FACTORS BEHIND EMERGING TRENDS OF CAFÉ CULTURE AMONG URBAN YOUTH OF PAKISTAN

ABSTRACT

This is a sociological study of youngsters in urban society particularly in Pakistan regarding café culture. It is done to unveil the reasons and factors of the emerging trend of café culture among urban areas youth. The objectives of the study were to investigate the trends of café culture, to understand the effect that this new emerging trend leaves on urban youth and to find the influence and effects of café culture on the young age group of people in the urban society of Pakistan. The fieldwork of this research work was conducted between February 2021 and March 2021. Qualitative research is done with the help of a questionnaire by adopting the technique of in-depth interviews from 12 respondents. Purposive sampling was done to gain information from the young people of Lahore.

The ongoing rapid process of urbanization and globalization has brought a social change in society respecting cafe culture. This sociological study on urban youth provides an insight into the perception of cafe culture and the adoption of this emerging trend. Intensive fieldwork, observation and interaction with people who visit cafes regularly have helped to identify the main reasons for this emerging trend in the urban society of Pakistan. Some of the major factors include socialization, urbanization, globalization, media influence and peer group influence. Interacting with cafe going youngsters helped us understand the effects and consequences of this emerging trend on cafe visitors. Materialization and class consciousness is the most important feature of urbanization which is affecting people's lives in respect of cafe

culture. The present study discloses different indications as to how the results and findings of respected researchers have approached.

KEYWORDS: *Emerging trends; café culture; urban youth*

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CHAPTER I

INTRODUCTION

Café culture is related to such lifestyle in which individual adapts socializing activities through footway cafes, this culture is equated to European countries like London, Italy and France. While coffee culture is affiliated with café culture as it involves the social behaviour and atmosphere that is related to coffee activities. The term "coffee culture" can also be described as scattering and adoption of coffee at a large level through culture. The history of this culture reveals that in the late 20th century, espresso was so popular and dominated in western and European nation. All over the world industrialized states consider cafes as a crucial and foremost component for their development. Cafes have developed internationally with time and of course, it has large contribution at global level, but it has come impacts on society too, cafes are such places where one can relax and have some quality time with friends, it is relaxation after a long day work, the creativity of its environment may work as a relaxing agent for costumers. The basic and foremost goal of cafes is rotated around the guests. Coffee shops in different countries have such atmosphere and menu which meets the needs of their customers, these cafes cannot be successful without giving satisfactory stuff to their customers (Disai, 2011).

It takes a long time to expand all over the world culture of these coffee houses and cafes, it has started from the Middle East and emerges in different countries at different times. The most initial coffee houses were built 500 years ago in Arab countries. And due to trade and globalization Europe embraced this culture. In the 17th-century English coffee houses became dominant because of their different taste and types of coffee. In this era, these cafes worked as the replacement of pubs in

European countries, because the basic function of such cafes was to encourage socialization that was less harmful in comparison with pubs. At the end of the century coffee house were found at every place in London. Centuries later, cafes were introduced to America. Fundamentally cafes served as a social hub in society.

Café culture is not just related to a cup of coffee, but it is an evaluation of traditions, dining values, social norms in café sitting and how the customers of these places behave regarding food. Different countries have different traditions related to their café culture, as in some parts of over the world “café” name is changed for example in Japan it is called as “kissaten”, in turkey “pastane” and people in brazil called it as “lanchonetes”, the name of café and somehow the costumes vary country to country. But the trend of coffee shops and café is increasing all over the world (Byers, 2016).

In different countries of the world, coffee is considered to gather people at one table and spend good time with each other for hundred years even in many parts of the world it has become the custom of society to café culture. It has seen in the United States and Canada that people are a coffee addict and their habit of taking a cup of coffee in these cafes is more than normal human intake. However, some cafes in the world are promoting community-style by serving other food items like sweets and fast food in these coffee shops, for example, star bucks and Tim Horton are very well-known coffee shops all over the world. Similarly, Australia who has many European immigrants developed European style cafes in their urban and commercialized areas.

Pakistan is also considered to be a victim of modernization as the expansion in fashion trends, media's influence, advertisements, food industries, internet and phones development, cafes and restaurants and youth's interest in all the above activities has

changed the lifestyle and adopted new patterns of spending life particularly in urban societies of Pakistan. Hajra Zafar reported in her research article in 2014, the basic two forces fashion industry and restaurants industry are becoming the reasons for changing lifestyle in youth or urban society.

From the last 10 to 15 years coffee is becoming popular among the people of Pakistan in urban areas. Particularly in developed areas of the country coffee shops and cafes are excising according to the need of customers. Different types of coffee are introduced in high ranked cafes in the country. In 2003, Massoms café was opened in Lahore, similarly coffee tea and company and Gloria Jean's that was established in 2007 brought the trends of coffee houses in the city. Cafes and coffee shops get popular among the youth of Pakistan in the last 14 years (Zafar, 2014).

The present study is related to examine and comprehend the trends of cafe culture through getting information from the respective individuals who visit these cafes regularly about their perspective and having experience related to a particular phenomenon. The overall purpose of this research is to know about the factors behind pushing people to adopt changing trends of food satisfaction and eating habits in cafes. This research is focusing the interest relating to new cultural patterns adopting by the youth of Pakistani society and moving towards a new lifestyle regarding café culture. In any society teenagers and youth are considered to adopt the change first, in short, they are risk-takers. Globalization has created many changes in Pakistani society as well, for example, homosexuality, tattoo making, late-night hang out with opposite gender, this changing attitude of youth is getting accepted in our society. Pakistan's population's 32 % consist of young people whom ages are from 15 to 29, so this present research based on an attitude of young people towards, café culture and eating out habits.

Significance of the study

This research emphasizes the changing trends of urban youth in Pakistani society toward café culture. It focuses to study the life-style toward going outside for satisfaction of eating habits is changing despite the rise in inflation, act of terror, and personal insecurity. The focus of the study is urban Pakistan and particularly Lahore. But this research study wants to evaluate factors behind these new merging trends. Because of eating out culture many consequences like health issues, social bonding (social relations), food consumption and obesity issues are common in any society. Media is one of the basic components who is making popular such type of unhygienic foods, particularly fast food is making people addicted to salt, sugar and fats which is causing the obesity and different diseases like stomach burning and heart problems. It aims to explore its impacts on people's life style, health, daily routine and interpersonal relations etc, to know about which class of society is part of this culture, to find out the cultural changes developed in society and to find out the company with people enjoy this kind of culture. This research is completely focused on café culture, its consequences and what are the reasons for this culture in Pakistani society. So this research study will revolve around the youth of Pakistan (Lahore) and data will be collected from the selective population(sample) with different qualitative methods, which will be more descriptively describe in the methodology portion. After collecting data there will be a procedure of analysing data and interpreting results. When the results will get out, different recommendations would be suggested to reduce the problem, if the problem is occurring because of this new changing trend.

CHAPTER II

LITERATURE REVIEW

Introduction

"It was a pleasant café, warm and clean and friendly, and I hung up my old waterproof on the coat rack to dry and put my worn and weathered felt hat on the rack above the bench and ordered a café au lait. The waiter brought it and I took out a notebook from the pocket of the coat and a pencil and started to write" (Hemingway, 2009).

In many cultures, the trend of café served as a room that provides a setting for social interaction and participation in leisure time. People like to spend their time in cafes to interact with each other. They share their opinions, ideas, information and news with everyone. In history, these cafés have been a great source of social change, culture change and political change in our history (Trugman, 2016). In old times, people use these cafes to make discussions over politics, economy and social activities. In traditional society, there was homogeneity in societies. People have more close relations with neighbours than as compared to now. The homogeneity in neighbours and communities have given a larger way to chain restaurants. They are more likely to open chain restaurants than private cafes. Homogeneity among neighbours was a major cause of chain restaurants in traditional societies. Due to change in our society, our ways of communication are also transforming. Interaction that once required physical proximity can now occur virtually. Now, we have a lot of medium like WhatsApp, Facebook, Twitter etc. which we can use to communicate virtually (Trugman, 2016).

Where does this leave the corner café? How have these café been affected by our constant access to Internet? Activities like talking with others (face-to-face) and people-watching have long been mainstays of café culture, documented in fine art and literature over centuries. But is this how café visitors interact in today's world? Is the built environment of a third place still relevant? (Trugman, 2016).

Simultaneously, urbanization and socialization have caused a shift in society. Pakistan is the second most urbanized country in South Asia. It is not a new trend in Pakistan. Urbanization is taking place in Pakistan since 1947 (Mangi, Yue, Kalwar & Lashari, 1947). Pakistan is a developing country and the development of Pakistan is causing a change in every aspect of Pakistan. The socio-cultural transformation is one of, the major cause behind the development of Pakistan. The historians of the economy say that the shift of the west from poverty to prosperity was based on the development of trade, commerce and modernity. Due to development, the economic trends in Pakistan are also changing which causes a change in the industrial commercial industry. For economic development, society requires multiple processes, the dispersion of modern materialism, consumerism and indigenization of technologies, products and institutions (Ali & Naz, 2016).

Karl Marx and Ralph Dahrendorf focus on the point that authority and power are used to break the traditional dominance of relationship (Ali & Naz, 2016). In traditional society, people are more homogeneous than now. We are moving towards modernization which is changing the trend of homogeneity in our society.

Due to these shifts in society, the trend of café is also emerging in our society. Changing trends of socialization and urbanization have emerged the trend of cafes among youth. Our youth is more interested in socializing through cafes than in homes.

Sociology of Eating

The sociology of eating has recently emerged as a major issue concerning emerging food markets, identity and food consumption, a renewed interest in food governance and diminishing trust in food supply (McMillan & Coveney, 2010).

The major problems are lack of food, excess of food, the quality or safety of food, how to feed family and what to feed children, or the symbolic meanings attached to different types of foods, the central issue is that we all have to eat to survive.

Many factors lead to the resurgence of interest in the sociology of eating at this juncture. The globalization of the food supply and increasing access to information has contributed to increased risk consciousness with regards to food, with recent scares of dominating news media (Knight et al., 2007).

New food technologies have intensified insecurities and concerns about the food system, which emulates discussions about ontological insecurities (Giddens, 1990) and cultures of anxiety (Crawford, 2004)

European research has long reported concerns with food technologies, such as GM foods, which have been less evident in an Australian context (Lupton, 2005). Recent changes such as the lifting of a moratorium on GM canola crops in New South Wales and Victoria have the potential to increase concerns with the safety of the food supply. Globalization is also a factor in rising food costs and food insecurity. Growing demand fuelled by rising populations (Stoeckel, 2008) and increased consumer expectations and consumer demands (ODI, 2008); alongside diminishing food supplies attributed to poor harvests in export countries (ODI, 2008), increasing

farming production costs (Stoeckel, 2008) and the use of crops to produce biofuels (Dornboech & Steenblik, 2007) have all contributed to rising food costs.

Food costs play a very important role in facilitating food choice, especially among low income (Harrison et al., 2007) people, who often have to cut the cost of food to allow for other essentials such as rent and utilities (Dowler, 2008), contributing in return to poorer health. Health concerns also include increasing focus upon the prevention of chronic disease through adopting healthy habits and lifestyle. In the premise of food, prevention of chronic disease are most associated with obesity. Many authors (Boero, 2007; Lawrence, 2004; Mitchell & McTigue, 2007) focus on the construction of obesity as an `epidemic` with long term health and economic ramifications. Consequently, 30 million dollars were allocated for obesity-related research in Australia between 2005 and 2009 (Maher et al., 2010).

A final consideration is the impact of ethical concerns upon food production, consumption and transport. Ethical consumption of food centres on localism, as a means of promoting environmental sustainability and social justice through reducing 'food miles' and the creation of alternate food networks (DuPuis & Goodman, 2005). It provides a venue for the construction of identity through food choice with that choice providing a mark of membership of cultural groups (Fischler, 1988). Soper (2007) associates ethical consumption with the acquisition of status. The purchasing of organic and local food may reflect a form of asceticism in which distinction is marked by restraint, not only in the type of food consumed but also in the amount consumed (Guthman, 2002), leading Soper (2007) to suggest that ethical food consumers may be more 'obedient to "consumerist" rather than "citizenly" urges'.

Consumerism

In a broader sense, consumerism concerns with consumption. In a specific way, it refers to the excessive overconsumption of consumer goods without concerning the negative impacts to people and the planet. (Dauvergne, 2008; Princen et al., 2002; Stearns, 2006). Nations compete for prosperity on three assumptions that continually rising material acquisition and accumulation will produce Health and wellbeing. States and the private sector promote consumerism through policies aimed at increasing the turnover of goods. These policies include planned product obsolescence, fast food and fashion, and multimillion-dollar advertising campaigns to create consumer desires (Dauvergne & Lister, 2013).

To satisfy psychological motivations of identity, status and happiness individuals are encouraged to consume going beyond basic needs. In the cultural context, consumerism underlies a growing consumer society where human values are commoditized, and individuals engage as economic actors in the marketplace more than as citizens in the political realm.

Commentators say that it is a deadly virus: ‘a painful, contagious, socially transmitted condition of overload, debt, anxiety and waste resulting from the dogged pursuit of more’ (De Graaf et al., 2001).

Protagonists trumpet the rise of living standards. Critics warn of the increasing (not diminishing) gap between rich and poor, and the dire consequences of consuming beyond the earth’s ecological carrying capacity. Calls for the wealthy to consume less so that the poor can meet their basic needs have gone unheeded. The debate and rapidly increasing scale of the problem place consumerism among one the biggest global governance challenges of the twenty-first century.

Consumerism is a global problem bringing global environmental change as the costs of consumption is externalized out of sight. The gap between production and consumption through economic globalization establishes a geographic gap that isolates the cause and effect of environmental and social harms (Princen, 1997; Clapp, 2002).

The problem of consumerism is deeply embedded across vast scales—from the level of the individual to the macro political-economy. At the individual level, some see an entrenched pathology of consumption because of human nature. They argue that the desire to consume more and more while disassociating from any negative consequences is a human condition (Rees, 2004). Forms of competitive consumption from this lens are a natural behaviour that reflects a deep-seated human need to keep up with and be accepted by our desired social group (Schor, 1998).

Global consumption is a complex challenge that has yet to be fully addressed (Dauvergne, 2010). The narrower dimensions of the problem in terms of the individualization of responsibility and the achievement of technological efficiencies have been focused on. Supporters and critics have been equally vocal about each approach. The proponents need to individualize responsibility point to the role that individuals play in contributing to environmental impacts through their lifestyle and consumptive choices. They, therefore, make changes to encourage a simplifying lifestyle. This has been taken up as a ‘voluntary simplicity movement’ where individuals are encouraged to sacrifice (Maniates & Meyer, 2010) and ‘downshift’—opting out of excessive consumerism and adopting lifestyles that are in closer correspondence with their values (Schor, 1998).

Critics push back on over-individualizing the problem of consumption arguing that focusing on individual responsibility shifts attention from the more significant underlying structural drivers of the consumerism problem and that with this approach, larger social forces and institutional dynamics are ignored (Fuchs and Lorek 2005; Dauvergne 2010; VanDeveer 2011).

Consumerism in Pakistan

The Pakistani society is a traditional society that has a strong influence on the family normative structure. The traditional family institution presents a tightly interwoven and interlocked structure, defining individual social identity and individual attitudes. There is a strong and pervasive orientation towards family life and values, which results in developing strong family ties based on moral, material and emotional support. There is a great complication when we look at domestic relationships, which vary across the country, influenced by factors such as class, caste, region, ethnicity and even place of residence (Donnan, 1997). A Pakistani (family) household appears to be a "bastion of traditionalism" which remains unchanged.

From the last two decades, there have been some changes in the food consumption patterns of Pakistan. Especially, consumption of meat has increased while consumption of lentils such as gram and mung has slightly decreased. Although the consumption of meat has slightly increased since the early 1970s, consumption of beef increased only in the mid-eighties after remaining constant in the earlier period. Consumption of fish has also remained constant during the entire period. Per capita, chicken consumption which doubled in the first seven years continues to grow even faster in the 1980s. However, the most important relationship is the perfect substitute for mutton and beef. In contrast, the cross-price effects between red meats (beef and

mutton) and white meats (chicken and fish) are not that obvious. The consumption of gram registered a sharp decrease in the 1970s before following a fluctuating trend in the 1980s. Moreover, the consumption of mung shows a somewhat steady decline during the entire study period. It should be emphasised that rice, milk, gram (split), and mung (split) are essential food commodities for lower-income groups in Pakistan. Beef, mutton, chicken, and fish are expensive substitutes for gram (split) and mung (split). Within the meat group, beef has a lower preference while mutton and chicken have always enjoyed relatively higher preference ordering in consumer demand. This can be concluded by the huge price difference between meat and beef, and beef and chicken. (Burki, 1997)

In Pakistani society, the influence of consumer culture on young people is mostly material. In the history of, terrorist attack on the World Trade Centre in New York USA on 11 September 2011, it brings an overall change in the world political policy as it focused on a “war against terrorism” in which Pakistan become a front-line ally of USA. Because of these circumstances, Pakistan faced major socio-political changes which influenced the south Asian studies society at large. Study shows that the increasing role of telecommunication and media, especially during the Musharraf era due to the liberal policies of print and electronic media showed the dominance of consumerism in Pakistan. The most helpless to this change was the young population which became attracted towards branded products culture. This attraction brought a change in gender role perceptions and gender relations which resultantly brought changes in religious values.

Consumerism has brought greater space for Pakistani women to participate in the public domain. It can also be stated that consumerism is materially changing the

Pakistani culture, keeping its traditional spirit alive. (Fauzia, Muhammad & Riffat, 2014).

Urbanization

Urbanization refers to the population change from rural to urban areas, "the increase in the proportion of people living in urban areas", and how each society adapts to the change. The process in which society changes from a rural way of life to an urban way of life (NLM, 2014).

Predictors say that by 2050 about 64% of Africa and Asia and 86% of the developed world will be urbanized (The economist, 2020) notably, the United Nations has also recently estimated that nearly all population growth from 2017 to 2030 will be absorbed by cities, about 1.1 billion new urbanities over the next 13 years. (Barney, 2015)

Village culture is categorized by common bloodlines, intimate relationships, and communal behaviour, whereas urban culture is characterized by distant bloodlines, unfamiliar relations, and competitive behaviour. This u movement of people is forecast to continue and intensify during the next few decades, mushrooming cities to sizes unthinkable only a century ago. As a result, the world urban population growth curve has up till recently followed a quadratic-hyperbolic pattern (Peter et al., 2006).

Background of urbanization

By the development of the earliest cities in Mesopotamia and Egypt until the 18th century, there was an equilibrium between the large majority of the population who engaged in subsistence agriculture in a rural context, and small centres of

populations in the towns where economic activity consisted primarily of trade and markets and manufactures on a small scale. The ratio of rural to urban population remained at a fixed equilibrium because of the primitive and relatively stagnant state of agriculture through this period. A huge increase can be traced to Mughal India, where 15% of its population lived in urban centres during the 16^{th}-17^{th} centuries, which is higher than in Europe (Abraham, 2007; Paolo, 2009).

The level of urbanization growth is at the geometrical level. The characteristics of urbanization include planned facilities, domiciliary, employment centre, communication network, infrastructural facilities, size, the density of population, family, marriage, occupation, class extremes, social heterogeneity, social distance, a system of interaction and mobility.

Urbanization causes because western liberal, Marxist capitalist and ecological or self-generated. The important factors that lead to urbanization after the industrial revolution are rural-urban migration, push and pull factors, Urbanization affects a lot of sectors of a country. It includes economy, environment, health and society. It is the responsibility of the government to make such policies that will prevent the migration of grass roots. This will reduce unemployment. (Sanyaolu, 2018).

Urbanization and youth

Today, youth are leaving the homesteads due to an apparent absence of financial chances. They are regularly attracted to circumstances and ways of life related to city staying. Subsequently, nonetheless, there are fewer and more seasoned individuals left to grow an ever-expanding measure of yields expected to satisfy populace needs. In the United States alone, the normal age of a rancher is 58 and it is

considerably higher around the world. We have to make convincing explanations behind youth to remain on the homestead.

I see no limits in how youth can emphatically affect food security. Be that as it may, we must propel, energize, and empower them to satisfy their future administration positions. However, we should give them the feeling of direction and the apparatuses to contribute and flourish. We likewise need to interface youth in provincial and metropolitan territories with a comprehension of food frameworks and food strategy so they can settle on educated decisions to add to food security.

The open doors for youngsters to apply their aptitude and enthusiasm to the food and sustenance challenge are unending. We will require ranchers, researchers, business pioneers, and innovation trend-setters. Instructors will have a basic task to carry out in teaching and rousing the upcoming solvers. Designers, advertisers, and strategy specialists additionally will be required. With a will to unravel the test, youth with practically any range of abilities can contribute.

This implies rousing youngsters from each foundation, to zero in their ability on tending to the respectable purpose of killing craving and ailing health. As indicated by the Advisory Committee report, "The worldwide network should discover new occasions to energize youth about cultivating and their part in taking care of the world. Accuracy horticulture, portable innovations, improved hereditary qualities, and automation are just a portion of the devices to be utilized. What's more, we should instruct our childhood and ladies, beginning right on time, with gratefulness for Science, Technology, Engineering and Math (STEM)."

At DuPont, we centre on instructing and empowering youth as one of three 2020 food security objectives and we previously outperformed our objective to draw

in 2,000,000 youth. For instance, in Africa, we are cooperating with 4H and nearby governments to endeavour cultivates that encourage present-day cultivating and strategic policies to youth. We are seeing a huge expansion in interest to seek after horticulture as a profession among the adolescent who partakes in the undertaking gardens.

This is an energizing chance to be occupied with agribusiness however to accomplish our goal of food and sustenance security amid a developing metropolitan populace, we should guarantee we are taking advantage of the multitude of assets accessible—and this implies youth (Harden, 2016).

McDonaldization of youth

"McDonaldization" is when a society adopts the characteristics of a fast-food restaurant (Ritzer,1993). In middle, upper-middle and upper-class areas the numbers of fast food points are rapidly increasing. It can be seen in the form of famous brands like McDonald's, Second Cup, Gloria jean's, Chai Khana, KFC, Monal, Top Notch etc. On the second, comes the point of local fame such as AFC, Goga naan chanay, charsi tikay wala, baba je kulfi wala, Gourmet (Bakery trends) keeping in mind that bakeries don't only provide bread, biscuits, eggs but they are the main suppliers of cake, pizzas, patties, cheese cake on the economic prices that are less than the charges of proper restaurants.

A point should be noted that a large number of shawarma and burgers points can be seen in the areas of the low-income category. Their items containing different expensive sauces along with the meat of chicken or beef are sold at cheap rates. Even after repeated warnings from the food authority about the issue of disputed supply of chicken, the sale point are still giving profit to their owners.

Low-income areas where the majority of people a daily wagers, spend a lot on these wearables, This trend seems to be touching an alarming level here, where the survival of Life is tough and people cannot afford medicine, education and warm clothing. Surprisingly, they spend in fast food like hell ignoring their other basic facility.

The trend of fast food was started in the last 25 to 30 years ago due to increase in consumption of fast food, almost a total of 17% of the employment of the country, totally dependent on the fast-food industry. Pakistan holds the 18 largest markets when it comes to food and fast food-related businesses. 185 million consumers of fast food are found in Pakistan (Shoutout, 2019).

Dining out trends in urbanity

People try to escape from their daily routine and tiresome problems and want to relax. They want to have a good, dreamy, and fantastic environment avoiding their grave issues for some time. Candle and dim light stylish furniture, trendy crockery, VIP protocol attract them for a while, and they refresh their minds and enjoy the status which is rather most important for them.

Females of our society are now indulged in different sort of activities. They have to consume their time in self-grooming, studies, jobs, gadgets and social media along with social gatherings. On the other hand, cooking channels and website have created and developed a good professional taste of masses it is not possible for a middle-class man, to provide ingredients and other kitchen accessories to prepare dishes. It is easy for them to dine out or to manage home delivery of their favourite food. Home delivery has increased a lot in the sale of restaurants.

If you want to increase the number of repetitive customers, you will have to be focal about:

1. Educate your staff.
2. Focus on the dress language and manners.
3. Flawless and quick services.
4. Promotion or offers should be displayed.
5. Courteous welcome at the entrance.
6. Variety of dishes fulfilling different requirements of every type of customer.
7. Professional and perfect taste of dishes whether of a specific kind or having a variety of tastes.
8. Cleanliness and hygiene (Diaz, 2020).

Restaurateurs should monitor the satisfaction of their customers and recognize the changing needs and habits of consumers (Trafialek, 19). 2019 was a year of growing pains — and opportunity — for the restaurant industry. The rise of AI-outfitted drive-thru, robot-enabled kitchens, autonomous delivery vehicles and growing frustration with third-party delivery aggregators further fueled restaurant hunger for tech. An unprecedented labour shortage and rising minimum wages heaped extra pressure on operators, and the market will continue to carry this burden into 2020, analysts predict.

Total customer traffic is also expected to be flat, with QSRs increasing customer traffic by 1.6%, David Portalatin, VP and food industry advisor at The NPD Group, told Restaurant Dive. "That is more optimistic on what our outlook has been over the past few years," he said. But the New Year will also bring new paths to revenue, analysts told Restaurant Dive. The growing spending power of Gen Z is

perhaps the strongest undercurrent of predicted changes, with experts anticipating the consumer base will drive investment in experiential LTOs, lifestyle campaigns, the growth of micro chains and more.

In 2019, the lifestyle brand marketing wave also tapped into consumer demand for experiential living. Many restaurants delivered on this with branded restaurant pop-ups, but Taco Bell and Nutella Cafe also launched hotel pop-ups where guests could book a stay in an immersive experience. More restaurants will experiment with promotions like these as interest in branded experiences across retail, hospitality and foodservice converge, Lambert, predicts.

Brands will also continue to lean into speciality LTOs as a way to pique consumer interest and drive social media engagement. The trend saw the strongest adoption in beverage and coffee specifically, Lambert said, with non-coffee brands offering speciality coffee drinks to try and create the same excitement that Starbucks enjoys from its seasonal offerings. Chick-fil-A, for example, launched a salted caramel iced coffee test in Virginia and South Carolina. (Littman, 2020)

Origin of Café culture

A cafe or cafe is a word that alludes to a spot that offers espresso, tea and other such hot refreshments. If somebody somehow managed to portray an ideal bistro or café, it would incorporate comfortable seats, tables, couches, a shelf, and a counter where different various sorts of espresso and other such drinks can be arranged. The motivation behind a café was to get together the likes in Lahore brought with it a wave of coffeehouse culture. (Companions for some espresso. The spot additionally offers light nourishments that can go with espresso and tea, for example, sandwiches, bread rolls, baked goods, wraps; and so on nowadays, cafés

have additionally extended to incorporate cold drinks, for example, smoothies and juices. Bistro's may or numerous not offer mixed drinks; contingent upon the spot it is found. In many Centre Eastern nations, bistros likewise offer hookahs to their customers.

Pakistan is a South Asian country with a population of over 201 million. Their food has become popular around the world and all cultures enjoy a Pakistani curry with the family. People like to sit with loved ones and enjoy an authentic curry prepared by traditionally skilled chefs. In 3000 BC the resources were very scarce and the first civilizations in the Indo-Pakistani area were called Harappa and Mohenjo-Daro. They cultivated cattle, eggplants, and sesame seeds and lived on them when they could grow spices. Spices such as turmeric, black pepper, and mustard were harvested and incorporated into the food to add flavour. Wheat was grown to make roti's that are still so popular today - for those unfamiliar, roti is a type of bread that goes well with curry. These days, rice and wheat are the most mainstream foods in Pakistani cooking and are utilized to go with each dinner. Wheat is utilized to frame various sorts of bread, for example, Roti, Naan and so forth. The rice is likewise framed uniquely in contrast to Japanese or Chinese to make Pakistani cooking so exceptional and pleasant around the globe. (Ghazi, 2018).

Observation results and interviews with young people show a growing trend in café culture and its popularity, especially among young people. Selected visits to different socio-economic areas of the city show that the food culture is popular in high, middle and low-income areas and classes. A large number of cafes, restaurants, fast food outlets, Dhaba's, and informal eateries have popped up across the city and are aimed at customers from different socio-economic backgrounds. These are mostly attended by teenagers and it is becoming more and more common for young men and

women to spend time in cafes and restaurants with groups of friends. This trend has impacted adolescents' eating habits and preferences, social interactions, gender ratios, public relations, and lifestyle. The success of our café lies not only in the quality of the drink offered but also in the experience that our café offer. The practice of ordering a morning coffee and interacting with café staff is a temporary distraction from the monotony of everyday life. The opening up of Masooms Café (2003), Coffee Tea and Company (CTC).

Youth and café culture

Pakistan is a developing country, and a lot of changes have been brought in the country, especially during the previous 10 to 12 years. New trends like shopping malls, plaza, and facilitation of internet service have been introduced in Pakistan Café, and coffee café is also part of these latest trends. Pakistan is traditionally a tea-loving country. But now the tea is being replaced by coffee, eminently by youngsters. The strong aroma, audacious colour, and rich taste are the influencing factors determining coffee's preference. For many years, coffee is being consumed as a beverage by the upper class and expatriates. In recent years, it has been transformed from a beverage taken by the elite to a drink that is very popular among the youth. The coffee culture appeared in Pakistan in 2004 when Espresso was launched in Karachi. The trend spread faster after the entrance of Gloria Jean's when the youth took well-bred coffee houses. Nowadays, a person can find a good number of cafeterias all across Pakistan, particularly in major cities of the country like Lahore, Islamabad, Karachi, and Multan. Café means a small restaurant equipped with a table, and more recently, it is considered a firm in which coffee and other snacks are being sold. It is a casual eating and drinking place. A few cafes give remote web access administrations to their customers. LAN cafe is a sort of such cafe as they grant their

clients to utilize PCs wherein PC games are as of now introduced. These kinds of administrations are given to catch the eye of youngsters as children love to mess around. In current ways of life, the cafe is assuming a significant function in bringing individuals close as these cafeterias give a spot to get-togethers. Individuals use to come to the cafe for conferences. (Shoutout, 2019)

Perception results and meetings with youngsters show a developing pattern in café culture and its fame, particularly among youngsters. Chosen visits to various financial regions of the city show that the food culture is famous in high, centre and low pay zones and classes. Countless bistros, cafés, inexpensive food sources, Dhaba's, and casual restaurants have sprung up all over the city and are focused on clients from various financial foundations. These are generally gone to by youngsters and it is getting increasingly more typical for young fellows and ladies to invest energy in bistros and cafés with gatherings of companions. This pattern has affected youths' dietary patterns and inclinations, social connections, sex proportions, advertising, and way of life. The achievement of our bistro lies not just like the beverage offered, yet also in the experience that our cafe offers. The act of requesting a morning espresso and interfacing with bistro staff is an impermanent interruption from the repetitiveness of regular day to day existence. Coffee sales in Pakistan are expected to grow at an exponential rate over the next few years. Analytics and market experts argue that such growth is impossible without the contribution of our young generation. Coffee cafes have done a marvellous job of attracting teenagers and young adults to their outlets as they also offer them a chance to socialize with each other on regular basis. This will also prompt them to consume more tea at home, practically helping the coffee industry to achieve its sale targets. (Zafar, 2013)

Conclusion

Café started as a concept where people eat and get socialize with each other. It was just a simple concept of eating and socializing at a place. They share their ideas, opinions and news. In traditional days, people were homogeneous and they were very close to each other. The concept of chain restaurants was common these days because people follow the pattern of their ancestors and continue the occupation of their ancestors.

Due to change in society, urbanization and socialization have caused a shift in society. Paradigms of everything has changed. Simultaneously, the concept of café has also been changed. Now, the café is not merely used for socializing and eating. It has become a broader concept than before. The socio-cultural transformation is the major reason behind the change in the trend of café. Modernization has caused heterogeneity in our people and this has emerged the culture of café in our society. Now, youth is more interested in socializing through cafes.

The emerging trend of cafes has also caused some new problems related to cafes. The major problems are lack of food, excess of food, the quality or safety of food, how to feed family and what to feed children, or the symbolic meanings attached to different types of foods, the central issue is that we all have to eat to survive. The quality of food is decreasing while the pricing of the food is increasing. Globalization is the major cause behind the emergence of new problems regarding food in society.

Café trends have also emerged in McDonaldization in our society. The trend of chins restaurants diminishes and the trend of private cafes have emerged. Now,

people prefer to open private cafes because cafes are not merely used for eating and socializing. They have also become a business and a great way to invest your money.

Café trend is emerging because of youth. The present youth wants to escape from their daily routine. Cafes are the best places to relax, enjoy and take a break. To share your ideas with your friends, to make plans for with friends, to make formal business meetings or to just meet your friends- a café is a go-to place to go. Every road in your city has a different kind of café. You plan and here you go in the right café of your choice

To get the attention of the audience, the café owners have to set the café with great ambience, good staff, delicious food, fast service and attractable interior. These things play an important role in the success of the café.

Pakistan is a developing country and it is changing with time. A lot of changes are occurring in every sector of Pakistan and every change in a sector affects others. Due to urbanization in Pakistan, the population of Pakistan is increasing and cultural trends also changing. Due to heterogeneity in our society, people are less close to each other than before. People ate more attracted to cafes than restaurants because they want to escape from there or want to spend quality time with their friends.

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

Research Methodology

Research methodology is one of the core parts of the research work. It tells about the significant methods which will be used in the study. Research methodology gives a direction to the research work. It is one of the most essential phases to authorize your work according to social sciences principles. This chapter clearly defines the research methods used to conduct the study. This chapter expresses the research plan, research sites, research plan, research questions, data collection techniques and ethical considerations. For any research project, research methodology works as a base of the project. It is carried out to find the results of a given research problem on a specific matter. Researcherss use different plans and techniques to find out the result of the research problem. Every researchers uses this method to conduct their research work.

"Methodology" refers to solving a specific problem or matter. (Industrial Research Institute, 2010). In research term, "Methodological" is a process in which the methodological work is included. It is a process of collecting data and collecting information from the target audience related to the specific problem so that the researcherscan understand the problem and then can generalize the results to a massive population.

This chapter also sketches the techniques of entering the data collection and conducting fieldwork, including negotiations and gatekeeping. It also defines in-depth interviews and interview guide to help the readers to identify the findings. Details of sampling are also included along with the ethical considerations.

Qualitative Research Model

The research model is the method by which our research problem carried out. It includes our data collection techniques, our field work, sampling and analysis. The research model in any research project is a complete strategy that the researchers adopts to get valid, unbiased and interpretive information. According to Geen and Tull "It is framing of strategies and techniques for drawing the information from selected population. It is a complete framework which gives direction to a researchers about what data is collected from which origin by what method." Researchers use this kind of techniques to show information related to field notes, interviews, conversations, observations and photographs.

Choosing the right or suitable research model is very essential because the validity of the results depends on it. In social science, we use two types of methods to conduct our research problem. These are Qualitative methods and Quantitative Method. Our research project is led by the later one. The qualitative research model is used to analyse the behaviours and attitudes of youth in café culture. The researchers chose the qualitative research method for our project because qualitative research methods are used to seek the responses to the relevant examination, these answers based on social experience while the quantitative research method focuses on the measurements and examine the relationship between the variables.

The qualitative research model is used in this study because the researchers wanted to gain an understanding by using a naturalistic approach. The qualitative analysis enables the researchers to easily investigate the social factors which influence the targeted population in cafe culture trend. Quantitative research does not allow us to analyse the behaviour patterns of café cultures, victims that is why the researchers used the qualitative method in this study. By keeping in mind the socio-economic

condition background of the targeted population, the researchers can easily and deeply find the reasons behind this emerging trend of cafe culture in our young generation.

Qualitative research is very helpful to get the individual's perceptions and meanings according to his experience. (Stuckey, 2013). This is why the researchers used in-depth interviews for their research project.

The researchers used the qualitative research method because this study is exploratory and descriptive that allowed them to examine the experiences of people in detail. In philosophy, epistemology is related to the background of knowledge as to how we gain the knowledge and what is the origin of the knowledge. Epistemology is different from ontology as it is related to what exists and the complexion of reality. The current study adjusts itself within the qualitative method to social research which suggests understanding social reality as a result of social interaction of the individuals in the café and not as a phenomenon that exists independent of those who construct it. This approach is known as the interpretive approach and qualitative research is primarily situated in an interpretive school of thought (Berger & Luckman, 1967).

The accurate model for qualitative research is constructivism; it is a position where the researchers understands the reality of social erection, not empirical, and there exist multiple realities regarding different opinions and thoughts. So for the qualitative research study constructive is the only legal viewpoint (Greene, 2007). The quantitative and qualitative research approaches are each distinguished bound to a particular set of ontological and epistemological suppositions, and therefore these approaches are inappropriate to combine. This approach focuses on how the social world is created, experienced, interpreted and understood by those who inhibit it. That means it is the thoughts and views of people attaching meaning to the social reality

that interest the qualitative researchers (Brymann, 2001). Hence the philosophical position, data collection methods, and analysis process of this study are based on understanding how the individuals construct and make sense of the social world around them, in which they live and move.

In this present study, the epistemological position shows that the researchers took the opinions of the target audience regarding particular phenomena by entering into the field work and collect the data on ontological properties. In the project, the reality is given meaning by the people of social setting, and after interacting with participants, researchers interpreted the opinions, meanings and perceptions of people in respect of exacting observable fact. In-depth interviews were conducted by the researchers to gather the data which is suitable for their research study.

Research Site

The site which was selected to conduct the study on cafes was Lahore. Few cafes in Lahore were selected in the areas of M.M. Alam, Gulberg, D.H.A. and Johar town. These areas were selected because they are highly commercial and are very suitable for collecting data for our research project.

Sampling Technique

Whether qualitative research or quantitative research is selecting a population is an eminent step for any research study. This is an important stage of research as the researchers wants to use the sample data to draw a deduction about the population as an entire. A population is every possible person who could be interviewed for a research study while sampling is a term that refers to the selection of a subset of individuals from a population who will form the ‘sample’ of the population that we are interested to study. These subdivisions could be individuals, cases and

components of data (Rubin & Babbie, 2008). Sampling is a crucial element for any research study because a good sampling technique can give authentic and reliable results/findings.

For the present study researchers selected regular cafes as a targeted population. Respondents were purposefully selected because of their experience of going to cafes. The researchers has conducted semi-structured interviewing techniques which involve open-ended questions and these questions were asked the respondents about their perception, preference and experiences and how they get involved in this new changing trend in our society. The researchers was in contact with each participant and the location of the cafes was selected for the interview as it was the demand of study to do interviews with café going visitors. Before starting the interview researchers asked the participant to sign the consent form and fill the demographic form for getting the data about the participant's background.

For the present study, purposeful sampling was used. This technique is usually used in a qualitative research study. It is the process in which participants/respondents are selected according to the need of research; it involved such criteria in which researchers choose respondents from where a good quality of information can gather. For this study researchers selected a sample of 12 people from age 17 years to 28 years. The selection criteria for inclusion are those youngsters who are very active in going to the café. The café users, not only students of teen age but also professionals of the young age were asked to participate in an interview. Sampling is a process in which the population in accordance to gather information regarding the research study. Out of the total cafes in Lahore, 5 cafes were selected from elite areas of the city. The cafes selected were mainly in the areas such as M.M.

Alam Road, Johan Town and Defence. The name of cafes kept hidden because of confidentiality issue.

To get authentic information from respondents regarding the research study, the basic thing is sampling techniques. For this research, non-probability sampling was used because it is considered more appropriate to conduct the study. The nonprobability sampling technique is related to the subjective judgment of the researchers while selecting the target unit from the population. This technique was chosen because the need of this present research study was easy to access to the respondents.

Negotiation, Rapport Building and Disclosure

Preparation is crucial when entering a research field. An important part of your research is negotiation. Perfect research can be done with some good strategies to enter in field work as negotiation is considered to be most essential for starting the research study. Negotiation is an important step for the researchers to build the research integration. It is the best way to convince respondents to participate in a research study. Trust between researchers and participant is an essential element for pre3ceding any research project. The researchers must negotiate with the respondent not only for the interview but also for building a good and friendly relationship between both researchers and respondent.

In the present research, the study researchers has focused on the objectivity of data and tried his best to keep aside his assumptions. For the present study researchers introduced himself as a student by following all research ethics, resear4cher has adopted this technique as a prerequisite to carry out this study; to break the ice or outsider's image to make yourself acceptable for people as part of them, he has started

to ask about backgrounds for respondents. The researchers' basic focus is to keep high their preferences as the researchers must keep in minds the likes and dislikes of respondents while negotiating with them. Although every effort was made to get unbiased results, because the researchers views and experience may shape the results the way he sees the phenomenon, so it is the need for an acceptable research study that research keeps aside his thought and opinion and interpret the particular phenomenon according to the perception of the target population.

The building of 'rapport' is frequently discussed as a goal of qualitative research and as an essential element in using in-depth interviews as a tool. As collaboration work is done in Mexico by Villas Rojas, Villas write 'our closest contact with natives has led to awesome rapport, the only biased to obtain reliable information (Musante & DeWalt, 2002). Rapport can be expressed as "empathy" as the researchers has to put himself in that others view things situations and phenomenon that may vary from his perceptions (Robin & Babie, 2008).

The best way to achieve rapport is researchers has to become like the respondents and adopting the behaviour of participations, for the present study researchers adjusted himself in both verbal and nonverbal communication just like respondents so they can comfortably answer the questions in an interview. While the respondents were not consciously aware of this strategy as they assumed researchers just like they are.

In the present study, the researchers could pace the participants by adapting to his body image by:

- Adopting the same postures, positions and movements of respondents.
- Embracing the same head and shoulder language just like the respondents.

- Adopting the same facial expressions.
- And acquitting the same gestures as hand movements.
- The researchers matched his voice by:
    - Matching the same tone, volume and style.
    - Adopting the same phrase again and again just like, “you know what I mean”

To build rapport with the respondents in the present study, the researchers showed their interest in the views and perceptions of respondents. And to make conversation more interesting researchers would tell their views, concepts and these experiences.

For developing a trust full relationship with respondents, disclosure is necessary. Full disclosure means the researchers have explained the complete nature of the study and what is the purpose of this study, now there is a person’s right to refuse participation or get participated in the study. For the present study, the researchers explained the aim and purpose of the study, the type of interview and the data collection procedure with the respondents. The researchers not only disclosed the goal of the research but also try to develop trust in an interview to avoid conflicts. The researchers gave a detailed justification regarding his methodology so that participants would be clear and confident during the interview.

Gate Keeping

Gate keeping is considered the most important and initiative step for conducting any research study. It is the process of allowing of denying another person access to someone or something. Generally, gate keepers are encompassed in negotiation but not considered as "censor" this debate rotates around the conflict between the ones who want to do research and institutional rules of those who elected their gatekeepers. The gatekeeper is the person who controls research access. Mostly gaining access to the respondents of research is problematic for researchers. There can be many supporters and helpers as friends, colleges and teacher who corroborate for researchers and may be willing to sponsor the research project, but the final permission forgetting information and collecting data from respondents is given by the gatekeeper of any group.

In the present research study, café management and regular café visitors were gatekeepers. At the start of the present study, the researchers pursued the gatekeepers to reach the cafes but once the rapport was built by the researchers and participants.

In-depth interviews

In qualitative research, conducting an intense interview on a micro or at an individual level with a little number of respondents to get information about their experience and opinions related to the phenomenon is called the in-depth interview technique (Boyce & Neale, 2006). The interviews in qualitative research try to identify the meanings of basic themes and perception of being studied, people. The basic functions of this research method are to seek the meaning of what the interviewee perceive (Kvale, 1966). This technique is particularly used to get the whole story behind a respondent's experience, behaviour and perception.

This technique is applied with semi-structured and opened ended question to identify what people perceive, what happens (based on personal observation) or what they think to happen to them. Oppositely, under structured interviews do not consist of any predetermined ideas or questions as questions are asked with no arrangement and without any organization. Such type of interviews started with very light mode questions as “can you tell me about yourself”? Or “tell me your experience about visiting the cafes”? After these questions are preceded and further information is collected from respondents. These guidelines provided direction and guidance to researchers as to what questions would be asked in the interview. There for semi-structured in-depth interviews are considered to be useful to know the unknown and get information about the research problem (Boyce & Neale, 2006).

At the initial level, exploratory semi-structured interviews were done with the respondents. Meanwhile, pre-testing was done. This technique enables researched to collect qualitative letter in direction to get relevant and useful information in relax environment. Conducting structure or semi-structured interviews, the research develops a “flexible guide” consisting of general question recording the research topic.

A brief interview guide was formulated which cover all the aspects related to getting out the reasons for this new prevailing trend among youth. Interviewing deal with questioning and getting answers, response and expressions from participants. The interviewer is considered to the most important character in conducting information from participants so the interviewers must be trained in a good manner for getting authentic information. To conduct interviews with the respondents, an interview guide proves to be helpful too to collect data.

The rationale for using Interview Guide

The interview guide is important, as it helps the interviewer to be focused according to his research topic. The basic themes in the interview guide help researchers to ask questions and there is flexibility in the guide as these questions can be mould according to the answers and perceptions of participants.

Construction of Interview Guide

As is mentioned above the present research was based on the semi-structured interview so that researchers can probe answers, pursuing a line of discussion opened by the interviewee, and dialogue can ensue. For this purpose different themes were made to get series of topics that the researchers wanted to cover in the interview. The interview guide was constructed on the following themes

- General views about café culture in Pakistan
- Consumerism and café culture
- Affordability and café culture
- Modernity and Cafe culture
- Class, status and cafe culture
- Changes take place in cafe culture

Medium of Interview Guide

For the present research, study interviews were done in the Urdu language to enhance the interaction between researchers and respondents because it is a language that everyone understands in good manner people and it was easy to communicate. It also let the respondents share their views without hesitation regarding language barriers. The interviews were conducted in cafes based on different localities.

Pre-Testing

An unstructured questionnaire was built up to analyse the gaps in the research questionnaire. No categorization was done in pre-testing to find out the themes in informal discussions. A set of 10 basic questions were design to dig out the missing analogues.

Ethical Consideration

In any research project considering ethical issues is an important gesture. From the start of the design process, some provisional decisions were taken about the nature of the research sample and methodology. These decisions were implied on the respondents who were involved in the research project while interacting with them. The humanity and dignity of participants are also very important.

Research should refrain from causing mischief, distress, pain, apprehension or any other evil and, negative feeling to the respondents. Participants should be informed about the topic and purpose of the research before they agree to take participate in the research project. The privacy of participants and anonymity of the respondents should be clarified before data collection. If these terms ethics are not followed by a researcher, then the meaning of ethical consideration is not fulfilled (Paul, 2003).

The researchers tried his best to develop trust between him and the respondent by protecting the privacy of the research participants. A researcher must respect the dignity, rights, needs and desires of respondents. Qualitative research is about extracting the meaning from the perception and understanding of participants, so the sensitivity of research is very clear (Rubin & Babbie, 2008).

There are some safeguards described below which were used in the present study.

- Participants were asked to volunteer participation in the research project and it's up to them they can withdraw from the project at any time. They were also advised that anytime during an interview they can decline to answer the questions.
- Before conducting the interview research objectives were clearly defined to participants through the verbal and visual description.
- It is the duty and responsibility of the researcher to keep his consent letter in the field. And respondents should be informed first and research should get started after the permission of participants. For this research study, the researcher first got permission from the café management to conduct interviews in their cafes and the purpose of the study fully explained to respondents.
- Planning was made to observe the data collected to ensure the privacy and safety of the respondents.
- The interpretation of data and written transcription was given to participants to make them ensure that their anonymity and privacy is more important for us.
- It is the responsibility of the researchersto keep in mind the interests, comforts and desire of participants so all these motifs were kept first while doing interviews with respondents.
- The confidentiality of participants must keep in first. A researcher must get the respondents in confidence that their recorded views, written description and personal information will be kept confidential. For this study, anonymity was achieved by hiding the names of respondents while writing an analysis.

Similarly, interviews conducted in cabinets or such a table in a cafe where no other person can hear the talk between researchers and participant.

Field Work Experiences

While collecting the data from café visitors in cafes the research scholar of this thesis had to bear different challenges of different nature to complete the story successfully. First of all, it was the main challenge to get permission from the management of cafes to conduct interviews, as some cafes' policy was not allowing a researcher to do interviews with guest, according to their management it is against the ethics of their cafe to disturb guest during their precious time of having lunch and dinner, so it was a big task for a researcher to convince the management. After getting permission from management, the next task was to convince cafe visitors so that their answers could be helpful in research.

Researchers had to face different experiences regarding respondents. Some respondents gave a very positive response when the researcher requested them to give an interview, while some of the respondents were uncomfortable in giving detailed answers so they probably give answers in "yes" or "No" which was quite difficult for a researchers to ask further questions. Some questions in the interview were sensitive, so, to obtain the willingness and consent of the respondent was a big challenge. A researchers had to take permission from respondents for recording interview; some were not comfortable in recording: so the researchers had to write interviews on the spot.

People in cafes are for spending time with their loved ones, it was challenging for a researchers to request them for giving their precious time, as some of the respondents were in a hurry while giving the interview and in this case researchers

built an interest of respondent during an interview for getting information. On the contrary, some respondents behaved in a friendly manner and were appeared very hospitable all over the interview.

As is mentioned earlier that cafes were chosen in the areas of MM Alum, Johar town and Defence, a total of 5 cafes were visited by researchers during data collection. Although the teacher had to face some hardships during field work, on the other hand, he enjoyed the scholarly activity and comprehended abundant knowledge on the research questions.

Data Analysis

First, the researchers collected data from the interviews to get a general idea about their perception and experience. The researchers used the modern technological device for recording the view of, majority of the respondents. But some interviews were not recorded, because the respondents felt uncomfortable being recorded. So the responses and answers were briefly written during interviews at the spot.

Next, noteworthy statements and expressions covering the phenomenon being studied were selected from each transcript. Meanings were then constructed from the considerable statements. Then these meaning were organized in different themes, and these concepts developed into them groups, and finally into theme classifications. For analysing purpose colour coding system was used to highlight specific clusters/themes/categories. Then the researchers listed an exhaustive and detailed description of the experience for the formation of the crucial structure of the phenomenon.

Conclusion

In this chapter, the researchers have discussed the methodological discussions undertaken and the data collection methods. The research project was designed with the qualitative research traditions, employing the interpretive epistemological standpoint and follow the inductive approach. To find the answers to questions that strain how social practice is formulated and given meaning, qualitative research methods were used. The sampling approach was conducted by analytical and theoretical consideration. This chapter has a detailed research design that is used to take In-depth interviews. People who visit cafes more are selected as a target audience. Respondents were purposefully selected according to their experience in visiting cafes. Interviews were taken by the semi-structured technique. Respondents were asked open-ended questions according to their interest and experience. This chapter has also marked out that the construction of the interview guide is based on different themes. Pretested interviews were also taken to check the reliability of interview questions.

While discussing the strategy for entering the site and conducting field work, the chapter looked at the issues of access, negotiation, rapport building and disclosure together with the use of Gate keeping. The chapter has also laid stress on the fact that the researchers should remain involved in critical self-scrutiny and epistemological reflexivity throughout the research process. The ethical considerations associated with the present study are also in detail. The researchers also defined the problems and limitations faced while data collection. This chapter also describes the process of transcribing and analysing the data with the emergence of themes and new themes.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

For any research, data analysis is an essential element as it provides an explanation of different ideas, frameworks, theories and methods used. It finally helps in arriving at a conclusion and providing the findings. This chapter gives a detailed examination of the data collected from the respondents. The details of all the analyse categories are given here. Different categories and aspects of the subject are discussed in this chapter.

At the start of this chapter, it is discussed that how much people are socially interacted with each other furthermore how the role of socialization and peer group is influencing people to adopt this trend. The other aspect discussed here is to analyse café culture in Pakistan and what are the essentials of café culture, how people assume this café culture. The coffee culture among the urban youth of Pakistan is also discussed in this aspect because generally coffee is considered to be the most important element of café culture. This chapter also debates food choices and their importance in café going people, how a variety of food and taste satisfaction makes them engage in this emerging trend.

Moreover, this part of the thesis debates the role of media and how advertisement affects people regarding this emerging trend. Similarly, how social media is shaping the minds of urban youth in perspective of café culture is also noted in this chapter. How globalization and urbanization becoming reasons to adopt this café culture trend is also discussed here. The other category discussed here is class consciousness and status construction that how much going to café. Considered as status construction that how much going to café considered as a status symbol among

the urban youth of Pakistan. This chapter also examines the effects and consequences of this emerging trend on people's lives and their opinion about a trend in future. At the end of this chapter, the final results and findings are discussed by researchers analysed from responses of respondents.

General views about café culture in Pakistan

This theme is about the overall view of café culture in Pakistan. In this category, the researchers are trying to get the views of the respondents about the trend of cafes and food in Pakistan. The researchers want to know what changes are emerging in café culture according to different people. This theme also highlights how different people see café culture. Researchers also want to know the major reasons behind the change in trends of café culture. All of the things are discussed in detail.

In many cultures, the trend of café served as a room that provides a setting for social interaction and participation in leisure time (Trugman, 2016). People like to spend their time in cafes to interact with each other. They share their opinions, ideas, information and news with everyone. In history, these cafés have been a great source of social change, culture change and political change in our history (Trugman, 2016).

In many cultures, the corner café has served as a community living room, providing an essential setting for social interaction. These places have been integral in facilitating communication while their significance has increased during specific historic periods, providing a petri dish for social action, cultural shifts and political change. Café culture has even helped to form generational identities, tied to a specific time, place and social group. Respondents were asked how they see the café culture and what comes to their mind when they think about café culture. Most of them

agreed that cafes are a great source of socialization and interaction with friends, family and different relations. They think that café culture widens their vision and enhance their knowledge about different things and different culture as one of our respondents answered:

"I think cafes are bringing people close and providing a safe and enjoyable environment for friends and family to meet up and enjoy their time together. Also, it is introducing a variety of food cultures from all around the world."

Due to a change in society, urbanization and socialization have caused a shift in society. Paradigms of everything has changed. Simultaneously, the concept of café has also been changed. Now, the café is not merely used for socializing and eating. It has become a broader concept than before. The socio-cultural transformation is the major reason behind the change in the trend of café. Modernization has caused heterogeneity in our people and this has emerged the culture of café in our society. Now, youth is more interested in socializing through cafes.

Cafes are not merely a source of eating and interacting with other people. Additionally, it has become a great source of learning new things and widening our knowledge about a different culture. A café is not a building that provides food, it is a whole concept which shows you different things. There are different cafes with unique themes and these themes show us different culture. By introducing different cuisines, we get to know about different food cultures. Few of our respondents highlighted the point that cafes are not just a source of eating and socializing, rather it is a great source of learning new things and different culture. As one of our respondents answered:

"In Pakistan food, beverages & hot drink cafes culture is good. I think traditionally we support to drink teas & desi food, but another situation is good to promote some new areas of food & desi Qawwali culture in cafes."

Another respondent highlighted this fact in a good way. He responded *"Cafe culture is rising popularly in Pakistan. It provides opportunities for people to interact with one another and learn new things about various facts."*

The above statement is supported by Bandura Social Learning Theory. Bandura (1977) was of the viewpoint that people learn from one another through inspection, emulation and modelling.

Consumerism and café culture

This theme is concerned with the relationship between consumerism and café culture. The respondents were asked about how much they know about café culture and consumerism. Consumerism refers to the consumption of food and this theme is about the effect of café culture on the economy of Pakistan. The researchers were trying to get views about the changes in the economy due to changes in the café culture of Pakistan. This theme also highlights the increase in consumption of food because of Globalization and urbanization.

Consumption is an economic term and people aren't much aware of it. In common use, consumerism refers to a tendency of people living in a capitalist economy to engage in a lifestyle of excessive materialism that revolves around reflexive, wasteful, or conspicuous overconsumption. In this sense, consumerism is widely understood to contribute to the destruction of traditional values and ways of life, exploitation of consumers by big business, environmental degradation, and negative psychological effects.

Economics is not a very popular subject in Pakistan and that is why people have very little idea about it. When we asked our respondents that are they well aware of consumerism they answered yes. But when we expected them to answer in detail they just gave us very basic knowledge about consumerism. As Roha answered in her interview that *"Not much but I think assume it's the consumption of food which is very basic knowledge."*

Café started as a concept where people eat and get socialize with each other. It was just a simple concept of eating and socializing at a place. They share their ideas, opinions and news. In traditional days, people were homogeneous and they were very close to each other. The concept of chain restaurants was common these days because people follow the pattern of their ancestors and continue the occupation of their ancestors. Most of our respondents were well aware of café culture and they agreed to the same point:

> "Yes, I'm well aware of café culture. I think cafes are promoting socialization among people. It's a great place to catch up with your folks, colleagues as well as to celebrate the festivities with your family. The cafes that are opening in town targets the audience of all class."

Emerging trends of café culture are also widening the concept of cafes. Now, cafes are not only a source of informal meetings. But we have made them more useful by using them for our official meetings. The factor that needs to be pointed is that only high-end cafes have started this trend of official meetings in cafes. One of the respondents conveyed her stance as:

> "I don't assume that the latest café culture is helping us in our official meetings. But, there are some top-notch cafes/restaurants that are providing separate space

for official meetings. So we can predict that soon, all the cafes will follow this trend."

As our respondent said that soon, more official meetings will be conducted in the cafes. We can see that the concept of cafes will not only limited to informal meetings. Today this trend is only common in elite cafes but with time small cafes will also follow this trend to gain their audience.

Affordability and café culture

In this theme, the researchers were trying to ask how much they like to visit cafes. The researchers wanted to get to know that how much cafes are affordable. The respondents were expected to tell about the importance of cafes in their lives and how much they prefer cafes to socialize and interact with each other. Another point that is highlighted in this theme do the respondents consider their health expense while dining out. All of this is included in this theme.

Café culture is not only dining out to eat lunch or dinner with friends or family. Now it is a wider term. Now cafés have a variety of cuisines that targets a larger audience. In the past, cafes have a very limited audience because of limited food choices and class. Most of the cafes only targeted the upper class but now the emerging trend of cafes have made it wider. Now. We have cafes for every cuisine and every class.

The concept of fancy tea cafes is emerging with the passage of time and these cafes are more common in youth. Our young generation is addicted to tea and that is the main reason for the rapid emergence of tea cafes in Pakistan. Another reason behind this emergence of fancy tea cafes is that they are affordable for students. Students like to spend more on tea cafes rather than on lunch and dinner.

The café owners use different catch and unique names to attract customers. They also pay great attention to the ambience and outlook of the restaurant to attract their audience. One of our respondent Hassaan answered:

> "I like the idea of fancy tea cafes. I think tea cafes are a great source of having a short good time with friends and colleagues. They are less expensive than lunch and dinner restaurants. But some cafes focuses more on their outlook rather than their quality which is a negative point about fancy tea cafes."

The emergence of café culture also affects our health sector. This is a very important factor and it should be considered by every person. Health problem is still one of the major problems of Pakistan. People should consider their health while dining out. When we dine out we don't sure about the quality of food. People try their best to ensure the quality of food but it is impossible to eat perfectly healthy food in restaurants. Most of our respondents agree to the point that they do not over care about their health while dining out but they always eat hygienic food. *"No, because I always try to eat hygienic food. But it's not always possible to ensure the quality of food."*

This concept of health is very much linked with the class of people. High-class people are more concerned about their health yet they can also afford their medical expenses. While the middle or poor class do not seriously consider their health.

Modernity and Cafe Culture

In the '80s and '90s, there were no social media effects on our lives, tastes and trends. There have been few hotels or signature restaurants, ruling on the world of glamour for decades. Over time, modern technologies Facebook, Instagram can easily

advertise new points of meeting, environment, trends and tastes, symbolizing your social status among your friends and others.

Modern technology has the access to millions of people in no time. It can penetrate in your mind 24 hours a day, 7 days a week and 365 days a year in front of any interval or break. The ideology of cafe culture, rejecting and negating all the norms of our glorious past is just in our hands to click and search for everything we want.

The majority of people are tempted towards the beautifully decorated halls, serving staff, the menu having different sort of tastes and other things including the official decorum of that specific point.

“One of my friends like to update herself about the latest packages offers launched by different management of hotels and cafe owners. It helps her to economize and grab some thrilling and exciting event to refresh her mind"

The majority prefer to search for any new taste and enjoy any new trend first if all. People like to upload pics just to declare themselves No.1 in this field, to make their friends regret it. Respondent feels fascinated by how the advertiser's use different camera and lightening techniques to attract people and fascinate them, with the smoke coming out of dishes. The background music enhances the traditional, romantic, mysterious, and intellectual atmosphere of the restaurant and pushes them into the world of escapism, where they forget all their problems, challenges, issues and complexities of life.

Class, status and cafe culture

A status symbol is what everyone now a day looks forward to, it includes the brands you choose for your dressing, transport, residence and obviously to dine out.

The expensive the brand you choose, the more you talk about your visits to expensive cafes and the taste you experience there, the higher your status will become in society. As compared to 90's the trend of dining out has increased so much that it now has taken shape of culture.

This cafe culture nowadays is in bloom, giving a chance for better gossips and even for more fruitful official meetings. An attractive, peaceful environment along with delicious food, is always considered as a source to give you an aesthetic feeling. This is what cafes give you, thus giving the chance to make glorious memories with your new friends and go back into your old days with your old friends, just while sitting on a table under the roof of a cafe.

One of my friends once said (encouraging this new emerging trend) *"Well, I visit a cafe to bloom my mind with the gossips and laughter of my friends, share my whole day story with them and obviously to refresh myself with light food."*

And yeah, obviously what can be better than if you can enjoy your food with a cup of coffee filling your ears with the laughter of your friends. Also, mostly official meetings nowadays are held in cafes, representing the status symbol. Instagram stories and highlights filled with pictures of food and logos of cafe brands no doubt have no other purpose other than to improve your status in this society where relations depend on your status.

Families who dine out are considered as more modern and are not conservative, thus this help in improving their relations.

One of my fellows said;

"My repute doesn't change if I don't post it on social media, I do it just due to social media pressure."

By this, we can realize that people only say their status does not change if they don't show people their living style and activities, but under the pressure of others showing off their fancy routine, they also follow the trend so that they don't lack behind.

Changes take place in cafe culture

Since the early '90s cafe culture in Pakistan has changed and grown. The Dhaba culture that was much famous before the '90s has been transformed completely. In terms of the environment and cuisine, the cafes now are a beautiful combination of eastern divine culture and dynamics in western society. No doubt the traditional music, food and art are still much prominent in Pakistan but western business tactics are also being used to attract more customers. The most interesting example of these cultural changes is the transformation in brown parent's mindset in terms of allowing teenagers to socialize in such cafes.

Cafe culture in Pakistan has diversified the art and architecture in the area. People are attracted to a calm, beautiful and soothing environment where they can refresh their minds. Most of the respondents during our research agreed that ambience is one of the main features that attract teens and adults towards
Cafe cultures. One of the respondents think and I quote:

"Beautiful and diverse architecture has always been an attraction to a human heart. It has changed in colour and shapes since the time of Mughals but still has some impact on people as it did in the previous centuries."

The cuisine introduced through cafe cultures has added other traditions to society. The nations that we might never meet in person have been introduced to us through their food. It surely has an impact globally in being understanding and peaceful to other cultures. One of my friends thinks.

"Chinese cuisine has slowly changed the mindset of people who previously considered China as a different planet. Food is one of the most important features in reducing stress among cultures and the acceptance of traditions."

The same is the case with other traditional and cultural cuisines. Cafe culture has changed the mindset of brown parents as they now feel comfortable in allowing teenagers to socialize in a beautiful yet controlled environment of cafes. The majority of people think that

"Parents find it easy to let their children socialize in a cafe and also feel that small family events become more colourful and exciting through the beautiful cafe environment and delicious cuisine"

As everything has pros and cons, cafe culture has played a major role in introducing addictions such as cigarette, sheesha and cigar among youngsters. University cafes have played a part in allowing such unhealthy and non-traditional practices and making them accessible to students. This issue has been overlooked by the authorities and has led many teenagers and adults to take up smoking and even drugs. The majority of university students feel that *"Cafe culture has made cigarette and sheesha much more common and has even made smoking a status symbol among youngsters".*

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

Conclusion

Major Finding's and Observations

It can be concluded that with time, society has changed a lot, due to urbanization and socialization the society has shifted to a new look, having new reforms, norms and styles. After taking an interview with a large number of people and discussing the said topic with every class of society, I have concluded. People enjoy a lot spending their leisure time in a good atmosphere. They can easily escape from their worries and tensions for a short interval and can refresh their minds. People enjoy the pseudo elevation of their status and reach in a world of dreams and fantasies, running away from their real life. Cafes are declared to be the centre of official meetings nowadays. Companies of offices, prefer to arrange their official meetings in different restaurants to oblige their employees and staff. Most of the students like to go to fancy tea cafes because it is easy to afford a cup of coffee or tea along with the Paratha and Desert. The upper class has affected the rest of society to be a part of cafe culture. The ambience creates a lot on the minds of masses and satisfies their souls, imitating the upper-class norms.

Students and people of the middle class search for the offers and promotions on different cafes on social media and try to keep them aware of every activity going on in this circle. They copy the people of the upper class by posting the "status" On WhatsApp, Facebook or Instagram, trying to upgrade their social status. According to my observation and findings the new trends and attractions offered by businesses minds ruling on the CAFE WORLD, are badly violating the traditions and values of our society. Sheesha is being offered in cafes although it is harmful to

health. Forbidden activities of youth are also promoted only to increase the profit rate. Brown parents have to compromise on the trends of a young generation, apparently pretending to be broad-minded.

I conclude from all my findings, observations, research and work that cafe culture promotes confidence, and courage in the youth but is causing some negative traits as well. We should check the negative trends strictly to keep our tradition and moral values alive.

Recommendations

This research endeavour not only provides theoretical implications but is equally useful from practical perspectives. In this research, we study the factors behind the emerging trend of café culture in the urban areas of Pakistan. The findings reveal that urbanization, modernization and globalization are playing a major role in expanding this trend. In history, people used cafes just for socialization but now this is just one single factor for the visits of cafes. This message is clear and the ways are highlighted by the study that now cafes are not merely a source of socialization.

By the time, consumption of food in cafes is increasing and it is affecting our economy. Due to this change in café culture, some people exploit the lower class. High-end restaurants focus more on the appearance of the restaurant and exploit the audience. While low-end restaurants focus more on the quality of the food. Our findings show that top-notch restaurants spend more money on their ambience rather than the quality of their food. This is recommended that top-notch restaurants should also consider the quality and prices of food so that there will no exploitation.

In today's world, media is playing a major role in changing people's mind. It looks like media has the key to control the mind of people. Our young generation has a firm belief in social media. It's good to see that the media expands the audience of

the cafes but some restaurants misuse it. The researchers observe that social media should play a positive role in this matter by ensuring the authenticity of cafes.

Through interviews, the researchers noticed that most people think that cafes are a great source of learning. In the contrast, some people think that cafes are also promoting bad habits e.g. smoking. Some people visit cafes because it's a modern idea. The researchers concluded that restaurants should also emphasize the activates in the cafes. When we say that people don't come to cafes only for eating then we should also think about the activities they do in the cafes. Cafes owners should include the activities that may help people in learning, healthy socializing and promoting good habits. This will also change the perception of people about cafes.

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APPENDIX

Appendix A

Interview guide

General views about café culture in Pakistan.

1. What are your general views about café culture in Pakistan?
2. Do you think café culture is increasing with time?
3. What are your reasons for coming to cafes?
4. Do you spend money to celebrate your social gatherings in cafes?
5. What kind of activities you would love to do with a cup of tea in a café.

Consumerism and café culture

1. Are you well aware of café culture?
2. Are you well aware of consumerism?
3. Do you think that contemporary café culture trends are helping out in your official meetings?

Affordability and café culture

1. How often do you like to spend on fancy tea cafes?
2. How often do you think that you can afford to visit cafes?
3. Do you think about your medical expense when you dine out? Give reason.

Modernity and café culture

1. To what extent are you attracted by cafes advertisements?
2. To what extent do you like to update your café visits on social media.
3. Do you check out social media pages to try different food and cafes? Give reason. Why?

Class, status and café culture

1. What are your views on café culture as a new trend?
2. Do you think visiting expensive cafes have an impact on your reputation in relations?

Changes taking place in café culture

1. Do you think that changes in café culture promote ambience and cuisine?
2. What kind of trend changes alters the thinking of brown parents?
3. Do you believe that the change in trends of café culture promotes the intake of cigarette and sheeshas?