a local coffee chain, concluded that the consumer-brand identification variable did not affect the customer satisfaction of the local coffee shop, but had a positive effect on the customer satisfaction of the global chain.

Repurchase intention is defined as the customer's willingness to continue purchasing the same products and services from the same store (Ratasuk & Buranasombop, 2021, p. 12). This variable is also called "revisit intention" in the form of the desire to come back to the same place or the possibility of purchasing a product from the same place again (Pangaribuan et al., 2020, p. 4). Repurchase intention, which is accepted as a very important measure of business performance and sustainability (Ratasuk & Buranasombop, 2021, p. 12), is generally considered as a dependent variable in the consumer behaviour literature; customer satisfaction, brand loyalty, perceived quality, brand image, attitude, etc. (Ibrahim et al, 2021, p. 4; Kang et al., 2012, p. 812; Pangaribuan et al., 2020, p. 5; Ratasuk & Buranasompob, 2021, p. 16).

Yu and Yoon (2011, p. 5) clustered the customers of Cafe Bene, a national coffee chain in South Korea, according to price, atmosphere, comfort, taste and location variables and defined three different types of consumers as "atmosphere oriented", "comfort oriented" and "taste oriented". Accordingly, atmosphere-oriented consumers, who are mostly in their early 20s, are satisfied with the interior design and comfort of the store, but not with the price. Comfort-oriented consumers, who are mostly students and self-employed consumers, have the highest word of mouth and brand loyalty tendency. Consumers in this group show high levels of satisfaction with store location and store comfort. Taste-oriented consumers, who are mostly university graduates in their late 20s, have high scores for taste and location, but low scores for word of mouth.

Cruz-Flores et al. (2020) analysed the data collected from 600 Mexican consumers through a questionnaire survey and identified 3 different consumer clusters according to their coffee consumption habits: "Indifferent", "Pragmatic" and "Hedonic-Dependent". The Indifferent group, which comprised 28.8% of their sample, gave the lowest scores to all factors thought to influence coffee preference. The Pragmatic cluster, which had 29.6% of the respondents, is made up of consumers who are not interested in variables other than coffee being easy and convenient to consume. The Hedonic-Dependent consumers, the largest cluster with 41.5% of the respondents, on the contrary to the Pragmatic cluster, are most influenced by stimulating function and hedonism, place of consumption, mood, price, health, sensory atractiveness, forms of consumption, territorial, loyalty and ethics, while giving the lowest score to the practicality of consumption factor.

Kenney et al. (2022)'s study is the most similar to the design of our current study. In this study, three different branded coffees, one of which is considered low-end (everyday), one of which is considered medium-end, and one of which is considered high-end (gourmet) according to the scores of coffeereview.com, a subscription-based coffee rating website, were presented to 104 American consumers aged 18 and over through a blind tasting procedure and consumer reactions were measured. As a result of the cluster analysis conducted with the collected data, three different consumer clusters were reached. Cluster 1, consisting of 40 consumers, is equally familiar with high-end and mid-end coffee, but likes the high-end coffee the most and is most willing to purchase it. Cluster 2, consisting of 38 consumers, has a clear dislike of medium and low-end coffees, but feels neutral towards high-end coffee. These consumers also have low familiarity and willingness to buy scores for all coffee samples. Cluster 3, consisting of 26 consumers, has a higher liking, familiarity and willingness to buy for medium coffee than for other coffees.

As a result of the theoretical analysis of the subject, it is seen that there are many variables that are assumed to affect consumers' preferences for coffee shops, but there are relatively few academic studies that try to reveal the differences between consumer clusters in terms of the level of influence of these variables. There are no studies that have addressed the clustering of young consumers in Turkey in terms of their choice of coffee shops. Therefore, in order to understand whether there are differences among young consumers in terms of the level of influence of these perceptual variables, a field study was needed. The main research question developed in this context is defined as; "Are there differences among young consumers in terms of their perceptions of coffee shops, and if so, what are these differences?". The research hypotheses developed to answer this main research question are as follows:

H_1 : Young consumers can be categorised into different sub-clusters in terms of their primary coffee shop preferences.

H_2 : There are significant differences between young consumer clusters in terms of the perceptual elements they have.

$H_{2.1}$: There are significant differences between young consumer clusters in terms of perceived product quality.

$H_{2.2}$: There are significant differences between young consumer clusters in terms of perceived value.

$H_{2.3}$: There are significant differences between young consumer clusters in terms of perceived quality of life impact.

$H_{2.4}$: There are significant differences between young consumer clusters in terms of brand loyalty.

$H_{2.5}$: There are significant differences between young consumer clusters in terms of self-image congruence.

$H_{2.6}$: There are significant differences between young consumer clusters in terms of customer-brand identification.

$H_{2.7}$: There are significant differences between young consumer clusters in terms of repurchase intention.

H_3 : There are significant differences between young consumer clusters in terms of the level of flavour they feel about the coffees they taste without brand information.

H_4 : There are significant differences between young consumer clusters in terms of the repurchase desire they feel for the coffees they have tasted without brand information.

II. FIELD RESEARCH

A. Research Design

A quasi-experimental study was designed to answer the research question and test the research hypotheses. Before the experiment, data were collected by means of a questionnaire, which is one of the primary data collection techniques, to examine the perceptual and behavioural characteristics of consumers regarding coffee shops. Then, the participants were asked to taste coffee and their feelings and thoughts about these products were questioned. Since the data collection method is based on self-reporting, it is assumed that the participants will show the necessary interest and seriousness to the research questions and give answers that reflect the truth. During the data collection process, there was no impression that would contradict this assumption.

The questionnaire consists of three parts. The first part of the questionnaire includes questions to measure consumers' demographic and some behavioural characteristics related to instant coffee consumption. In the second part, there is a 5-point Likert scale consisting of a total of 34 statements developed to measure 7 different perceptual variables compiled from previous studies in the literature (Grzeskowiak & Sirgy, 2007, p. 302; Kang et al. 2012, p. 813; Kim et al., 2017, p. 323; Kim & Lee, 2017, p. 239; Yu & Fang, 2009, p. 1279) to measure consumers' perceptions of coffee shops. In all previous studies in which different parts of this scale were cited, the validity of the scales was revealed by factor analyses.

The last part of the study, which was conducted after the coffee tasting, included questions measuring consumers' taste perceptions and purchase intentions of three different instant coffees tasted under equal temperature and presentation conditions, without brand information (blind tasting).

Before starting the data collection process, the comprehensibility of the scale was examined by conducting a pilot study and as a result of the data collected from 9 people, three statements were revised in order to make them more understandable. The research proposal was submitted to Muğla Sıtkı Koçman University Social and Human Sciences Research Ethics Committee and approval was obtained for its applicability in terms of scientific ethics.

After answering the Likert questions and before the third part of the scale, participants were served latte coffees from three different coffee shops, one global, one national and one local, in three identical thermos flasks, in three identical cardboard cups, in random order and in equal quantities (≈ 50 ml.). Participants were given the opportunity to taste the coffees, which were randomly presented to them and for which only the researcher had brand information, in the order of their choice and more than once to make comparisons. After the tasting, participants were asked to rate the flavour of each coffee on a scale of 1 to 10 and were asked whether they would buy each coffee again and drink it.

B. Population and Sample

The research population is young consumers born in 1995 and after, who are the customers of instant coffee shops in Fethiye district. These consumers are defined as "Generation Z" in sources such as Chillakuri and Mahanandia (2018, p. 34), McCrindle and Wolfinger (2014), Nagy (2017, p. 18), Oxford Advanced Learner's Dictionary (2022). Since it was not possible to reach the entire population in terms of time and cost, data were collected from a total of 105 participants using the convenience sampling method, one of the non-probability sampling methods. According to Gürbüz and Şahin (2017, p. 128), a sample size of 30-40 subjects is generally considered sufficient in experimental research designs. Therefore, it was concluded that the sample size reached was sufficient for data analysis.

The ages of the participants ranged between 16 and 25, with an average age of 22.58. The average monthly income of the participants was 2380.33 TL, while their average monthly expenditure in coffee shops was 175.20 TL. The proportion of women participating in the research is higher than that of men (68.6%). While 42% of the participants stated that they prefer global coffee chains, 58% of the participants stated that they prefer local or national coffee shops.

C. Data Analysis

The data were analysed in a series of successive stages with the help of IBM SPSS 22 package programme. Firstly, the demographic characteristics of the participants were analysed through descriptive analyses. Secondly, the conformity of the data to normal distribution was analysed by kurtosis and skewness values. The kurtosis values of the data vary between - 1.005 and 0.245, while the skewness values vary between -0.815 and 0.139. Since these values are between +2 and -2, it can be said that the data are suitable for normal distribution (Field, 2009; Gravetter & Wallnau, 2014).

Using the Cronbach Alpha coefficient, internal consistency of perceived product quality scale α=0,748; internal consistency of perceived value scale α=0,729; internal consistency of perceived quality of life impact scale α=0,682; internal consistency of brand loyalty scale α=0,904; internal consistency of self-image congruence scale α=0,823; internal consistency of customer-brand identification scale α=0,789; internal consistency of repurchase intention scale α=0,816. Thus, it can be said that the scale used is quite reliable.

Subsequently, a two-stage clustering analysis was used to categorise consumers of instant coffee shops into groups according to some of their characteristics and preferences. Then, one-way variance (ANOVA) tests were conducted to determine whether these consumer groups differed in terms of some perceptual and symbolic factors that are theoretically accepted to influence consumption decisions. Finally, it was examined whether these consumer groups differed in terms of their taste perceptions and purchase intentions regarding coffees from different producers tasted under equal conditions.

III. FINDINGS

A. Cluster Analysis

Two-step cluster analysis based on the hierarchical clustering method was used to identify consumer segments in terms of gender, primary brand preference, monthly expenditure amount in instant coffee shops, and frequency of visits to preferred instant coffee shops. Since some variables included in the analysis are discrete and some are continuous, Log-likelihood was chosen as the distance measure and Shwarz's Bayesian Criterion (BIC) was chosen as the clustering criterion. The number of clusters was determined automatically.

Clusters were formed based on the average scores of the four selected variables. The name and average scores of each cluster are shown in Table 1.

Table 1. Cluster Results

	Clusters			
	Global Preferential Women	*National Preferential Women*	*Global Preferential Men*	*National Preferential Men*
Gender	Female (%100)	Female (%100)	Male (%100)	Male (%100)
Priority preference	Global coffee brands (100%)	National coffee brands (100%)	Global coffee brands (100%)	National coffee brands (100%)
Average monthly expenditure	190,00	124,04	354,41	111,88
Visit frequency	3.36	3.13	4.18	3.00
Percentages of Clusters	23,8	% 44,8	% 16,2	% 15,2

As a result of the clustering of the sample population according to gender, primary origin preference, average expenditure amount and frequency of visit variables; the hypothesis H_1 , which states that *"Young consumers can be divided into different sub-clusters in terms of their preferences for primary coffee shops"*, is accepted.

All of the consumers in the first group were women and all of them stated that their primary preference was global coffee chains. Therefore, this group of consumers is labelled as *"global preferential women"*. Consumers in the second cluster are also all women, but all of them stated that they prefer local or national shops for instant coffee consumption. Therefore, this consumer segment is labelled as *"national preferential women"*. Similarly, the third cluster, which consists of male consumers who (primarily) prefer global coffee shops, is labelled as *"global preferential men"* and the fourth cluster, which consists of male consumers who (primarily) prefer national or local coffee shops, is labelled as *"national preferential men"*.

B. Comparison and Analysis of Clusters in terms of Perceptual Variables

Whether the perceptions of coffee shop customers, who were divided into 4 clusters according to gender, brand preference, consumption amount and frequency of visit variables, differed in terms of their perceptions towards the coffee shops that are currently their primary preferences was tested with one-way variance (ANOVA) analyses.

Table 2. Findings Regarding the Differentiation of Consumer Segments According to Perceptual Elements

Variable	Variance Source	Sum of Squares	Degrees of Freedom	Mean Squares	F	Sig.
Perceived Product Quality	Between groups	4,688	3	1,563	,285	083
	Within groups	69,085	101	,684		
	Total	73,774	104			
Perceived Value	Between groups	11,943	3	3,981	,643	184
	Within groups	244,780	101	2,424		

	Total	256,724	104			
Self-image Congruence	Between groups	4,189	3	1,396	,705	171
	Within groups	81,907	100	,819		
	Total	86,096	103			
Perceived Quality of Life Impact	Between groups	7,751	3	2,584	,218	007*
	Within groups	61,258	100	,613		
	Total	69,010	103			
Brand Loyalty	Between groups	14,156	3	4,719	,114	000*
	Within groups	52,292	101	,518		
	Total	66,448	104			
Customer-Brand Identification	Between groups	6,977	3	2,326	,874	040*
	Within groups	81,745	101	,809		
	Total	88,723	104			
Repurchase Intention	Between groups	10,642	3	3,547	,226	007*
	Within groups	84,776	101	,839		
	Total	95,418	104			

* p < 0,05

According to the results of the analyses, it is seen that consumer segments differ significantly in perceived quality of life impact, brand loyalty, customer-brand identification and repurchase intention variables. In terms of perceived product quality, perceived value and self-image congruence variables, no differentiation was observed between consumer segments at 95% confidence interval. Thus, *"$H_{2.3}$: There are significant differences between young consumer clusters in terms of perceived quality of life impact.""* *"$H_{2.4}$: There are significant differences between young consumer clusters in terms of brand loyalty."*; *"$H_{2.6}$: There are significant differences between young consumer clusters in terms of customer-brand identification."* and *"$H_{2.7}$: There are significant differences between young consumer clusters in terms of repurchase intention."* hypotheses are accepted and *"$H_{2.1}$: There are significant differences between young consumer clusters in terms of perceived product quality."*; *"$H_{2.2}$: There are significant differences between young consumer clusters in terms of perceived value."* and *"$H_{2.5}$: There are significant differences between young consumer clusters in terms of self-image congruence."* hypotheses are rejected.

Tukey multiple comparison test was applied to determine from which groups the detected differences originated. The findings of this test are shown in Table 3.

Table 3. Tukey Multiple Comparison Test Results

	Group	*Global Preferential Women*	*National Preferential Women*	*Global Preferential Men*	*National Preferential Men*
Perceived Quality of Life Impact	**1**				**2,6833**
	2	3,4000	3,3989	3,5882	
Brand Loyalty	**1**		**2,9326**		**2,6094**
	2	3,5233		3,6225	
Customer - Brand Identification	**1**	**2,5200**	**2,1011**	**2,7206**	**2,0625**
	2				
Repurchase Intention	**1**		**2,7234**		**2,3958**
	2	3,1067		3,3922	

	Group	*Global Preferential Women*	*National Preferential Women*	*Global Preferential Men*	*National Preferential Men*
Perceived Quality of Life Impact	**1**				**2,6833**
	2	3,4000	3,3989	3,5882	
Brand Loyalty	**1**		**2,9326**		**2,6094**
	2	3,5233		3,6225	
Customer - Brand Identification	**1**	**2,5200**	**2,1011**	**2,7206**	**2,0625**
	2				
Repurchase Intention	**1**		**2,7234**		**2,3958**
	2	3,1067		3,3922	

According to the results of the Tukey multiple comparison test, national preferential men differ from other consumer clusters in terms of perceived quality of life impact. The test results reveal that male consumers who prefer national coffee shops perceive the impact of this preference on their quality of life lower than the other clusters. Global preferential men perceive that their preferred coffee shop contributes the most to their quality of life (3.5582). They are followed by global preferential women (3.4), national preferential women (3.3989) and national preferential men (2.6833).

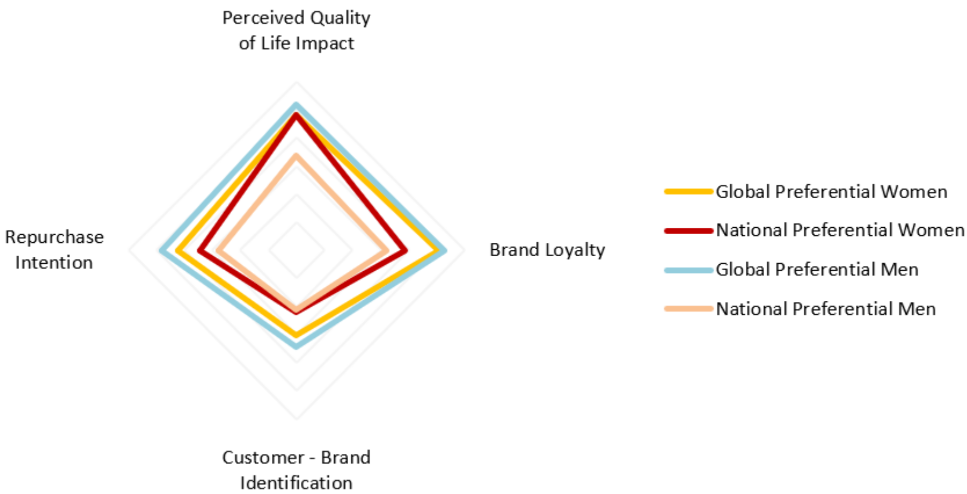
When the brand loyalty variable is analysed, it is observed that national preferential consumers differ negatively from global preferential consumers. National preferential men (2.6094) and national preferential women (2.9326) are less loyal to their preferred coffee shops than global preferential women (3.5233) and global preferential men (3.6225).

In the variable of customer-brand identification, no grouping can be made between consumer clusters. While global preferential men (2,7206) is the consumer cluster with the highest score in terms of this variable, national preferential men (2,0625) is the cluster with the lowest score.

In the repurchase intention variable, consumers who show a preference for global brands are differentiated with higher scores than those with national preferences. In other words, female (3.1067) and male (3.3922) consumers who prefer global coffee chains are more determined to maintain this preference than national preferences.

When these four variables, in which significant differences are observed between consumer clusters, are analysed together, an outlook as shown in Figure 1 emerges. Accordingly, while global preferential men have the highest scores in all of these variables, national preferential men have the lowest scores. It is observed that the differences observed in terms of these variables in female consumers are less than male consumers. The perceptions of global preferential women in terms of these four variables are quite close to those of global preferential men. While national preferential women have almost the same level of perceptions as national preferential women in terms of perceived quality of life impact, they are similar to national preferential men in terms of customer brand identification, and are in the middle of the other clusters in terms of brand loyalty and repurchase intention.

Figure 1. *Perceptual Differences between Consumer Clusters*



C. Comparison and Analysis of Clusters in terms of Blind Tasting Test

The data collected before the blind tasting test is summarised in the section above. Table 4 shows the taste and repurchase intention data for the coffees from three different coffee shops, which were tasted by the participants after the Likert scale.

Table 4. Flavour Score Averages and Repurchase Intention Rates of Coffees

Variable	N	Minimum	Maximum	Arithmetic Mean	Standard Deviation
Taste – Global Brand	105	1	10	6,37	2,423
Taste – National Brand	105	1	10	5,62	2,585
Taste – Local Brand	105	1	10	5,90	2,410
Repurchase Intention – Global Brand	105	1 (I buy) %47,6	2 (I don't buy) %52,4		
Repurchase Intention – National Brand	105	1 (I buy) %31,4	2 (I don't buy) %68,6		
Repurchase Intention – Local Brand	105	1 (I buy) %37,1	2 (I don't buy) %62,9		

As a result of the blind tasting test, *"H_3 : There are significant differences between young consumer clusters in terms of the level of flavour they feel about the coffees they taste without brand information."* and *"H_4 : There are significant differences between the young consumer clusters in terms of the repurchase desire they feel about the coffees they have tasted without brand information."* hypotheses are accepted.

The coffee with the highest average score in terms of flavour is the coffee of the global chain brand (6.37). It is followed by local brand (5.90) and national brand (5.62). In terms of willingness to repurchase, the proportion of respondents (47.6%) who said that they would repurchase the global brand coffee is in the first place, followed by the local brand (37.1%) and the national brand (31.4%). The fact that the means of flavour and willingness to repurchase of the coffees change in parallel with each other shows that the measurement is consistent in terms of these two variables.

One-way analysis of variance was used to investigate whether three different coffees differed in terms of flavour score and repurchase intention. The results of the analysis of variance are shown in Table 5.

Table 5. ANOVA Results Regarding the Differentiation of Coffees in Terms of Flavour and Repurchase Intention

Variable	Variance Source	Sum of Squares	Degrees of Freedom	Mean Squares	F	Sig.
Flavour - Global Brand	Between groups	62,113	3	20,704	3,813	,012*
	Within groups	548,401	101	5,430		
	Total	610,514	104			
Flavour - National Brand	Between groups	20,547	3	6,849	1,026	,384
	Within groups	674,215	101	6,675		
	Total	694,762	104			
Flavour - Local Brand	Between groups	3,474	3	1,158	,195	,900
	Within groups	600,374	101	5,944		
	Total	603,848	104			
Repurchase Intention - Global Brand	Between groups	2,879	3	,960	4,158	,008*
	Within groups	23,312	101	,231		
	Total	26,190	104			
Repurchase Intention - National Brand	Between groups	1,871	3	,624	3,034	,033*
	Within groups	20,758	101	,206		
	Total	22,629	104			
Repurchase Intention - Local Brand	Between groups	1,240	3	,413	1,793	,153
	Within groups	23,274	101	,230		
	Total	24,514	104			

* $p < 0,05$

According to the results of the analyses, there is a significant differentiation between consumer segments only for the product of the global branded chain coffee shop. National and local branded coffees do not differentiate between consumer segments in terms of both flavour scores and purchase intention.

Tukey's multiple comparison test was applied to determine which groups were responsible for the differences in the global coffee chain's product. The findings of this test are as shown in Table 6.

Table 6. *Tukey Multiple Comparison Test Results Regarding Differences Between Clusters*

	Group	*Global Preferential Women*	*National Preferential Women*	*Global Preferential Men*	*National Preferential Men*
Flavour – Global Brand (0 - 10)	**1**	**6,68**	**5,66**		**6,44**
	2	6,68		7,82	6,44
Repurchase Intention – Global Brand*	**1**	**1,48**		**1,18**	
	2		1,64		1,63
Repurchase Intention – National Brand*	**1**	**1,76**		**1,94**	
	2		1,60		1,56

* 1- Repurchase 2- No Repurchase

According to the results of the comparison test, the cluster of consumers who gave the highest average score to the flavour of global branded coffee was global preferential men (7.82), while the cluster with the lowest average score was national preferential women (5.66). The main reason for the differentiation between clusters is the difference in scores between these two clusters. In terms of flavour scores, global preferential women (6,68) and national preferential men (6,44) are very close to each other and according to Tukey test, these two clusters can be grouped with both global preferential men and national preferential women.

When the willingness to repurchase is analysed, it is seen that the highest willingness is among global preferential men (1.18). They are followed by global preferential women (1.48), national preferential men (1.63) and national preferential women (1.64), respectively.

When the two findings are evaluated together, global preferential men are the consumer cluster with the highest both taste perception and repurchase intention for the global chain coffee brand. On the other hand, national preferential women are the cluster with the lowest both flavour score and repurchase intention. Global preferential women are in the middle of these two clusters in terms of both flavour score and willingness to repurchase. National preferential men are the cluster of consumers with the lowest repurchase intentions, despite giving high flavour scores to the global coffee taste. This shows that flavour is not a determining variable in the coffee shop preference of national preferential men.

When the repurchase intention for the product of the national coffee chain is analysed, it is seen that the repurchase intention of both male and female consumers with global preferences differs negatively from that of consumers with national preferences. The repurchase intention of these consumers for national branded coffee is considerably lower compared to the global branded product. The repurchase intention of national preferential consumers for national branded coffee is positively differentiated with a slight increase compared to the global branded product.

CONCLUSION

Young consumers show high demand for third generation coffee shops. Beyond coffee consumption and other eating and drinking purposes, these places are also visited for sociocultural benefit expectations. When the academic literature is examined, it is seen that many emotional and perceptual factors such as perceived product quality, perceived value, perceived quality of life impact, brand loyalty, self-image congruence, customer brand identification, etc., which are thought to cause the demand for these shops, are mentioned.

The field research conducted to test the impact levels of these theoretical elements on different young consumer profiles and to examine the relationship of these perceptual elements with a more rational measure, taste sensation, has significant results.

When consumers were clustered according to their gender and the coffee shop they prefer, four clusters were obtained: global preferential women, national preferential women, global preferential men and national preferential men. It was observed that there were differences between these consumer clusters in terms of perceived quality of life impact, brand loyalty, customer-brand identification and repurchase intention variables. Accordingly, while global preferential men have the highest scores in all of these variables, national preferential men have the lowest scores. It is observed that the differences observed in terms of these variables in female consumers are less than male consumers. The perceptions of global preferential women in terms of these four variables are quite close to those of global preferential men. While national preferential women have almost the same level of perceptions as global preferential women in terms of perceived quality of life impact, they are similar to national preferential men in terms of customer brand identification, and are in the middle of the other clusters in terms of brand loyalty and repurchase intention.

When all the findings of the blind taste test are evaluated together, it is seen that there is a consistency between product flavour and repurchase intention variables. In terms of these two variables, the product with the highest average score was global branded coffee, followed by local branded product and national branded product, respectively. Again, when it is examined whether these two variables differ according to the consumer clusters, it is seen that there is an inter-cluster differentiation only in the global branded product in terms of taste. In terms of willingness to repurchase, no differentiation was observed only for the local branded product.

Therefore, consumers who expressed a preference for global branded coffee shops found this product tastier than other consumers in the blind tasting test and wanted to buy more. Consumers who stated that they prefer national branded coffee shops did not find national branded coffees tastier than global branded coffees, but they wanted to buy more. This difference in the willingness to repurchase the national branded product seems to be due to the fact that consumers with global preference are less willing to purchase this product.

When young consumers in Turkey are grouped according to their primary coffee shop preferences, it is observed that consumer clusters differ in terms of both perceptual variables related to coffee shops and responses to instant coffee products from different producers. These findings are similar to the findings of studies such as Cruz-Flores et al. (2020), Kenney et al. (2022) and Yu & Yoon (2011, p. 5), which indicate that there are significantly differentiated consumer clusters in coffee consumption.

The findings of the research have both academic and managerial implications. First of all, it is seen that the reasons why consumers prefer coffee shops do not only consist of rational variables such as product quantity, flavour and price, but also many perceptual variables have an impact on preference. Young consumers differ in terms of the coffee shops they prefer as well as the perceptual elements they have about these shops. Therefore, it can be said that coffee shop businesses should carry out activities that can positively affect the perceptual elements of their brands beyond raising their product and service standards. On the other hand, the fact that the perceived taste sensation differs in a way that may affect the repurchase intention of some young consumers suggests that it is necessary to invest in product quality in order to win some of the young consumers.

Finally, it should be stated that the study has some limitations. Due to research cost and time factors, the main population was narrowed down to only young consumers, the subjects were selected only from Fethiye district by convenience sampling method, product tasting was done only with unflavoured latte product, all factors affecting the consumer decision-making process could not be taken into account and many variables in the literature (such as perceived service quality, brand image, brand community belonging, risk aversion tendency, satisfaction level, trust level, ethnocentrism level) were excluded from the scope. Based on this study, it is hoped that future academic studies that can be carried out in different places, at different times, on different main audiences, in different contexts, with larger samples and probabilistic sampling methods can contribute to the understanding of the factors affecting consumers' coffee shop preferences by eliminating the deficiencies arising from the limitations of the current study.

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