

The Boys and The Bears of Los Angeles

BSAD 422 Consumer Behavior

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## Executive Summary

The Boy and The Bear (TBTB) is a Colombian Coffee Chain that operates and serves the greater Los Angeles area. With their first flagship store opening in Redondo Beach in 2012, the company has been able to successfully expand to six current locations as of 2024. The company has built its brand on three core values; World Class Coffee, Culture and Community, and State of the Art Design. The last of these values is evident, as each store has a carefully crafted design and aesthetic. The shops are meant to invigorate the consumer's senses, while still aligning with the totality of the brand's identity. With names like 'The Green Store' or the 'Casavieja Store', each storefront uses subtle changes in perception to create different experiences within each store.

In this report, we take an in depth look at the store layout of a number of TBTB locations to see how it affects consumers purchasing decisions and behaviors once in the store. Each location's curated elements may affect the viability of their store design or brand. Due to each location serving different demographics of the LA region, it's important that the brand understands and takes advantage of store elements that may affect the buying, usage, and retainment of its consumers. External factors, demographics, or inherent designs of the

storefront they occupy may affect how well this brand identity is communicated to the consumer. This paper will conclude by citing which stores fared better with their formulaic store layout, and which may need to try a different approach in order to better communicate their values and increase traffic within the store itself.

## Introduction

On a daily basis, people intake thousands upon thousands of sensory inputs, immediately reacting and providing context/meaning to these stimuli. Whether it's the color of a hat, or the smell of a food, our brain utilizes past and present understanding of senses we engage with to help provide connotation to otherwise menial items. This can dictate the decisions we make from what clothes we wear to what shops we enter.

It is for this reason that designing and curating a brand is so important. To understand the consumer is to understand not just the wants or needs of the consumer, but the sensations they prefer and how they interpret them. This paper will hone in on this idea of perception through the lens of the spaces consumers exist in, and how that affects their buying decisions. A brand like The Boy and The Bear acts as a great lens through which we can understand and improve the shopping experience. This company

has a strong brand identity and emphasizes design elements in every aspect of their operations. They know that every menial aspect of their storefront may leave an impression on the consumer. The color choice of the store, the finishes on furniture, even the packaging of the product all impact the consumers decision making and enjoyment of the experience. Therefore, each TBTB has very intentional choices in store layout, design, and product choices that are meant to attract and retain a strong consumer base.

The externalities of these interactions are also important to understand. While the design itself of a store can be critical, the individual they are designing for is just as important. A person's concept of self can strongly influence how they present their identity through labels, products and other external factors. A store may be very well crafted, however be crafted for the wrong type of consumer based on the area, population base, or behavior of its community. It is with this in mind where The Boy and The Bear may find areas of improvement. This paper will look at various storefronts TBTB has, and how their design elements impact the varying consumer bases they serve.

## Research Questions

How can a strong brand identity/aesthetic be affected by the consumers they serve, spaces they fill, and the locations they operate from? What can be improved upon to better satisfy the consumer, as well as better communicate the values of a company?

## Theoretical Concepts and Applications

Given that the questions proposed center around elements of a store that consumers perceive and are influenced by, it's important to have a comprehensive understanding of what these concepts are and how it applies to the study. The *stages of perception* helps marketers understand what stimuli is standing out to the customer and why. Furthermore, elements of perception such as *color theory* are used methodically by The Boy and The Bear, so we will discuss the impact color theory has on the consumer. Other forms of *sensory marketing* will be mentioned to further apprehend what tools and techniques are utilized in a marketing environment to better use sensory inputs to their favor.

While perception discusses the initial intake of stimuli, *the purchase environment* and *shopping experience* itself are what discusses the totality of a brand communicating their vision. The process of buying and using a product involves curating a particular shopping experience through *design thinking*, *theming*

*the retail environment*, and taking advantage of economic variables, such as *temporal factors*. How the time of a consumer is used and the space it's used in can affect the purchase decisions and customer experience. All of these factors of the shopping experience will be discussed in more detail to eventually apply to TBTB existing usage of these theories.

## Buying Using and Disposing

When a consumer begins the process of purchasing a product, many factors come into play that can dramatically impact the decision making process. When talking about 'Buying and Using' of a product, we're talking about factors that may come into play that are both relevant and irrelevant to the store/product itself. The storefront can impact the consumers purchase decision through store layout, websites, or strong sales people/communication. However, other factors of a consumer that are more situational may alter consumer behavior in other facets that companies can help work with (rather than against).

These issues related and involved in the purchase (and post purchase) experience can be categorized into three stages of purchase. We Will cover the idea of each, as well as relevant factors that contribute to the buying process.

## Antecedent States

The first stage of this process is known as the 'Antecedent States', which revolve around the temporary factors or conditions that may be affecting consumers during the purchase decision. Conditions such as the physical or social surroundings, time pressure, mood or financial mobility can all affect consumer behavior and the choices they make. An example of this can often apply to coffee shops is temporal factors for the consumer. Some patrons may walk in with no plans for the day, meaning they may spend more time perusing the coffee store and appreciating the space. A customer who has to work in 30 minutes however, may want fast, efficient services, and not care to look at special menu items or deal with wait times.

To further discuss this idea of Temporal(or time related factors), there are four dimensions of psychological time that consumers subjectively experience, depending on their moods and needs.

1. **Social Dimension:** The social dimension has to do with the consumer categorizing their time into sections reserved for themselves versus for others. A consumer may go to a store as part of their 'me time' or plan to go out with friends as their 'time for others'.
2. **Temporal Orientation Dimension:** This dimension refers to the significance a consumer may put on the past, present or



future. An example of this could be a Consumer who is more focused on a future event may dictate the decisions they make in the present.

3. **Planning Orientation Dimension:** The third dimension discusses how individuals may manage their time. One consumer may be more unsolicited in their planning, going with the flow. Other consumers may be very poignant, meticulously planning out their time. How an individual plans their time out can affect the time they do spend at locations.
4. **Polychronic Orientation Dimension:** The final time dimension looks at time through the lens of the task style of an individual. Some consumers are proficient at multitasking while others are better at focusing on tasks individually.

These dimensions of time are often out of control of marketers. However, understanding them can greatly help in enacting better practices to enable consumers time in a favorable way.

## Purchase Environment

The purchase environment encompasses the layout, design and communication an establishment may provide through its channels

that can influence the purchasing process. There are a number of ways to look at the purchase environment to better invigorate purchasing behavior. We will look at a few prominent ones that may be relevant to the findings of the various The Boy and The Bear Shops

### Design Thinking

When discussing the shopping experience, a common management experience called Design Thinking is applied. This viewpoint discusses the importance of the aesthetic of a product/business, as well as the functionality it provides through their presentation. In a time where the customer experience is heavily emphasized, it's important to empower the consumer through these design choices. The *Customer Journey* is a term that talks about the path of the customer through the store. A successful journey will enable many 'touchpoints' where the consumer may become attentive to elements of the store, or products/services they may have not otherwise been interested in. A brand that does a great job of utilizing the customer journey is IKEA. The Swedish furniture brand carefully crafts a walkway for consumers to explore, with many side quests leading to fun, inventive and comfortable furniture. With a cafeteria in the middle of the path to fuel consumers, and smaller housing

items at the end that can be impulsively bought with ease, the journey of IKEA is meant to vivify the buying from customers.

For a coffee shop, store layout is imperative to influencing positive moods and more purchasing decisions from the customer. Having a clear path of where to order and pick up food can alleviate stress from the consumer. Having merchandise and other product selection before or at the counter to influence quick decisions making can be a great idea as well. Also ensuring that the seating in an establishment feels natural and comfortable can elongate the shopping experience and leave a positive precedent for future visits.

#### Retail Theming

Retail theming is another strategy aimed "to create imaginative environments that transport shoppers to fantasy worlds or provide other kinds of stimulation", (Solomon, 366). This description may make you think of more drastic ways of theming a storefront, however there are more practical applications of this strategy. Four kinds of basic theming is utilized by a number of retailers.

1. **Landscape Themes:** Landscape themes take advantage of nature and Earth through its design, imagery and products. Utilizing plants, water, color schemes(which will be further discussed in the perceptions section) and other

ways of connecting the indoor/outdoor environments are ways in which Landscape themes are applied.

2. **Marketspace Themes:** Marketplace themes borrow from imagery and aesthetics of places of social gathering, or manufactured spaces. An example could be establishments like Olive Garden, which base their aesthetics off of Italian architecture.
3. **Cyberspace themes:** Cyberspace themes utilize technological imagery and communication in their design. This is seen more often in digital spaces, such as websites and other platforms. The idea here is to create a natural way of navigating for consumers, while instilling intuitive ways of communication/community.
4. **Mindscape themes:** The final theme category draws more from conceptual imagery. This could be spiritually/religiously based, abstract in nature, or drawing from fantasy like ideas.

In the creation of a storefront like a coffee shop, knowing what kind of theme you want to communicate can affect the comfortability or understanding of consumers. Coffee shops often utilize landscape or mindscape imagery, as it can be closely associated with the sensory relation of the coffee making process and the relaxation/community aspects affiliated with it.

## Store Image

While Retail theming focuses on the overall thematic of the store, and design thinking rotates around the layout + functionality of design, *Store Image* gives light to the personality and image of the store itself. This is portrayed through the imagery utilized, merchandise available, the staff and their attitudes/knowledge, etc... All of these elements when put together create a 'brand' or impression that the consumer is left with. A better way to visualize these impressions is well said by Michael R. Solomon in *Consumer Behavior*, "When we think about stores, we don't usually say, "Well, that place is fairly good in terms of convenience, the salespeople are acceptable, and services are good." We're more likely to proclaim, "That place gives me the creeps," or "It's so much fun to shop there."" (Solomon, 367).

*Atmospherics* describes the designing of a space and the controllable characteristics of it to create an environment that may stimulate more purchasing decisions. The use of sensory stimulants such as scents or visuals can help evoke spontaneous shopping. The idea of atmospherics has been mentioned inadvertently through the other strategies of the purchase environment. Placing items at the end of checkout for example can create impulsive buying for said items, or creating a

certain layout in a store helps consumers satisfy a want or need they didn't know they had.

## Post Purchase Satisfaction

The before and during stages of the buying process mentioned above remain vital to ensuring a happy and returning consumer, yet the aftercare of the consumer is just as important. Post Purchase satisfaction (or dissatisfaction) dictates whether or not a consumer will return or not. The *Expectancy Disconfirmation model* is a model that is able to describe how individuals form beliefs on products based upon their expectancy of the quality level of the product. If the product matches its expectations, then not much thought is provided. If the product is greater or less than the individual's expectations, then much thought is given to the product.

This model helps marketers and businesses alike consider what precedent they want to create for their product. In the case of a coffee shop, the quality they tout will greatly impact customer expectations. A gas station coffee has low expectations given it is mainly for convenience and affordability. So when a consumer drinks the beverage, they are either not surprised by the quality, or very surprised by their liking of it. When it comes to a brand like The Boy and The Bear however, their

existence is based upon quality Colombian coffee. So to exceed expectations, you have to think differently. Communicating this quality through the product itself, but also the means in which it is provided will affect the potential satisfaction of consumers. The price, packaging, environment may all contribute to an elevated experience, which can either curb lowered expectations, or exceed expectations through every element of the craft.

## Perceptions

Before a consumer even considers making a purchase or decision, they are already intaking a plethora of stimuli, digesting it and providing it with meaning. Perception, and the study of it through a marketing point of view, revolves around how consumers intake sensations and interpret them. Any form of sensation is given connotation by the mind, from sounds to sights to aromas, and so on. We will review The stages of perception and how these processes work in more detail. Then, we'll discuss how marketers can apply this through sensory marketing. More specifically, we will focus on the marketing application of colors, as The Boy and The Bear uses this as a key point in their marketing of individual stores.

## The stages of perception

There are three stages of the perception process that occur.

1. **Exposure:** As mentioned before, humans are met with thousands of stimuli on a daily basis. While we are constantly exposed to stimuli, we decide which stimuli we choose to notice. *Sensory Thresholds* are points at which a single stimulus is strong enough to make an impact on the conscious level. The *Differential Threshold* is the point where sensory signals can see a change between two different stimuli.

Marketers take advantage of this by using other stimuli to mask other changes they may make to their product. This is the usage of *Weber's Law*, in which the amount of change noticed by the individual is dependent on the strength of the stimuli. We often see this with potato chip brands when they put less chips in the bag, but change other elements of the packaging that may override the initial stimuli of less potato chips.

2. **Attention:** the second stage involves deciding how much processing activity is given to a particular stimulus. *Sensory Overload* is when a person is over exposed to information, making them unable to process the totality of it. Therefore, individuals have to use *perceptual selection*



to choose what stimuli they pay attention to so that they are not overstimulated. We as humans naturally incur biases during this process. Sometimes we employ *Perceptual vigilance*, which makes us see stimuli based on what best applies to our current mood/state. *Perceptual Defense* can also be enacted, which is the person choosing what they want to perceive versus what they don't.

Due to constant overstimulation of consumers, marketers must take into account the characteristics of stimulus that stick out to consumers. The more complex, unique or contrasting the stimuli is, the more likely consumers will pay attention to it. Ways to contrast in natural settings is with contrast of size, the position of the ad, or creating a novelty through the product that helps it stand out.

**3. Interpretation:** The final stage is taking the stimuli we pay attention to and assigning meaning to it. **Schema** is the meaning we assign to stimuli. The schema we assign is dependent on the culture, socialization people experience in society. Categorizing and comparing different stimuli is another way that interpretation could be dependent.

Marketers may use these schematics and dependencies on packaging and presentation of their product to better appeal to consumers. An example of this would be how a

brand may choose where to place a picture of the product on the packaging. Product images towards the right of the frame are perceived as heavier. This is because our culture reads from left to right, which impacts our lever intuition.

## Sensory marketing

Companies must consider these stimuli and the schema assigned with them when it comes to their product and the product experiences associated with them. As mentioned in stages two and three, aspects that appear as novelty, contrasting or unique help elements of a brand stand out like packaging, store design, and advertisements. The use of sound, smells, size and color are all factors that can unconsciously impact the schema consumers. The Boy and The Bear heavily focuses on how they use design, but more specifically, color in every store. We will dive deeper into color theory and how this aspect of sensory marketing may impact consumers' connotations.

### Marketing Application of Colors

Color is created by different wavelengths that are reflected from light. All the waves of light are absorbed except for the wavelengths omitted, which create the colors we see on a daily basis. Our minds respond to this stimulus with different connotations, derived both naturally and culturally. For

example, cultures closer to the equator tend to be drawn to brighter colors than others. Age can factor into color palettes, as our vision can gain a yellow cast on our cones as we grow older. Even language differences can create different perceptions of color due to how colors are described/organized.

**TABLE 3.1 Marketing Applications of Colors**

Color	Associations	Marketing Applications
Yellow	Optimistic and youthful	Used to grab window shoppers' attention
Red	Energy	Often seen in clearance sales
Blue	Trust and security	Banks
Green	Wealth	Used to create relaxation in stores
Orange	Aggressive	Call to action: subscribe, buy or sell
Black	Powerful and sleek	Luxury products
Purple	Soothing	Beauty or anti-aging products

In the chart below, the associations and marketing applications of basic colors are shown. While these of course can be dependent on the brand and the application/tone of the color, these are generally tried and true. In the case of The Boy and The Bear, their usage of earth tones in their palette helps aid the landscape theme and more relaxed and luxury experience. The idea that each storefront primarily uses a specific color may inherently affect how consumers perceive that store in particular. We will take into consideration each store's color choice, their reasoning why, and see if it impacts the energy of the store design.

# Observations Sessions

## Locations

The Boy and The Bear currently has five locations, all dispersed throughout the greater LA area. This area hosts a variety of neighborhoods that have their own distinct customer segments, population density and geography. The consumers of hot, dry suburbs like Claremont differ greatly from the Beachgoers of Venice.

In this study, three locations were chosen out of the five existing TBTB storefronts. These stores were chosen based on their significance to the brand, as well as the differentiation each may have in regards to the consumers they serve and the layouts they have created. This section will give a brief overview of the neighborhood the stores are located in, key demographics and behavior of the consumers within this region.

### South Redondo beach

South Redondo Beach is located in the 'South Bay' region of the Los Angeles area. This is where TBTB 'Black Store' resides. The area's prime demographics are older, wealthy seniors with no kids and upper middle aged families with kids. Whereas North Redondo hosts more families, the majority of households in South Redondo are 1-2 people, many of whom remain unmarried. Ages 35+

make up 64% of the population, with  $\frac{1}{3}$  of those individuals being 65+. Majority of the population is White, accounting for some 60% of the population.

One notable feature of this part of the city is the Redondo Beach Pier, which brings in thousands of tourists annually to enjoy the seafood restaurants, consignment shops and family-fun activities. The Riviera is another known attraction. This area hosts a downtown area with many waterfront restaurants and shops. The Esplanade runs through this area, which is a walking/bike path along the water that thousands of people enjoy daily for the views and waterfront houses alongside it.

## Pasadena

Pasadena is eleven miles northeast from Downtown Los Angeles, residing at the base of the San Gabriel Mountains. The 'Green Store' is nestled in Downtown Pasadena, and is likely to host eclectic consumer segments across a variety of demographics. Older individuals without children, wealthy middle aged parents with children, and middle class individuals with no kids all choose to call Pasadena home. Income varies more evenly than other LA county cities, with a median income falling into the 50-100k range. The majority of households contain 1-2 individuals, although about  $\frac{1}{4}$  of households contain 3+ members. Over 20% of residents are in the 25-34 category, with the next

highest age category being 65+ taking 17% of the Pasadena population. A majority of Pasadena residents are caucasian, with Asians being the 2nd highest race/ethnicity in the area.

Pasadena is known for its large medical/educational presence, with schools such as Kaiser Permanente Bernard J. Tyson School of Medicine, Caltech and Pasadena City College being in the city. Other cultural/notable events include the famous Rose Bowl Tournament of Roses Parade and football game, as well The Pasadena Playhouse. The Rose Bowl Flea Market also occurs monthly, hosting hundreds of vendors that sell second hand and locally made items(which attracts many younger consumers). 'Old Town Pasadena' , located in downtown Pasadena hosts many café's, restaurants and pubs that are in revitalized and historical architecture. This area is able to uphold the tradition of Pasadena through modern shops and consumer tendencies.

## Westchester

The Westchester neighborhood is the part of Los Angeles county in which 'The White Store' is located. This neighborhood is in the northern part of the South Bay region mentioned earlier, and encompasses the entirety of the Los Angeles International Airport (LAX). This area sits nestled in between a variety of other cities and neighborhoods that vary in

demographics, such as Playa Del Rey, Culver City and El Segundo. Because of this, Westchester sees a diverse range of younger and mature segments. The most populous segments include younger middle class singles, younger upper middle class families, and upper middle class elders with no kids. 70% of the population makes over \$75k, with over half of that group making over \$150k. Almost 70% of households are 1-2 individuals, with a similar number of households hosting no children. The 25-34 age category makes up 18% of the population with similar percentages seen accounting for age groups such as 35-44, 55-64 and 65+.

Whilst the neighborhood is located surrounding LAX, a steady increase in home prices has been seen over the last decade. Noteworthy causes of this could be the increased amount of tech jobs within surrounding cities like Playa Del Rey, Loyola Marymount University and Otis college of art and design. The Howard Hughes Center however, is the most probable cause for this change, as it introduced over 1 million square feet of office space, 3200 offices and new shopping centers. LAX takes up approximately half of the neighborhood in the southern region. The northern region is home to older, suburban neighborhoods, apartment complexes and office spaces as mentioned above. This area differs greatly from the other TBTB locations, and may play an interesting part in how the brand communicates its message to consumers.

## Observation Layout

For each day of observation, I would arrive at the specific TBTB location around the time of 12:00 pm. I chose to observe these locations on Thursday afternoons. While this may not be the peak hours of operation of a coffee shop, it highlights two distinct time frames. From 12-1:30pm is the peak hours of lunch or breaks for many of the American workforce. Those who may need a midday pickup or want to go somewhere to chat with coworkers may look for a location like TBTB. From 1:30-3:00pm, students or people with more flexible work hours may choose to go to a coffee shop to find a soothing place to work/study. Observing the transition between these times and the consumers in them highlights the contrast between uses of the space, and how consumers interact with the space in different ways.

I would go to the counter, observe my own wait time, specific store layouts of the counter and space, and order my beverage. I would find an available seat that best provides a vantage point of the entire store (both inside and outside). I would then jot notes about the current state of the store when I entered. How crowded was it? Was it mostly individuals or groups of people present? How many workers were there? Was the atmosphere of the store loud, quiet, or somewhere in between? I



would also create a Diagram of the space, where I was in it, and notable features.

I would stay in the store until approximately 3:00 pm, and observe the flow of the store from my point of entry. Whilst focusing on smaller tasks to look natural within the setting, I would take note of 1. When a new customer(s) would enter. 2. What they purchased 3. How long their order took and 4. How long they stayed in the store. I would also record notable activities in the store, as well as how they engaged with the space. Maybe a customer was walking around, talking comfortably. Maybe they waited at the counter for their drink and left immediately after. How the consumer engages with the space is important to note, as it implies how well the brand is communicating their company goals, as well as if the consumers in the area are the right demographic for this kind of storefront.

Each day of observation went successfully. The following sections will highlight each individual shopfront layout, observations, and notable takeaways for the individual storefront.

## The Black Store

The Black store is the inaugural location that the company opened, first opening its doors in 2012. This location felt imperative to visit, as it has created the precedent for all

future storefronts and the consumers they engage with. The Boy and The Bear site says of the design elements of this store, "Along with the beautiful weathered wood accents, and copper detailing with dark tones throughout the atmosphere of the store...The concept of this store was to create an elegant place to enjoy a great cup of Colombian coffee with a sleek yet organic feeling to the design of this location." (The Boy and The Bear). This store is meant to embody every aspect of the brand, so exploring this store's design first felt important.

### Store Layout + Key Features

The Black store is located at 350 N. PCH in Redondo Beach. It's nestled in the center of the city on a busy road, while also being on the corner of carnelian street, part of the North Redondo Suburbs. This allows for easy foot traffic, convenience to local consumers, and the opportunity to grab the attention of automobile traffic as well. It's located down the street from the Redondo Beach Pier, which provides benefits to consumers

Antecedent states via its location and mood affecting properties.

Exhibit 2 displays the layout of the store, as well as the seat I was observing from. As the TBTB site



stated, the entirety of the store (both inside and out) is painted black, with gold accents in decoration. Black is often associated as a powerful and sleek color, often used for luxury products. This aligns with TBTB high quality coffee, as well as the caliber of design features they try to utilize. The store stands out to the eye when walking by as a result of these bold color choices in an otherwise bright, colorful based location. The usage of landscape theming is apparent, through their utilization of wooden and earth tone textures, alongside various sized foliage in the center and surrounding areas of the store.

This storefront utilizes indoor/outdoor space very well, which helps contribute to their use of nature based thematics. In part this is due to the location being in a sunny, temperate area. The storefront itself also promotes this, as the building hosts wide windows at every section of the store. The doors are left open, giving customers the option to sit at a number of



tables, benches, and lounge areas all around the store.

The layout of the store prioritizes community, as well as a direct purchase process. The center of the store is dedicated to large foliage and couches with coffee tables. Your eye is immediately drawn to these comforting

pieces of furniture, while not obstructing the view of the wide pickup counter at the back of the store. A merchandise shelf is to the right with ground coffee, premade teas and clothing items. In front of the merchandise stand is the order section of the counter, alongside pastries and TBTB branded tote bags. Once one orders, they walk to the other side of the bar to pick up their drinks, and can sit anywhere they like.

consumer behavior

When I first sat down at 12:15, the store was relatively full with a variety of customers in the store. At the stools up against the window facing Carnelian street, various individuals in their 20's-30's were sitting with headphones in, working on their computers. A number of groups of 2-4 individuals were at outside booths, chatting with coffees in hand. The rest of the store was relatively quiet, with a couple of individuals dispersed at other tables, either finishing up their drinks or just arriving.

As the day progressed, a steady stream of consumers would walk in throughout the day, leaving the store with a vibrant energy throughout the day. A few customers would order their drinks and promptly leave, however most stayed to sit and converse/relax. A few prominent consumers would stay at the counter and chat with the baristas for a number of minutes,

appearing to be regulars at the shop. This store seemed to embody the sense of community best out of the stores visited. Not only was there a strong interpersonal relationship between staff and customers, but many customers were open and willing to have conversations amongst each other. Individuals of all varieties in terms of age, gender, and group dynamics came to the store. Whether it was to study, read, chat or have a meeting, this location has seemed to really cement itself in the culture of the community.

## The Green Store

The Green store is similar to the black store in overall design and layout. However, their usage of green tones, gold accents and foliage is elevated to another level in this location. Their website highlights this distinction based on Colombian culture and nature, taking advantage of the landscape thematics. "We aim to transport you into the mystical, verdant, and lush jungle of Colombia. Dense foliage surrounds the shop - our intent to give a sense of immersion into the Amazon. A high ceiling



mimics the cathedral-like canopy of deep jungle and gives a sense of vast enclosure." (the boy and the bear). This location also takes advantage of the mindscape thematics through induction of Muisca civilizations and their deities. "The Boy and the Bear draws further inspiration for this new shop from the ancient Colombian Muisca civilization which looked to the Sun (Sue), Moon (Chia) and Rain (Xiua) as deities - sources of untamed power - due honor, awe, and respect. Above our bar, we installed a mural commissioned by designer, Brian Steely. His resplendent work depicts birds, Anacondas, and Jaguars - symbols in Muisca culture for power, magic, and honor." (The Boy and The Bear)

### Store Layout + Key Features

The Green Store is located on 951 Green street in Downtown Pasadena. This is another storefront that naturally has a lot of foot traffic given its location being in a more walkable location of the city. Similar to the black storefront, there is uniform coloring of the interior and exterior of the store, utilizing a jade green. Green is associated as being a color for relaxation and wealth, which is appropriate for the atmosphere the store is trying to create.

The interior takes the landscape and mindscape thematics to another level through a significant amount of foliage and graphics that may homage to Colombian culture. Instead of wooden furniture seen in the black store, use of metallic tables, jade green chairs and black furniture is used. This seems to balance out the use of green as the primary color so these other pieces aren't muted. Outside benches and tables are also present, however due to the limited sidewalk space, it can't be utilized in the same way that the black store is able to. The amount of open windows and foliage indoors is able to bring some of that immersive experience back into the green store.

As seen in Exhibit 3, the store layout mimics the same



formula that the black store has, with one wide bar for ordering and pickup. The merchandise resides to the right of the counter and directly in front of the order portion of the bar. As opposed to lounge chairs taking up the center of the store, solely large plants occupy the space. A number of tables take up the side of the store facing green street, as well as benches and tables that circle

the back half of the store. An open layout is still created, with ample room to converse.

### consumer behavior

The energy in the store was very lively when I arrived around 12:15 pm. Almost every table was full of groups of people. Given the business casual attire of these consumers, alongside the location of the store being surrounded by many businesses, it's safe to presume that a lot of these consumers came to TBTB to enjoy their lunch break. A number of families with young children were sprinkled throughout the store, however most were groups of 3-6 of all ages and intersectionalities. Most of the groups who were present when I arrived left between 1:00-1:30 pm. Past 1:30 pm, a small number of customers came throughout the store. Unlike the black store, this location didn't maintain that same energetic atmosphere throughout the day. Whilst there were always a number of customers in the store, these consumers were much more work oriented and seemed to be looking for a place to be able to work and meet effectively.

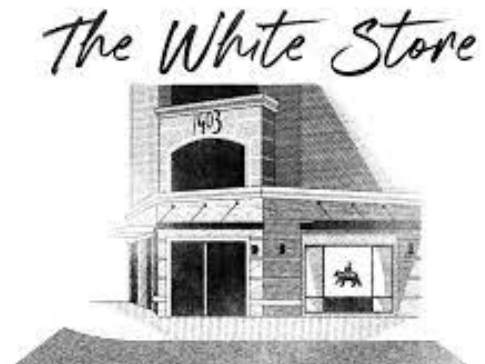


## The White Store

The White store contrasted the other two storefronts in terms of the locations itself, as well as the layout and the demographic of consumers they provide to. On their site, The Boy and the Bear describes the purpose for opening this storefront being, "to bring TBTB specialty coffee experience to the neighborhood of Westchester. Where specialty coffee is not present yet before us." The site goes on to describe the segmentation of the consumers, as well as the decision behind making this storefront have white thematics. "The distressed paint from the old homes by the coffee farms gave us inspiration to add this element to our stores by displaying distressed paint accents on the walls. ... The white store has become a daily commute to families and friends...The proximity to the 405 FWY and to the LAX makes this a perfect location for an easy and convenient grab and go stop." (The Boy and The Bear)

### Store Layout + Key Features

This location is located on the corner of the residential 74th street and the busy La Tijera Boulevard. The shop is placed in a more hectic environment, as it fills the brick and mortar space of an apartment complex, right off of the 405



freeway and minutes away from LAX. The interior of the storefront takes advantage of the 'farmhouse' aesthetic in terms of the white and off white paint on the walls. The same kind of couches, wood based seats and other furniture features are present from the Black Store. Due to the location being a part of a complex, it seems they weren't able to paint the exterior to match the interior. This location seems to stem away more from the Colombian roots with less emphasis on art or mindscape thematics within the space. The signature foliage is present, which helps bring the emphasis back to landscape thematics. One could also say that mindscape thematics are utilized, as they are replicating manmade farm designs in the quality of their architecture.

This shop feels structurally smaller compared to the other stores, however they may just be because of the shape of the space, and the configuration of the furniture. As shown in Exhibit 4, the signature bar fills up the corner space of the store, wrapping around the rest of the room. The merch stand is still placed close to the order station, however a noticeable difference is



that it obstructs the view of seating on the other side of it from the bar. Closer to the pickup area, we can have more couches and lounge based seating. The back portion of the shop feels the most comfortable and spacious. At some points this is disrupted by the back entrance, which connects to the parking structure and rest of the apartment complex. While this functionally is convenient and easily connects a residual base of consumers, it does impact the natural flow that the other stores more naturally possess.

#### consumer behavior

When I first walked into this store, I noticed that the atmosphere was not very energetic, and could be interpreted as more relaxed or studious. Most of the customer base at this time were individuals waiting on their phones, studying or reading. While there wasn't a sense of consumers looking for conversation or community in this store, a longer retention of consumers was seen. A wide range of customers who entered the store at earlier hours of the day stayed for at least an hour. The rapport between baristas and customers was present, in large part to a worker who started their shift later in the day. However, by 1:30, the store had minimal new patrons, with many of the

previous customers having left at this time. The workers did provide product knowledge and store history to older, more inquisitive customers, and helped one in particular make a more impromptu purchase for ground coffee at one point. Overall, it seemed the customer base that visited this store either wanted a quiet, getaway space or quick convenient coffee. While the first could be easily obtained, drinks took longer to be made at this storefront, which negatively contrasts the temporal aspects of this consumer base (who may be more time impoverished or goal oriented within their antecedent state).

## Overall data

After visiting three of The Boy and The Bear locations, it's clear to see that the company does an excellent job of creating a store image through well crafted store design. Their clear visions of their brand identity is thoroughly translated through all touchpoints, from packaging, product placement, digital platforms and their merchandise. Their storefronts exude this the most however, through every design element of the store.

The layout of each store makes a strong impression on the consumer, with positive schema being created through exceeding expectations of quality throughout the store. Any antecedent states that may have negatively impacted the consumer are lifted

by these features, as well as short wait time for consumers who may not be able to sit and enjoy the atmosphere/setting. The layout they use seems to be formulaic throughout their stores. The customer journey is well thought out through this formula, highlighting efficiency in the ordering process and comfort in seating + existing in the space.

The idea is to make a clear path from the entrance to the pick up line that creates new touchpoints for products. Walking in, you immediately see the comfortable seating, plants, and overall atmosphere of the store. You then begin to head over to the order counter, but not before being stopped by the stands of merchandise that may encourage impulse purchases. Once at the counter, you're shown a simple, easy menu to follow and quickly order. Follow the bar to the end to pick up your drink, and the rest of your journey in the store is up to you! This journey is easy to replicate in other storefronts, and makes the consumer feel more comfortable as they don't have to navigate or become overstimulated by excess options/stimuli.

## Recommendations

As previously mentioned, The Boy and The Bear is an incredible example of knowing their brand and communicating effectively. However, their formulaic layout of the consumer

journey doesn't seem to be able to translate to The White store in particular for a number of reasons.

First, let's talk about why this layout did work for both The Black Store and The Green Store. The Black store, being the inaugural shop, seems to naturally fit the store design the best. Burrowed between a suburban environment and a populated street in a beach city makes it easy for a community space like this to thrive. The building itself matches with the landscape thematics, and its open design allows for easy flow of customers. The demographic of wealthier, older individuals who want more spaces like this to work or hang out in is fitting, and can align with the beach lifestyle they may be looking for. It's also suited for younger consumers and visiting tourists alike who are looking for a comfortable place to be in between activities or times of day. Patrons with an easy going social or planning orientation dimension of time can easily integrate into the essence of The Boy and The Bear.

The Green store contrasts in the demographic they are serving, however the values of the store still naturally amalgamate to this base. Being in a part of Old Pasadena that hosts more corporate individuals, they will naturally host more people in an analytical planning orientation, or a polychronic orientation dimension. For this reason, the place may be lively at times and subdued at others, while still serving young

families and those exploring downtown Pasadena. Overall however, the location will be more work oriented and therefore serving a different type of Antecedent state. The green coloring helps subdue consumers, and the similar open layout feels comfortable while still being able to be effective.

The White store is not able to translate the Store design in the same way, in part due to the location itself, as well as what these consumers are looking for when they visit a higher end coffee shop. The location of the store being right off of one of the busiest Freeways in the country doesn't help consumers moods or antecedent states when walking into the store. Despite being located just down the street from a suburban area, these consumers may look to other areas of Westchester to find a more optional location. "South Sepulveda Boulevard and Lincoln Boulevard Westcheter's main streets are lined with chain restaurants and store "Recent improvements in the business district have made it more attractive to new business and the community." -Sue, Resident"" (Trulia).

With this in mind, The White Store is already fighting a consumer base who doesn't look for quality coffee shops in this area. In my observations, many consumers who weren't working were quickly in and out looking for coffee on the go. This location had the longest wait times, so they are inefficient in

meeting consumers desires for efficiency and quality. This can offset the high expectations set by the branding of the store.

Another notable issue is the layout itself. The formulaic store design didn't translate the same to this location. The building size and shape itself contributes to this dilemma, however the layout of the furniture, merchandise and tables also leads to the space feeling more congested.

To remedy both these antecedent and store design issues, a transformation of the interior design may be the best recommendation to be made. Exhibit 5 shows a modified layout of the store that could better meet the needs of the consumer, while still effectively using the store design formula presented in other stores. To start, the bar that previously wrapped around the corner of the shop would become one straight surface that goes from the window to the corner of the store. This may be the hardest change to make to the storefront, as many necessary outlets may be closer to the walls where the initial bar layout is. It is also structurally difficult to change a bar to this magnitude. Despite this, a change to the bar closer to this layout could allow for a more direct and clear way to order, similar to the other locations.

The next change involves removing all stools and tables that were by the window/wall facing 74th street, and instead replacing it with a merchandise stand. The idea behind this is



to section the store into two segments. The street entrance acts as the main entrance for all patrons. When they enter, they'll see a straight clear path to the order stand. With a merch stand on the right, as well as one parallel to the bar, they can quickly grab or pick up other items/beverages. This is efficient for those who may be on the way to work, or are more time impoverished. The other half of the store is dedicated to seating and lounging. While this separates the uniformity the other stores have, it still emphasizes the core values of culture and community. Stools and a tabletop will be put facing the window of La Tijera Blvd, while couches and tables will be placed closer to the back of the building. While this is less seating overall, it realistically fits the amount of consumers staying in the space for longer periods of time. This configuration also makes an easy pathway for consumers entering from the apartments/parking garage to easily order. The merchandise standing parallel from the order bar will fulfill the possibility of these consumers making last minute purchase decisions as well.

## Conclusion

The Boy and The Bear has been a great company to examine from the point of view of Design, Perception, and consumer behavior. Their execution of their three core values; World

Class Coffee, Culture and Community, and State of the art Design is shown clearly in their brand imagery and store design. The brand can make improvements to certain locations to better serve their demographics, as well as showcase TBTB values through their store design. However, these improvements can be deemed minimal compared to the strategy they already have implemented.

# Appendices

## Exhibit 1

**TABLE 3.1** Marketing Applications of Colors

Color	Associations	Marketing Applications
Yellow	Optimistic and youthful	Used to grab window shoppers' attention
Red	Energy	Often seen in clearance sales
Blue	Trust and security	Banks
Green	Wealth	Used to create relaxation in stores
Orange	Aggressive	Call to action: subscribe, buy or sell
Black	Powerful and sleek	Luxury products
Purple	Soothing	Beauty or anti-aging products

## Exhibit 2

### Black Store Layout

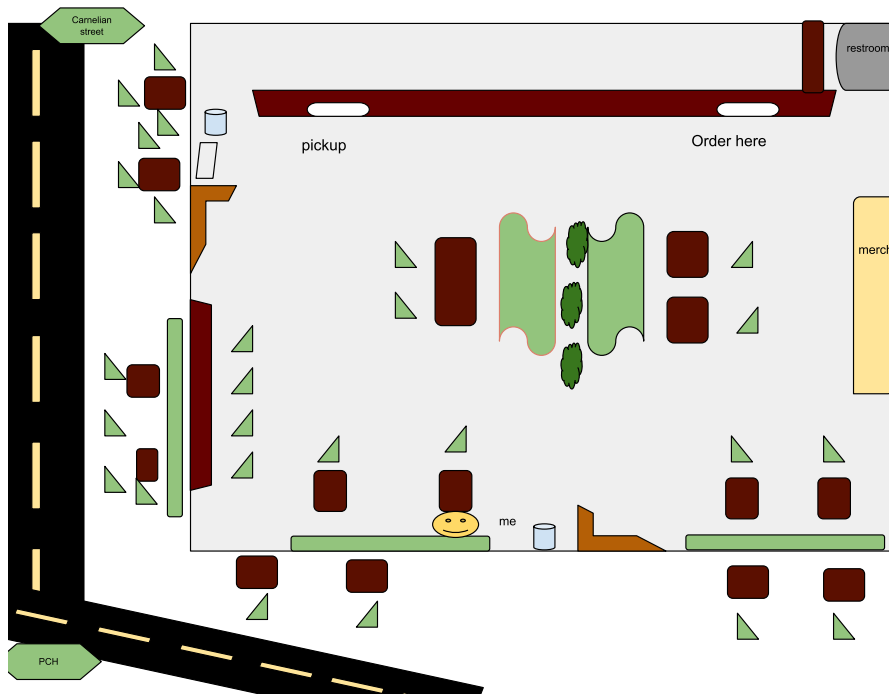


Exhibit 3:  
Green Store Layout

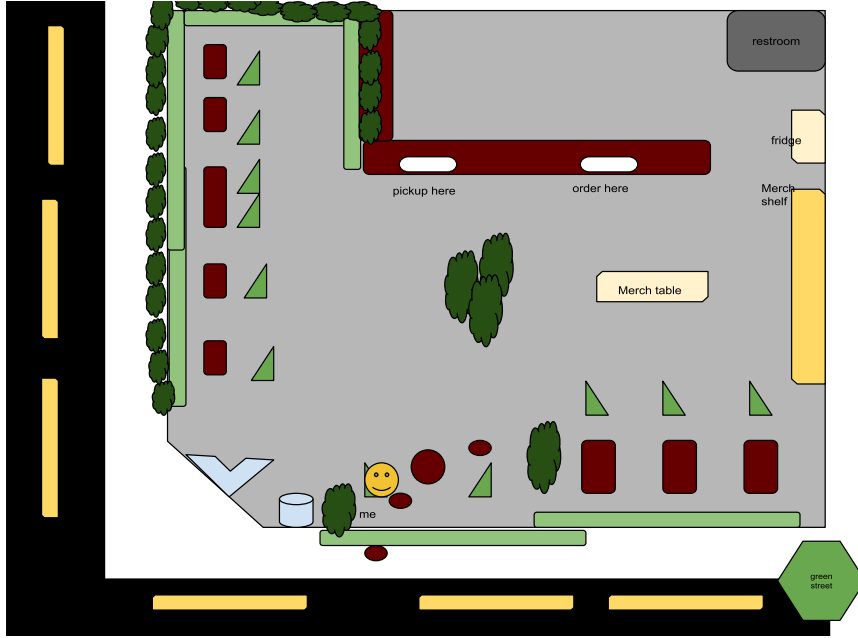


Exhibit 4:  
White Store Layout

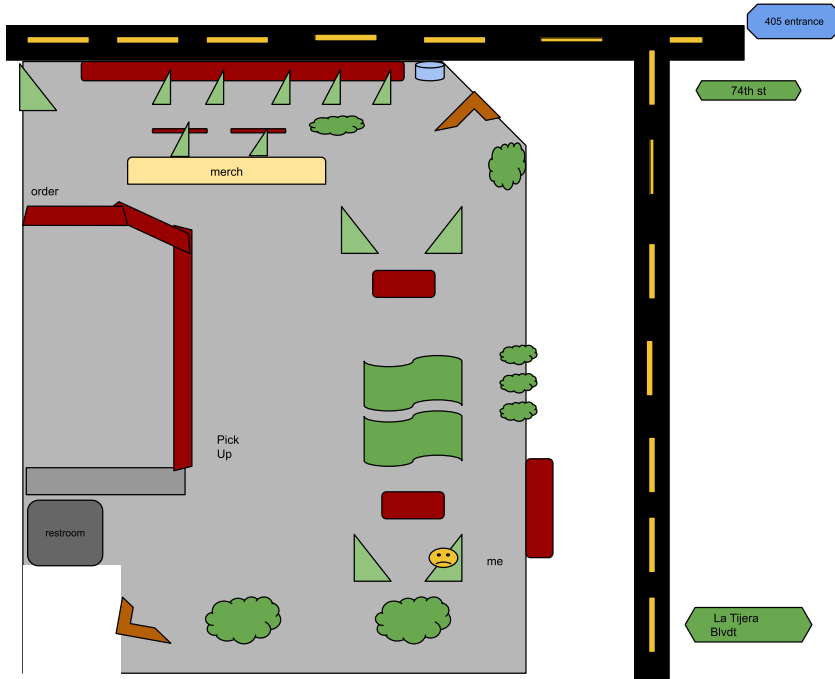
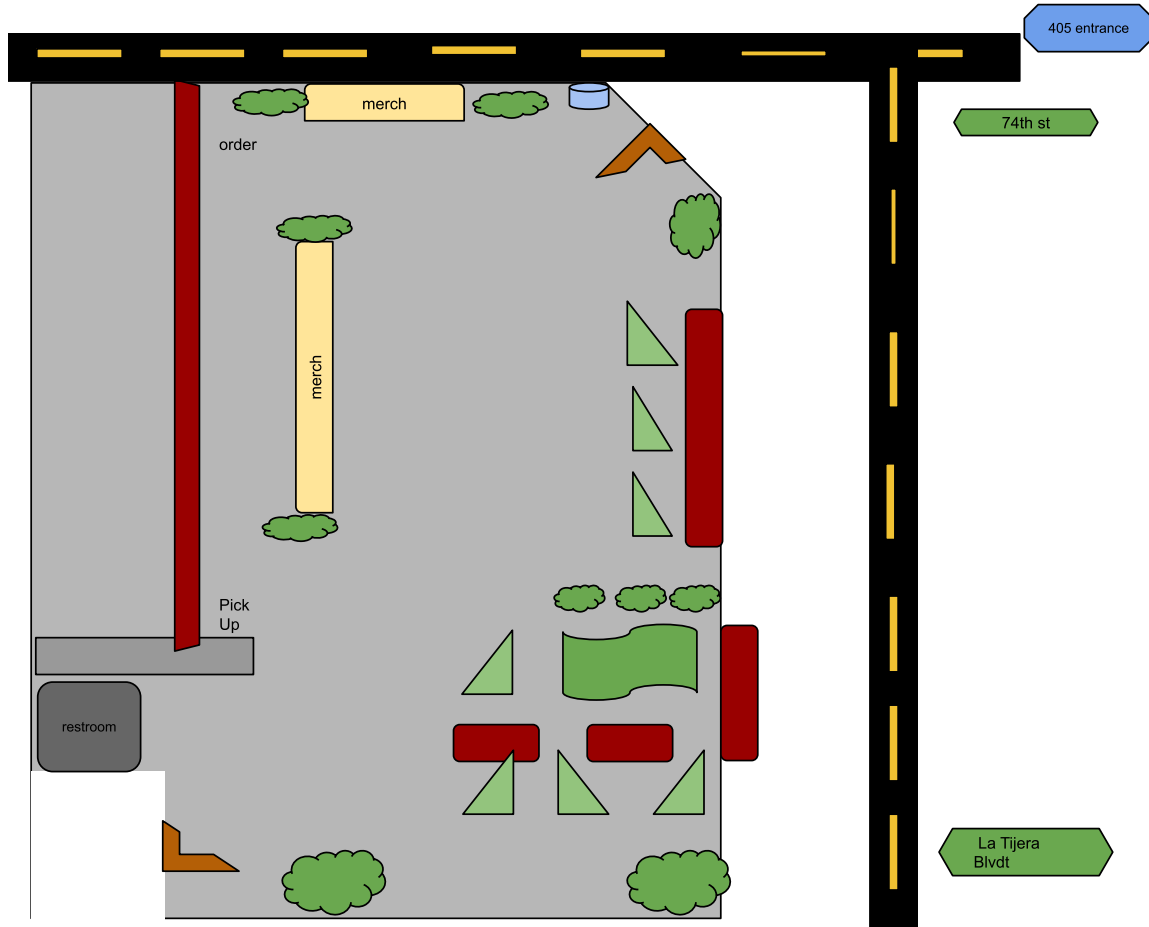


Exhibit 5:  
White Store Layout (Improved)



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