

THE SPACIAL MEANING OF NEW TYPE STARBUCKS NEIGHBORHOOD AND COFFEE

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Received: 22 Mar 2018

Accepted: 09 Apr 2018

Published: 24 Apr 2018

ABSTRACT

The meaning of an interior space is various according to this root function, the object and the perception of the user. There are an amount of literature exist related to the space of Starbucks. However, there were few studies that discuss the new type Starbucks shops which named as "Neighborhood and Coffee". The main purpose of this study is to realize the spacial meaning this new generational Starbucks. The aims are including what differences between these new type and the normal shops and what the intention of Starbucks in the field of marketing and strategy. The Field Investigation Method was employed to realize these new type shops together with the theoretical analysis which including Healing Environment, Third Place, Personal Environment and Sense of Coherence, simultaneously. The results showed that these new type shops exist the intentions of Starbucks expand their business into the neighborhood just beside everyone. However, it's successful or not might depend on the lifestyle and culture of these citizens. The spacial meanings of these new type shops represent strong imagination of family and personal style. These differences between new and original type Starbucks are shown in the various direction and elements in interior design, furniture, material, color, and decoration.

KEYWORDS: Starbucks, Neighborhood and Coffee, Spacial Meaning, Interior Design