



Uluslararası Sosyal Araştırmalar Dergisi

The Journal of International Social Research

Cilt: 9 Sayı: 45 Volume: 9 Issue: 45

Ağustos 2016 August 2016

www.sosyalarastirmalar.com Issn: 1307-9581

NEW APPROACH IN GASTRONOMY: THIRD WAVE COFFEE

Fusun İSTANBULLU DİNÇER*

Sezgi GEDİK**

Serap ÖZDEMİR GÜZEL***

Abstract

Economic change of first wave is starting with agricultural revolution, second wave has continued with industrial revolution, after industrial revolution had left "information" expressed as a third wave. Technological effects, global market policies, changes in competitive strategy, increase of knowledge as an economic resource and different aspects of employers have been effective to reveal the third wave. These effects have begun to uncover the third generation of consumer behavior, and businesses have adopted different management strategies in order to respond to changing this behavior. Especially in the field of gastronomy has begun to form new approaches which are affected by consumer behavior of the third generation. In this study, data has been evaluated which obtained by investigating the reasons for the gradual increase in the number of the third wave coffee shops in Turkey. In the study, data was collected from a total of ten participants with interview technique with qualitative research methods. According to the findings; revealed "third wave coffee" approach focuses on tailor-made, fresh and production of high quality coffee.

Keywords: Third Wave, Coffee, Third Wave Coffee Shops.

INTRODUCTION

With the advance of globalization and improvements in communication technologies, the consumption habits of the people have been diversified and consumers have become more aware of their preferences. Coffee consumption has also been affected by this, leading to a third wave of consumption trend. This approach emerged when the consumers have access to detailed information on the coffees they consume. In the third wave coffee, the consumers are able to know the origin country of the coffee beans, the specific choices about what type of coffee they should consume and the way their coffee has been brewed. All this information serves as a useful source for their preferences.

In addition, globalization and improved competition significantly affected this approach. The consumption habits have changed in the age of consumption society; individuals now look for more comfortable and entertaining environments. The third wave coffee shops are business enterprises designed to appeal to the consumption habits of the new generations. This study seeks to investigate the third wave coffee approach which is new in Turkey, to identify the importance of the enterprises offering this service and to contribute to the literature on the third wave coffee approach.

1. THIRD WAVE COFFEE

Coffee, as a symbol of leisure, has become a cultural image in 1920s. In this period, characterized by the first wave coffee approach, both production and consumption of the coffee was relatively cheap (Halevy, 2011). In this period, coffee was also consumed at homes as well. With the advance of the industrial society in late 1960s, the coffee consumption habits have changed, leading to the second wave coffee approach where both coffee machines and coffee shops started to become dominant. In this period, wholesale production has become a regular practice and famous coffee brands including Starbuck, Peet's Coffee and Gloria Jean's made enormous progress at national level (Giovannucci, 2001).

Coffee consumption habits further changed after transition from agricultural society to industrial society, and then to information society. In the first and second wave coffee approaches, people tended to have a great time by caffeine and hot beverages whereas in the third wave approach, they would like to enjoy the coffee (flourgarden.com, 12.04.2015).

Third wave coffee in fact covers a long production process. The beans of the third wave coffee are purchased in small amounts from small plants and villages (Adams, 2010) and they are roasted in the place of production.

Roasted coffee is grinded in the amounts of it is consumed; and the grinded coffee is taken to another place for a while. The purpose is to offer fresh and high quality coffee for the consumers.

Additionally, this enables the producers to have different coffee tastes. The main elements of this approach include the following (Doğan, 2014):

- Direct import
- Unroasted and ungrinded coffee beans,
- High quality coffee beans,
- Coffee type peculiar to a certain region,
- Visual presentation of the coffee,
- Use of alternative brewing methods (Vacuum, cold brewing tower, Hario V60, Chemex etc.)

2. METHOD

Qualitative research method has been used in the study. The qualitative research method is defined as research based on observations, interviews, document analysis to present the perceptions and events in a realistic and integrated manner (Yıldırım and Şimşek 2011, 39). Data has been gathered by interviewing method in the study. Interview is a process of communication based on questions and answers for a predefined purpose (Stewart and Cash, 1987, 7). The actual purpose in interview is to identify the true views of the persons involved (Kozak, 2014, 107).

The scope of the research includes third wave coffee shops in Cihangir, Karaköy, İstiklal Street, Galata and Nişantaşı of Istanbul; Istanbul has been picked because it hosts the largest number of coffee shops. Interviews have been held in 10 enterprises by reliance on the snowball sampling method. The participants were called for an appointment before the interview. The interviews, held in the period between 10-15 April 2015, lasted 30-60 minutes.

Tape recorder has been used in the interviews and the collected data has been analyzed in a descriptive methodology. In this methodology, the data can be regulated by the themes depicted by the questions and can be presented by considering the questions and dimensions used in the observation processes (Yıldırım and Şimşek 2011, 224).

3. FINDINGS

Table 1 provides the major results of the open coding analysis of the views of third wave coffee enterprises. The table shows 6 subordinate categories emerging from the analysis.

Table 1: Coding List

Third Wave Coffee	Third Wave Coffee Shops	Services	Competitors	Staff	Consumers
A New Trend	Similar Physical Features	Similar Menus	A Small Number Of Stores Offering This Service	SCAE Certificate	Personal Choices On Coffee
Right Beans	Production (Roasting) Field	Different Coffee Beans	Different Products	Green Coffee	Improved Palates
Right Roasting Technique	Preparation Spots	Different Roasting and Brewing Methods	Different Tastes	Roasting	Open To New Tastes
Roasting At Different Levels	Presentation Spots	A Wide Variety Of Choices	No Bitter Competition	Brewing	Open The New Experiment
Research And Development	Inspired Of Europe, AB And Australia	Hot Brewing, Cold Drip	Competition Is Limited	Barista	Particularly Weekends
Searching For New Tastes	Produces Its Own Coffee	No Certain Standard		TOPER	International Tourists
Fresh Coffee	Boutique Coffee Shop	Syphon, Pour Over, V60		On-Job Training	Every Age Group
Boutique Production	Istanbul	Chemex, Aero Press, Woodneck		Foreign Language Skills	Mostly Prefer Latte, Espresso And Americano.

3.1. Findings towards third wave coffee

The managers of the enterprises that can be defined as third wave coffee shop were asked about the meaning of the third wave coffee. The responses by the participants indicate that the most important aspect of the third wave coffee shops should a boutique coffee shop that produces its own coffee. Other findings include that third wave coffee should be fresh, well-roasted and well-brewed.

The following are some statements by the participants on the third wave coffee:

“It is the attainment of the proper taste in coffee by picking the right beans and the right roasting technique.”

"A pursuit of a new taste to reveal the characteristics of the coffee beans through roasting at different levels."

"Boutique production"

"Use of the coffee in a more qualified manner by searching for new tastes through research and development rather than old-fashioned methods"

"Taking the beans at the farm and roasting it at the store"

"Presenting fresh coffee without packing"

3.2. Findings on the Third Wave Coffee Shops

The participants were asked the question, "why did you decide to open a third wave coffee shop?" and the responses were evaluated to identify the awareness of the people and their priorities on coffee consumption. The responses can be summarized as follows:

"People have become aware of the coffee and pursued new ventures on coffee tastes."

When asked about the elements affecting the place of the shop, the majority of the participants noted that they preferred locations of customers who are aware of coffee consumption. One of the responses is as follows:

"A place where you can express yourself freely and which hosts people you are able to become familiar with..."

It has been observed that the third wave coffee shops have similar physical features; the responses by the participants indicate that the third wave coffee shops have production (roasting) field, preparation and presentation spots. Roasting field can be designated within the coffee shop or as a separate production field. Most of the participants noting that the third wave coffee shops have a specific style further state that this design has been inspired by the tendencies in different parts of the world including Europe, the US and Australia.

3.3. Findings on Services offered at the Third Wave Coffee Shops

The study demonstrates that the products in the menus offered by the third wave coffee shops are similar and that what makes difference in their services is the difference coffee beans, different roasting and brewing methods. Here are some statements by the participants:

"We have different types of brewing, including V60, syphon, cold brewing."

"You cannot appeal to the customers if the coffee tastes bad no matter how attractively you present it."

The other findings suggest that the third wave coffee shops offer a wide variety of choices thanks to their roasting methods, diversity of coffee beans and different brewing methods. One of the participants said:

"For defining the characteristics of the coffee, roasting comes just after beans."

Participants indicated that the coffee should be put on some rest after roasting and that the weekly amount of the coffee to be sold is determined before for this purpose. The most visible feature of these stores is that coffee can be served fresh immediately.

One of the participants who pay attention to research and development said that new coffee tastes have been discovered, that there is no certain standard and that the tastes change constantly. Some participants, on the other hand, create a standard coffee brand whereas some others sell their roasted products to other coffee stores. However, it is noted that due to the differences in brewing methods, tastes vary.

3.4. Findings on Competitors, Staff and Third Wave Coffee Consumers

The findings on the views of the participants for the competitors suggest that there is no bitter competition because there are only a small number of stores offering this service and the businesses offer different products and tastes for the customers. Here are some excerpts of the statements by the participants:

"Competition is limited because everybody has a different variety."

"It is the coffee itself that makes the whole difference..."

One of the major finding is that the staff should be trained for making better coffee so that they would become more competitive. Another finding is that the staff receive training from TOPER, maker of coffee machines. The participants also indicated that on-job training and foreign language skills are important assets for competitiveness. In addition, there are lots of courses Barista in different regions of the world. One of the world's most famous certification program is the SCAE certificate. The number of these courses is increasing in Turkey.

The participants were asked as to whether or not the customers choose the third wave coffee shops deliberately; the responses indicate that the customers are becoming more aware of their personal choices on coffee. One of the participants express his/her vies on the growing awareness of the customers on coffee:

"We have customers who, with no prior habit of consuming coffee, have become familiar with it and developed their own taste."

The majority of the participants note that cold drip is used in summer times as a method whereas hot brewing is the popular method in the winter and that local people mostly prefer latte, espresso and Americano.

Participant who evaluated the demand for the third wave coffee noted that particularly weekends were the busiest times, although weekdays were also satisfactory in terms of business size. Additionally, they recalled that most of the customers are international tourists, adding that the local people have also become more inclined to the third wave coffee over the time. One of the participants, expressing views on the age groups of the customers, said:

"We have customers from every age group as long as they are open to new tastes and experiences"

CONCLUSION AND RECOMMENDATIONS

This study seeks to underline the importance of the third wave coffee, a new trend and approach in the field of gastronomy, with particular reference to the businesses offering this service. The findings in the study reveal that freshness, roasting and alternative brewing appear to be the most important elements of the third wave coffee approach. Third wave coffee shops are boutique enterprises producing their own coffee. The growing awareness of the consumers on coffee and their openness for new tastes and experiences led to the emergence and popularization of the third wave coffee shops. Due to the growing popularity, the third wave coffee shops have to rely on research and development activities and to discover new tastes. This ensures the diversification of these businesses from their competitors. In other words, it restricts competition.

It seems that advertising is rarely used in the marketing activities of the third wave coffee shops; additionally, the businesses expect that the customers would discover their products and express demand for them. These businesses prefer locations which may likely host customers with greater awareness.

Istanbul is the city with the largest number of third wave coffee shops in Turkey; on the other hand, Izmir is the city where coffee machines are sold and coffee-making training is offered. In addition, the findings further reveal that such stores are being opened in other cities as well.

The study is limited to Istanbul. Further research may provide insights by focusing on the third wave coffee approach through a wider sample and make contributions to the literature. These studies may, for instance, analyze the impact of the physical environment upon the customers from the perspective of strategic competition and economic effects.

REFERENCES

- ADAMS, Jillian (2010). "Thoroughly Modern Coffee", [http://www.textjournal.com.au/speciss/issue 9/Adams.pdf](http://www.textjournal.com.au/speciss/issue%209/Adams.pdf), Son Erişim Tarihi: 01.05.2015.
- DOĞAN, Öznur (2014). "Kahvede Üçüncü Dalgadan Geriye Nesil Nesil Kahve Tüketimi (Coffee Consumptions throughout generations, starting from third wave coffee)", <http://ye.mek.com/ucuncu-dalga-kahve/#.VSqjCvmsWH4>, Son Erişim Tarihi: 12.04.2015.
- GIOVANNUCCI, Daniele (2001). "Sustainable Coffee Survey of the North American Specialty Coffee Industry", <http://www3.cec.org/islandora/en/item/1700-sustainable-coffee-survey-north-american-specialty-coffee-industry-en.pdf>, Son Erişim Tarihi: 01.05.2015.
- HALEVY, Y. Alon (2011). *The Infinite Emotions of Coffee*, United States: Macchiatone Communications.
- INTERNATIONAL COFFEE COUNCIL, ICC 2012. Trends in Coffee Consumption in Selected Importing Countries, <http://dev.ico.org/documents/icc-109-8e-trends-consumption.pdf>, Son Erişim Tarihi: 12.04.2015.
- KOZAK, Metin (2014). *Bilimsel Araştırma: Tasarım, Yazım ve Yayımla Teknikleri (Scientific Research: Design, Writing and Publishing Techniques)*, Ankara: Detay Yayıncılık.
- STEWART, J. Charles. ve CASH, B. William. (1987). *Interviewing: Principles and Practices*, Fourth Edition, Dubuque, IO: Wm. C. Brown Pub.
- THE THIRD WAVE OF COFFEE, http://www.flourgarden.com/wp/wp-content/uploads/2010/03/third_wave_coffee.pdf, Son Erişim Tarihi: 12.04.2015.
- YILDIRIM, Ali. ve ŞİMŞEK, Hasan (2011). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri (Qualitative Research Methods in Social Sciences)*, 8th Edition, Ankara: Şeşkin Yayıncılık.