

A STUDY ON CONSUMPTION OF COFFEE IN INDIA

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

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Register No.40410088



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MEGHANA RAYAL.L 40410088** who carried out the project entitled "**A Study on consumption of coffee in India.** Under my supervision from January 2022 to March 2022.

Dr. JOYCE.S

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Submitted for Viva voce Examination held on _____

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DECLARATION

I MEGHANA RAYAL.L (40410088) hereby declare that the Project Report entitled “**A Study on the Indian perspective of work from home**” done by me under the guidance of **DR. JOYCE.S** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

MEGHANRAYAL.L

ACKNOWLEDGEMENT

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MEGHANA RAYAL.L

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ABSTRACT

Globally coffee is considered to be amongst commonly used beverages due to the presence of chemical components like caffeine and many micro nutrients and it is the most widely traded agricultural commodities in the world. In India coffee was a commercial crop and is grown by plantation method. Arabica and Robusta are the two types of coffee cultivated in commercial scale. Coffee contains caffeine, caffeic acid and chlorogenic acid which are major dietary source of antioxidants as well as anti-inflammatory factors. India is the third largest producer and exporter of coffee in Asia, and the sixth-largest producer and fifth-largest exporter of coffee in the world. Coffee is consumed in different styles and there is numerous no. of flavors in coffee. So, from this study we are going to understand the different types of consumption of coffee and the preferences of people for coffee as well as the main reason to consume more coffee every day.

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CHAPTER:1

INTRODUCTION

1.1 INTRODUCTION

Coffee is the most widely traded agricultural commodities in the world. Coffee is world's most favourite beverage with 2.5 billion cups consumed every day. Coffee is produced in about 70 countries most of them belonging to the developing world from Africa, Latin America and Asia. In India, coffee is traditionally grown in the western Ghats spread over Karnataka, Kerala and Tamil Nādu. The market value of café's was estimated to consistently increase to around 6,200 up from about 3,500 in 2017. And the market value is reaching about 125 billion Indian rupees through the years. India is the third largest producer and exporter of coffee in Asia, and the sixth-largest producer and fifth-largest exporter of coffee in the world. The market value of cafes was estimated to consistently increase through the years, reaching about 125 billion Indian rupees in 2020. The two main varieties of coffee I.e.: - Arabic and Robusta are grown in India. There are advantages as well as disadvantages by consuming coffee. [11:01 am, 29/04/2022] The total pure coffee volume in India is estimated at 102,000 tonnes in 2009. Urban consumption dominates with about 73% of total volumes and the remaining 27% accounts for rural consumption (South India). In the north, east and west zones, consumption of instant coffee is more predominant than filter coffee.

However, in the south zone, consumption of filter coffee is higher than instant coffee. South alone consumes nearly 80,538 MT (78%) of total coffee consumed in India. Among the south Indian states Tamil Nadu accounts for 36% of consumption while Karnataka, Andhra Pradesh and Kerala account for 31%, 18% and 15% respectively. There is more potential in the non-south, where the occasional consumers are high in number. Occasional drinkers contribute to 52% of total, this essentially means that people have started experiencing this beverage, which should be advantageously used to increase in consumption. Converting them to regular coffee drinkers is an opportunity for growth. Between 2003 and 2009, there is a large reduction of non-drinkers but the proportion of occasional drinkers have increased. The potential for growth lies with occasional drinkers and more so in East zone: 80% North zone: 75% and Western zone: 63%. The attitude surveys bring out the drivers as well as barriers to consumption.

1.2 Objective of the study: -

- To identify the effectiveness of drinking coffee per a day.
- To identify the main reason behind the sudden growth of consumption in the past decade.
- To analyse the habits of consumers for different coffee types.
- To discuss about the available substitutes of coffee

1.3 AREA OF THE STUDY: -

- The sample size of the research is above 200
- Area of the study is to study the coffee production and consumption in India
- The location of the research is Chennai
- Sample type is probability sampling

1.4 NEED FOR THE STUDY: -

- Types of the coffee
- Advantages and disadvantages of coffee
- Reasons to drink coffee
- Substitutes for drinking coffee
- Importance of coffee in one's daily life

CHAPTER:2

REVIEW OF LITERATURE

M. Ridder): - (2022) in this paper they explained about Worldwide consumption of coffee and productions and trade as well as leading coffee companies" and its statistics.

Valentina Guercio: - (2022) Coffee contains many bioactive chemicals, including various antioxidants. The beverage appears to have a variety of health-protective benefits. People who drink moderate amounts of coffee are at lower risk of cardiovascular disease, stroke, type 2 diabetes, the metabolic syndrome, and of all-cause mortality.

Jessica Petrina:-(2022) Background Coffee is one of the most consumed beverages worldwide and is popular for its characteristic flavours and rich organoleptic properties. Aim Based on published articles, the aims of this review are I) study the association between coffee consumption and benefits to human health; ii) the effects of coffee consumption on some pathologies; and iii) provide a description of coffee's bioactive compounds.

Hak Jun lee: - (2022) We aimed to evaluate the association between the prevalence of diabetic retinopathy (DR) and coffee consumption in a Korean population. This cross-sectional study was based on data from the 2008–2011 Korean National Health and Nutrition Survey. Among 37,753 survey participants, the data of 1350 subjects with type 2 diabetes who underwent DR examination were analysed. DR was graded using the modified Airlie House classification system.

Kanyan Ut ng: - (2022) In Reply We thank Wang et al and Tan and Lin for their interest in our study¹ and appreciate the opportunity to respond to their comments. Unfortunately, Tan and Lin misinterpreted our data when they questioned the significant dose-response association that we found between coffee intake and overall survival (OS), citing the Kaplan-Meier curves that show a separation in OS only for patients who drank at least 4 cups per day (Figure 2 in our article¹). Notably, Kaplan-Meier is a univariable approach, and the survival curves generated by this method were unadjusted for potential confounding and prognostic factors.

Shuai Yong: - (2020) In conclusions, our study indicated that coffee consumption may be causally associated with a higher risk of CAD.

Jae-Hoon Bae: - (2020) Coffee consumption has been associated with higher concentrations of serum total cholesterol and low-density lipoprotein cholesterol. Cafestol and kahwoel are two diterpenes found in coffee oil.

de Mendonca A, Cunha RA :-(2019) Therapeutic opportunities for caffeine the risk of Alzheimer's disease is lower in those who regularly consume caffeine-containing coffee than in those who do not drink it- 2019 de Mendonca A, Cunha RA. Therapeutic opportunities for caffeine

Kavitha Chandrasekaran: - (2019) Coffee contains caffeine, caffeic acid and chlorogenic acid which are major dietary source of antioxidants as well as anti-inflammatory factors. Periodontal

disease is considered as a disease of inflammatory origin and the role of these factors in the treatment of periodontal disease among South Indian males were explored.

Depaula and Farah -(2019) in this they explained everything in a detailed manner about the metabolism and health benefits and risks of consuming coffee.

Fasiha Ahsan: - (2019) Globally coffee is considered to be amongst commonly used beverages due to the presence of chemical components like caffeine, cafetal, kahweol and many micronutrients. It is considered as a primary source of caffeine intake among teenagers and adults. The purpose of this review article is to understand the theory of recent researches on the health benefits and risks in human beings by consuming coffee.

Joy Mukhopadhyay (2019): - The culture of coffee shops in urban areas is about a few decades old. Foreign brands have entered India and a few domestic brands are competing against them

Balakrishnan and Chandran (2018): -Coffee was an important commercial plantation crop and was one among the most traded commodities in the global market. In India coffee was a commercial crop and is grown by plantation method. Arabica and Robusta are the two types of coffee cultivated in commercial scale. In this paper an attempt is made to analyse the growth rate of planted area, production and productivity and export of coffee in India.

Bursa Basra Gocken (2017): -Coffee is one of the most widely consumed beverages in the world. It has primarily consumed due to its stimulant effect and unique taste since the ancient times. Afterwards, its consumption has been historically associated with a lower risk of some diseases such as type 2 diabetes mellitus, obesity, cardiovascular disease and some type of cancer and thus it has also consumed due to health benefits.

Iris Erland: - (2018) Coffee is widely consumed and contains many bioactive compounds, any of which may impact pathways related to disease development. Our objective was to identify individual lipid changes in response to coffee drinking. We profiled the lipidome of fasting serum samples collected from a previously reported single blinded, three-stage clinical trial. Forty-seven habitual coffee consumers refrained from drinking coffee for 1 month, consumed 4 cups of coffee/day in the second month and 8 cups/day in the third month. Samples collected after each coffee stage were subject to quantitative lipidomic profiling using ion-mobility spectrometry–mass spectrometry.

Kirsty pour Shahidi (2016): - Findings on both the health benefits and the potentially harmful effects of coffee consumption have been contradictory. However, the general scientific consensus is that moderate, regular coffee drinking by healthy individuals is either essentially benign or mildly beneficial. Results and generalizations are complicated by a number of factors, including differences in age, gender, health status, type of coffee preparation, serving size, and source of coffee.

Lodovica Cavalli: - (2016) Besides caffeine, coffee contains many bioactive chemicals, including many antioxidants. Coffee intake slightly decreases total mortality, the incidence of cardiovascular disease (including stroke), diabetes, cognitive impairment and Parkinson's disease, although the causality of these associations is still debated. Coffee does not modify total cancer risk, but it decreases the incidence of oral and pharyngeal, liver and endometrial cancers, while the relation with bladder cancer is debated.

Sunanda and Nagaraja (2014): - In this paper an attempt has been made to analyse the problems of coffee growers and with respect to marketing and selling, availability of credit expenditure, storage problems and coffee exports etc. Hence it is the need of the hour of government to support coffee growers to overcome the problems. So that it will not only beneficial to coffee growers, it also beneficial social at large.

Saira Saeed mirza: - (2014) Coffee consumption has been frequently reported for its protective association with incident dementia. However, this association has mostly been reported in studies with short follow-up periods, and it remains unclear to what extent reverse causality influences this association

B.A. Goodman: - (2012) Caffeine is a widely used psychoactive substance, and for many people coffee is the main source of caffeine in their diet. Several beneficial psychological effects have been associated with caffeine consumption, including mental stimulation, improvement in moods, and analgesic properties.

Nawrot P, Jordan S: - (2010) Caffeine leads to a slight decrease in the efficiency of calcium absorption in gastrointestinal tract. Thus, an adequate intake of calcium and vitamin D.

Kawachi: - (2010) Coffee has also been shown to improve endurance performance in long-duration physical.

Venla s Laitala: - (2009) Coffee is a highly popular drink associated with the pathogenesis of several diseases and the use of tobacco and alcohol. Considering the worldwide consumption, coffee has a substantial effect on individual wellbeing and public health. The role of genetic factors contributing to interindividual differences and their stability in coffee use is not well known.

Rob van dam: - (2008) Coffee consumption has been linked to various beneficial and detrimental health effects, but data on its relation with mortality are sparse. To assess the association between coffee consumption and mortality from cardiovascular disease (CVD), cancer, and all causes during 18 years of follow-up in men and 24 years of follow-up in women.

Huai Cheng: - (2007) Pereira and colleagues¹ found that coffee consumption, especially decaffeinated, was independently associated with lower risk of type 2 diabetes mellitus after adjusting many confounders in postmenopausal women. ¹

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

3.1.1 Descriptive Research Design

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience Sampling Method

Convenience sampling is a method adopted by researcher where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical.

3.3 SOURCES OF DATA

3.3.1 Primary Data

Primary data is a type of data that is collected by researcher directly from main sources through interviews, surveys, experiments, etc.

3.3.2 QUESTIONNAIRE

The research questionnaire attempted to record the response directed to find consumption of coffee in India. Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent 's opinions about customer 's satisfaction like** Basic Introduction, Personal Details, Research related Questions, Perception Questions, Likert Scaling Questions, Suggestion Question

3.4 PRIMARY DATA: Questionnaire method have been used as a tool for a data collection in the research. And given to 203 respondents.

3.5 SECONDARY DATA SOURCES

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organizational records and data that was originally collected for other research purposes.

3.6 STRUCTURE OF QUESTIONNAIRE

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically divided into three sections. The first section related to the demographic profile of the respondents, the second section related to the company profile of the respondents and third section included questions related to the research objective and hypothesis. Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Close ended questions are defined as question types that ask respondents to choose from a distinct set of pre-defined responses.

3.7 SAMPLE SIZE

Sample size is a count of the individual samples or observation in any statistical settings such as a scientific experiment or a public opinion survey. The sample size for this research study is 203 collected respondents from PAN India.

3.8 PERIOD OF STUDY

The period of study is 2 months which is from January, 2022 to April, 2022.

3.9 ANALYTICAL TOOLS

The analytical tools used are Simple percentage analysis and SPSS for testing the hypothesis by Chi-Square and one-way Anova and one sample t test

3.9.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

3.10. HYPOTHESIS:

H0: - Null hypothesis (there is no significant relationship between the variables.)

H1: - Alternative hypothesis (there is significant relationship between the variables)

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

4.1.1 PERCENTAGE ANALYSIS

TABLE NO. 4.1.1: - AGE WISE CLASSIFICATION OF RESPONDENTS.

AGE	NO. OF RESPONDENTS	PERCENTAGE%
ABOVE 15	38	18.7%
20-30	150	73.9%
31-40	8	3.9%
ABOVE 41	7	3.4%
TOTAL	203	100%

Age

203 responses

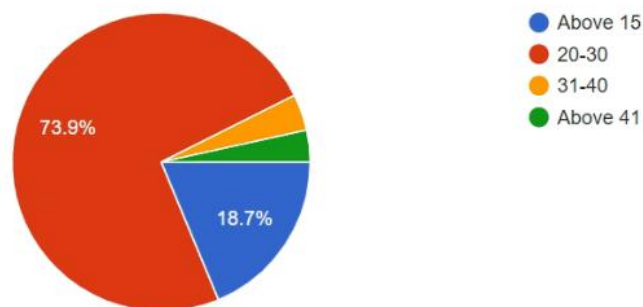


CHART.NO 4.1.1: - AGE WISE CLASSIFICATION OF RESPONDENTS.

INTERPRETATION: - From the above table it is interpreted that 18.7% of respondents are belongs to age category of Above15, 73.9% belongs to 20-30, 3.9% belongs to 31-40 and 3.4% belongs to above 41.

INFERENCE: - Majority (73.9%) of the respondents are in the age of 20-30 years.

TABLE NO. 4.1.2: GENDER CLASSIFICATION OF RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE%
MALE	87	42.9%
FEMALE	116	57.1%
TOTAL	203	100%

Gender
203 responses

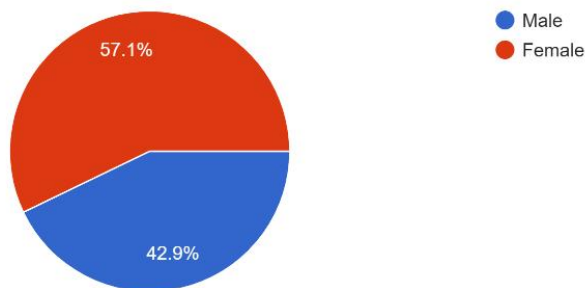


CHART.NO 4.1.2: GENDER CLASSIFICATION OF RESPONDENTS

INTERPRETATION: - from the above chart and table it seems that 42.9% respondents are male and 57.1% are female.

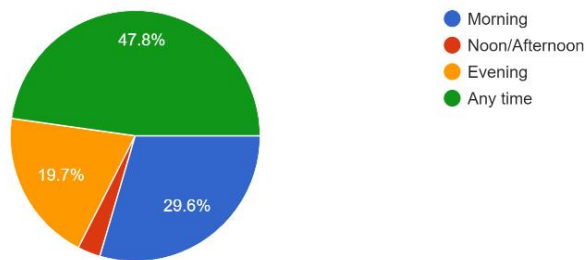
INFERENCE: - 57.1% respondents are female.

TABLE.NO 4.1.3: WHEN DO YOU DRINK COFFEE

WHEN DO YOU DRINK COFFEE	NO. OF RESPONDENTS	PERCENTAGE%
MORNING	60	29.6%
NOON/AFTERNOON	6	3%
EVENING	40	19.7%
ANYTIME	97	47.8%
TOTAL	203	100%

CHART.NO 4.1.3: WHEN DO YOU DRINK COFFEE

When do you drink coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 29.6% of respondents are belongs to Morning, 6% belongs to Noon/Afternoon, 19.7% belongs to Evening and 47.8% belongs to Anytime.

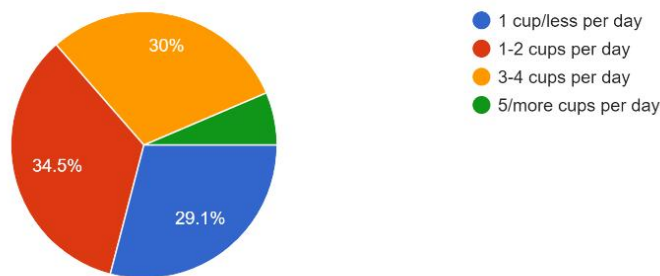
INFERENCE: - Majority (47.8%) of the respondents prefer to drink at Any time.

TABLE.NO 4.1.4: HOW MUCH COFFEE DO YOU DRINK

HOW MUCH COFFEE DO YOU DRINK	NO. OF RESPONDENTS	PERCENTAGE%
1 CUP/LESS PER DAY	59	29.1%
1-2 CUPS PER DAY	70	34.5%
3-4 CUPS PER DAY	61	30%
5/MORE CUPS PER DAY	13	6.4%
TOTAL	203	100%

CHART.NO 4.1.4: HOW MUCH COFFEE DO YOU DRINK

How much coffee do you drink
203 responses



INTERPRETATION: - From the above table it is interpreted that 29.1% of respondents are belongs to 1 cup/less per day, 34.5% belongs to 1-2 cups per day, 30% belongs to 3-4 cups per day and 6.4% belongs to 5/more cups per day.

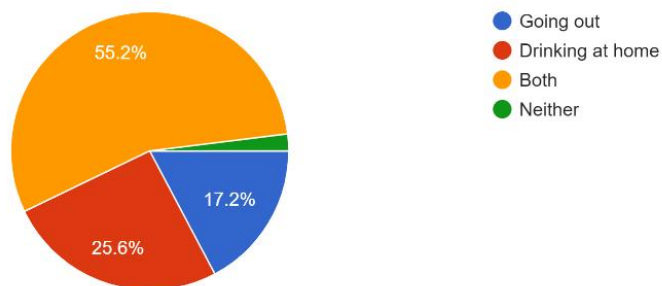
INFERENCE: - Majority (34.5%) of the respondents prefer to drink 1-2 cups per day.

TABLE.NO 4.1.5: DO YOU PREFER GOING OUT FOR COFFEE OR DRINKING IT AT HOME.

DO YOU PREFER GOING OUT FOR COFFEE OR DRINKING IT AT HOME?	NO. OF RESPONDENTS	PERCENTAGE%
GOING OUT	35	17.2%
DRINKING AT HOME	52	25.6%
BOTH	112	55.2%
NEITHER	4	2%
TOTAL	203	100%

CHART NO 4.1.5: DO YOU PREFER GOING OUT FOR COFFEE OR DRINKING IT AT HOME.

Do you prefer going out for coffee or drinking it at home
203 responses



INTERPRETATION: - From the above table it is interpreted that 17.2% of respondents prefer going out, 25.6% prefer to drink coffee at home, 55.2% prefers both going out as well as drinking at home and 4% prefers neither going out or drinking at home.

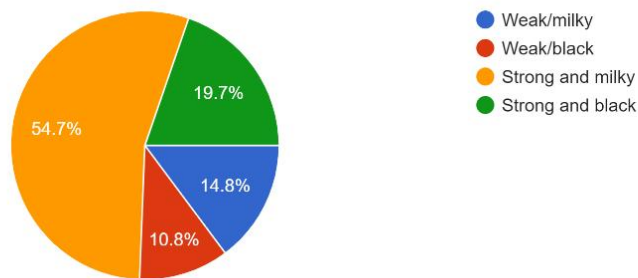
INFERENCE: - Majority (55.2%) of the respondents prefer to drink 1-2 cups per day.

TABLE.NO 4.1.6: HOW DO YOU LIKE YOUR COFFEE

HOW DO YOU LIKE YOUR COFFEE	NO. OF RESPONDENTS	PERCENTAGE%
WEAK/MILKY	30	14.8%
WEAK/BLACK	22	10.8%
STRONG AND MILKY	111	54.7%
STRONG AND BLACK	40	19.7%
TOTAL	203	100%

CHART.NO 4.1.6: HOW DO YOU LIKE YOUR COFFEE

How do you like your coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 14.8% of respondents prefer weak/milky, 10.8% prefer to drink weak/black, 54.7% prefers strong and milky and 19.7% prefers strong and black.

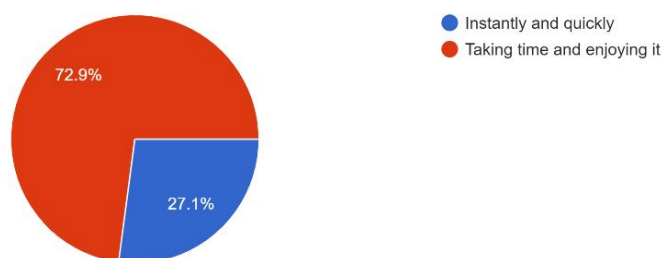
INFERENCE: - Majority (54.7%) of the respondents prefers strong and milky.

TABLE.NO 4.1.7: WHEN DRINKING YOUR COFFEE DO YOU PREFER DRINKING IT INSTANTLY AND QUICKLY OR TAKING TIME AND ENJOYING IT.

WHEN DRINKING YOUR COFFEE DO YOU PREFER DRINKING IT INSTANTLY AND QUICKLY OR TAKING TIME AND ENJOYING IT.	NO. OF RESPONDENTS	PERCENTAGE%
INSTANTLY AND QUICKLY	55	27.1%
TAKING TIME AND ENJOYING IT	148	72.9%
TOTAL	203	100%

CHART.NO 4.1.7: WHEN DRINKING YOUR COFFEE DO YOU PREFER DRINKING IT INSTANTLY AND QUICKLY OR TAKING TIME AND ENJOYING IT.

When drinking your coffee do you prefer drinking it instantly and quickly or taking time and enjoying it.
203 responses



INTERPRETATION: - From the above table it is interpreted that 27.1% of respondents prefer to drink coffee instantly and quickly, 72.9% prefer to drink coffee by taking time and enjoying it.

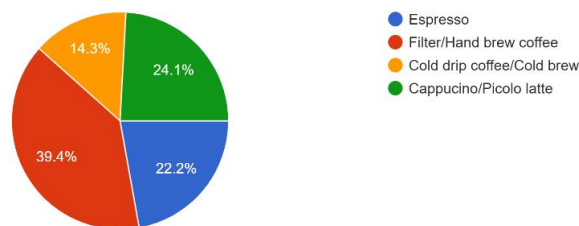
INFERENCE: - Majority (72.9%) of the respondents prefer to drink coffee by taking time and enjoying it.

TABLE.NO 4.1.8: WHEN YOU THINK ABOUT BUYING A CUP OF COFFEE AT A COFFEE SHOP WHAT ARE THE COFFEE DRINKS THAT YOU CONSUME MOST OFTEN.

WHEN YOU THINK ABOUT BUYING A CUP OF COFFEE AT A COFFEE SHOP WHAT ARE THE COFFEE DRINKS THAT YOU CONSUME MOST OFTEN.	NO. OF RESPONDENTS	PERCENTAGE%
ESPRESSO	45	22.2%
FILTER/HAND BREW COFFEE	80	39.4%
COLD DRIP COFFEE/ COLD BREW	29	14.3%
CAPPUCINO/PICOLO LATTE	49	24.1%
TOTAL	203	100%

CHART.NO 4.1.8: WHEN YOU THINK ABOUT BUYING A CUP OF COFFEE AT A COFFEE SHOP WHAT ARE THE COFFEE DRINKS THAT YOU CONSUME MOST OFTEN.

When you think about buying a cup of coffee at a coffee shop what are the coffee drinks that you consume most often.
203 responses



INTERPRETATION: - From the above table it is interpreted that 22.2% of respondents prefer to drink coffee espresso, 39.4% prefer to drink filter/hand brew coffee, 14.3% prefers to drink cold drip coffee/cold brew, 24.1% prefers to drink cappuccino/piccolo latte.

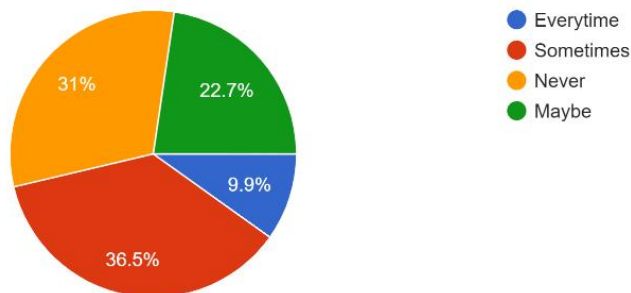
INFERENCE: - Majority (39.4%) of the respondents prefer to drink filter/hand brew coffee.

TABLE.NO 4.1.9: DO YOU PREFER CHICORY IN YOUR COFFEE.

DO YOU PREFER CHICORY IN YOUR COFFEE?	NO. OF RESPONDENTS	PERCENTAGE%
EVERYTIME	20	9.9%
SOMETIMES	74	36.5%
NEVER	63	31%
MAYBE	46	22.7%
TOTAL	203	100%

CHART.NO 4.1.9: DO YOU PREFER CHICORY IN YOUR COFFEE.

Do you prefer chicory in your coffee
203 responses



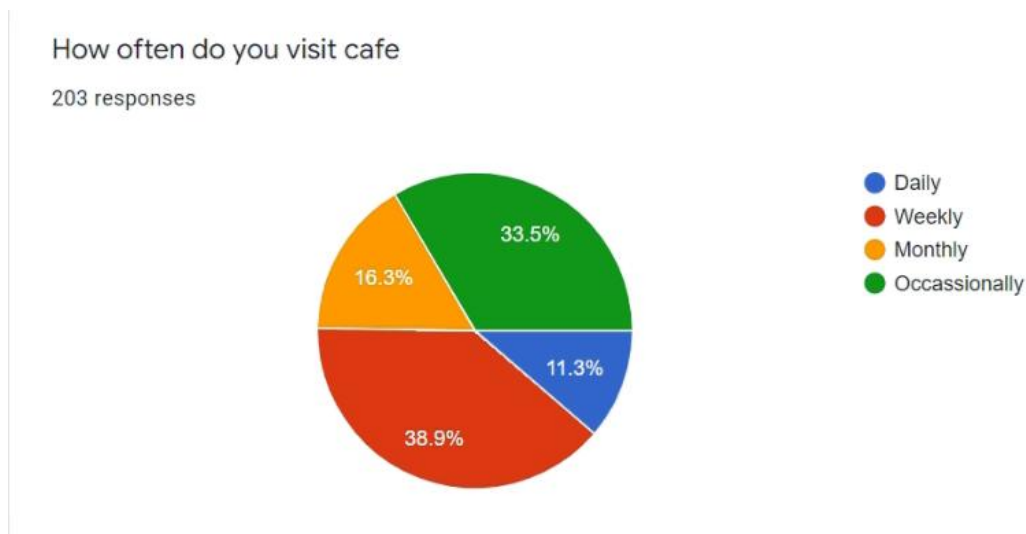
INTERPRETATION: - From the above table it is interpenetrated that 9.9% of respondents prefer chicory every time, 36.5% prefer chicory sometimes, 31% prefers chicory never, 22.7% prefers chicory maybe.

INFERENCE: - Majority (36.5%) of the respondents prefer chicory sometimes.

TABLE.NO 4.1.10: HOW OFTEN DO YOU VISIT CAFE.

HOW OFTEN DO YOU VISIT CAFE	NO. OF RESPONDENTS	PERCENTAGE%
DAILY	23	11.3%
WEEKLY	79	38.9%
MONTHLY	33	16.3%
OCCASSIONALLY	68	33.5%
TOTAL	203	100%

CHART.NO 4.1.10: HOW OFTEN DO YOU VISIT CAFE.



INTERPRETATION: - From the above table it is interpenetrated that 11.3% of respondents visit cafe daily, 38.9% of respondents visit cafe weekly, 16.3% of respondents visit cafe monthly, 33.5% of the respondents visit cafe occasionally.

INFERENCE: - Majority (38.9%) of the respondents visit cafe weekly.

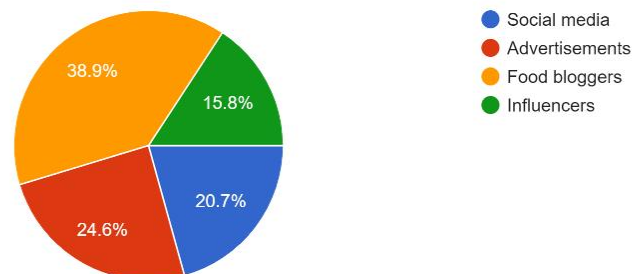
TABLE.NO 4.1.11: WHAT IS THE REASON BEHIND THE GROWTH OF CAFE IN THE PAST DECADE.

WHAT IS THE REASON BEHIND THE GROWTH OF CAFE IN THE PAST DECADE?	NO. OF RESPONDENTS	PERCENTAGE%
SOCIAL MEDIA	42	20.7%
ADVERTISEMENTS	50	24.6%
FOOD BLOGGERS	79	38.9%
INFLUENCERS	32	15.8%
TOTAL	203	100%

CHART.NO 4.1.11: WHAT IS THE REASON BEHIND THE GROWTH OF CAFE IN THE PAST DECADE.

What is the reason behind the growth of cafe in the past decade?

203 responses



INTERPRETATION: - From the above table it is interpenetrated that 20.7% belongs to social media, 24.6% belongs to advertisements, 38.9% belongs to food bloggers, 15.8% belongs to influencers.

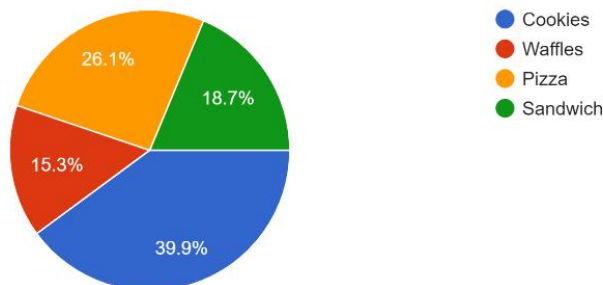
INFERENCE: - Majority (38.9%) belongs to food bloggers.

TABLE.NO 4.1.12: WHILE HAVING COFFEE AT A CAFE WHAT ELSE WOULD YOU LIKE TO HAVE.

WHILE HAVING COFFEE AT A CAFE WHAT ELSE WOULD YOU LIKE TO HAVE.	NO. OF RESPONDENTS	PERCENTAGE%
COOKIES	81	39.9%
WAFFLES	31	15.3%
PIZZA	53	26.1%
SANDWICH	38	18.7%
TOTAL	203	100%

CHART.NO 4.1.12: WHILE HAVING COFFEE AT A CAFE WHAT ELSE WOULD YOU LIKE TO HAVE.

While having your coffee at a cafe what else would you like to have?
203 responses



INTERPRETATION: - From the above table it is interpenetrated that 39.9% respondents would like to have cookies along with their coffee, 15.3% respondents would like to have waffles along with their coffee, 26.1% respondents would like to have pizza along with their coffee, 18.7% respondents would like to have sandwich with their coffee.

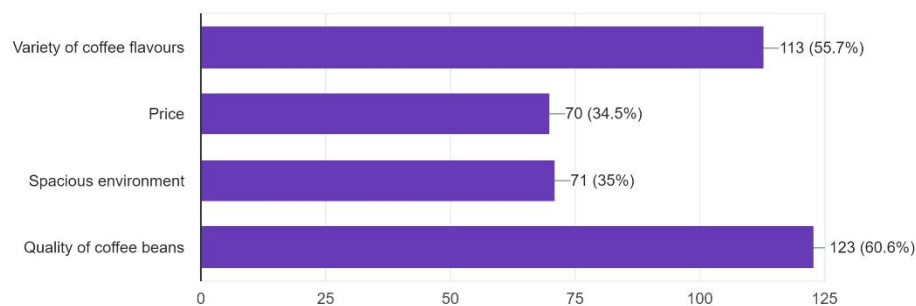
INFERENCE: - Majority (39.9%) respondents would like to have cookies along with their coffee.

TABLE.NO 4.1.13: WHAT ATTRIBUTES ARE IMPORTANT TO YOU WHEN CONSUMING COFFEE AT A COFFEE SHOP/CAFE.

WHAT ATTRIBUTES ARE IMPORTANT TO YOU WHEN CONSUMING COFFEE AT A COFFEE SHOP/CAFE.	NO. OF RESPONDENTS	PERCENTAGE%
VARIETY OF COFFEE FLAVOURS	113	55.7%
PRICE	70	34.5%
SPACIOUS ENVIRONMENT	71	35%
QUALITY OF COFFEE BEANS	123	60.6%
TOTAL	203	100%

CHART.NO 4.1.13: WHAT ATTRIBUTES ARE IMPORTANT TO YOU WHEN CONSUMING COFFEE AT A COFFEE SHOP/CAFE

What attributes are important to you when consuming coffee at a coffee shop/cafe
203 responses



INTERPRETATION: - From the above table it is interpreted that 55.7% respondents' importance of attributes to consume coffee at a coffee shop/cafe. 34.5% respondents prefer price, 35% respondents prefer spacious environment, 60.6% respondents prefer quality of coffee beans.

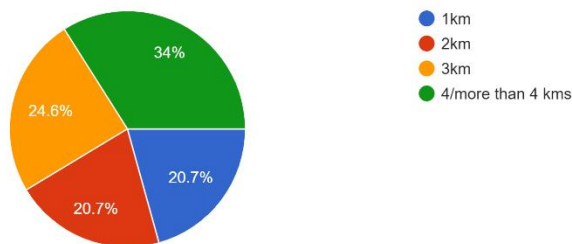
INFERENCE: - Majority (60.6%) respondents would like to prefer quality of coffee beans as an important attribute.

TABLE.NO 4.1.14: HOW MANY KILOMETERS DO YOU TRAVEL FOR COFFEE.

HOW MANY KILOMETERS DO YOU TRAVEL FOR COFFEE?	NO. OF RESPONDENTS	PERCENTAGE%
1KM	42	20.7%
2KM	42	20.7%
3KM	50	24.6%
4/MORE THAN 4 KMS	69	34%
TOTAL	203	100%

CHART.NO 4.1.14: HOW MANY KILOMETERS DO YOU TRAVEL FOR COFFEE.

How many kilometers do you travel for coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 20.7% people travel 1km for drinking coffee, 20.7% people travel 2km for drinking coffee, 24.6% people travel 3kms for drinking coffee, 34% people travel 4/more than 4 kms for drinking coffee.

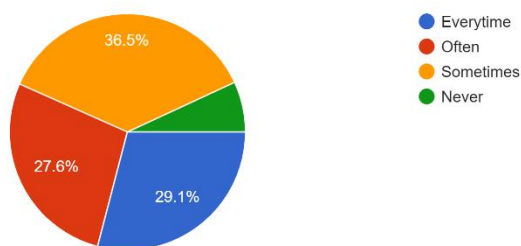
INFERENCE: - Majority (34%) people travel 4/more than 4 kms for drinking coffee.

TABLE.NO 4.1.15: IF YOU GO TO A COFFEE SHOP/CAFE, HOW OFTEN DO YOU PURCHASE FOOD OTHER THAN BEVERAGES.

IF YOU GO TO A COFFEE SHOP/CAFE, HOW OFTEN DO YOU PURCHASE FOOD OTHER THAN BEVERAGES	NO. OF RESPONDENTS	PERCENTAGE%
EVERYTIME	59	29.1%
OFTEN	56	27.1%
SOMETIMES	74	36.5%
NEVER	14	6.9%
TOTAL	203	100%

CHART.NO 4.1.15: IF YOU GO TO A COFFEE SHOP/CAFE, HOW OFTEN DO YOU PURCHASE FOOD OTHER THAN BEVERAGES

If you go to a coffee shop/cafe, how often do you purchase food other than beverages?
203 responses



INTERPRETATION: - From the above table it is interpreted that 29.1% people purchase food other than beverages every time, 27.1% people prefer food other than beverages often, 36.5% people prefer sometimes, 6.9% prefers never.

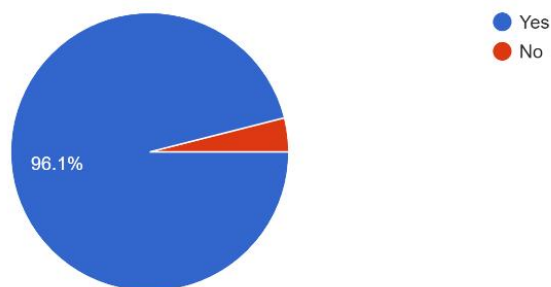
INFERENCE: - Majority (36.5%) prefers food other than beverages is sometimes.

TABLE.NO 4.1.16: DO YOU KNOW THAT COFFEE HAS BOTH ADVANTAGES AND DISADVANTAGES.

DO YOU KNOW THAT COFFEE HAS BOTH ADVANTAGES AND DISADVANTAGES?	NO. OF RESPONDENTS	PERCENTAGE%
YES	195	96.1%
NO	8	3.9%
TOTAL	203	100%

CHART.NO 4.1.16: DO YOU KNOW THAT COFFEE HAS BOTH ADVANTAGES AND DISADVANTAGES.

Do you know that coffee has both advantages and disadvantages?
203 responses



INTERPRETATION: - From the above table it is interpreted that 96.1% said yes, 3.9% said no for knowing the advantages and disadvantages of drinking coffee.

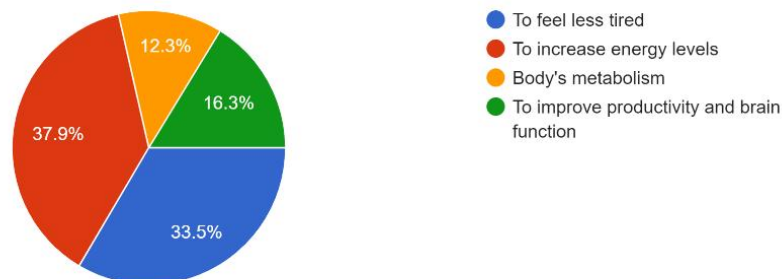
INFERENCE: - Majority (96.1%) said yes for the awareness of advantages and disadvantages of coffee.

TABLE.NO 4.1.17: WHY DO YOUR INTAKE MORE THAN ONE CUP OF A COFFEE IN A DAY.

WHY DO YOUR INTAKE MORE THAN ONE CUP OF A COFFEE IN A DAY?	NO. OF RESPONDENTS	PERCENTAGE%
TO FEEL LESS TIRED	68	33.5%
TO INCREASE ENERGY LEVELS	77	37.9%
BODY'S METABOLISM	25	12.3%
TO IMPROVE PRODUCTIVITY AND BRAIN FUNCTION	33	16.3%
TOTAL	203	100%

CHART.NO 4.1.17: WHY DO YOUR INTAKE MORE THAN ONE CUP OF A COFFEE IN A DAY.

Why do you intake more than one cup of a coffee in a day
203 responses



INTERPRETATION: - From the above table it is interpreted that 33.5% consumes more coffee to feel less tired, 37.9% consumes more coffee to increase energy levels, 12.3% consumes more coffee for body's metabolism, 16.3% consumes more coffee to improve productivity and brain function.

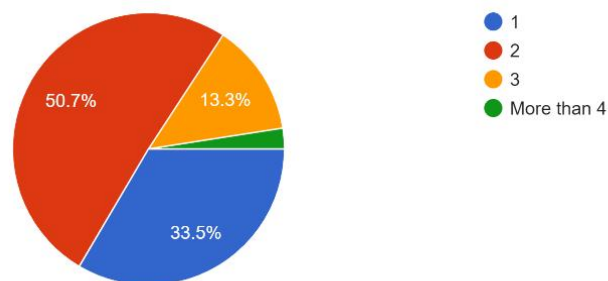
INFERENCE: - Majority (37.9%) consumes more coffee to increase energy levels.

TABLE.NO 4.1.18: HOW MANY TEASPOONS OF SUGAR YOU ADD IN YOUR COFFEE.

HOW MANY TEASPOONS OF SUGAR YOU ADD IN YOUR COFFEE?	NO. OF RESPONDENTS	PERCENTAGE%
1	68	33.5%
2	103	50.7%
3	27	13.3%
MORE THAN 4	5	2.5%
TOTAL	203	100%

CHART.NO 4.1.18: HOW MANY TEASPOONS OF SUGAR YOU ADD IN YOUR COFFEE.

How many teaspoons of sugar you add in your coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 33.5% adds 1 spoon of sugar, 50.7% adds 2 spoons of sugar, 13.3% adds 3 spoons of sugar, 2.5% adds more than 4 spoons of sugar.

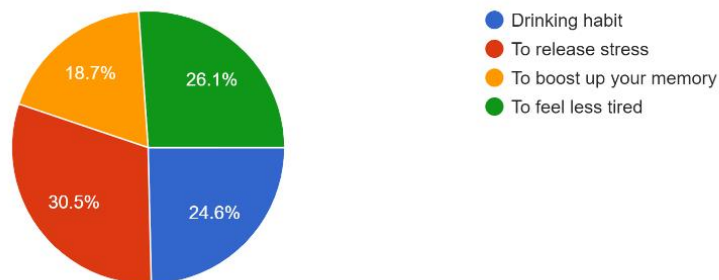
INFERENCE: - Majority (50.7%) adds 2 spoons of sugar in their coffee.

TABLE.NO 4.1.19: FOR WHAT REASONS WOULD YOU DRINK COFFEE.

FOR WHAT REASONS WOULD YOU DRINK COFFEE.	NO. OF RESPONDENTS	PERCENTAGE%
DRINKING HABIT	50	24.6%
TO RELEASE STRESS	62	30.5%
TO BOOST UP YOUR MEMORY	38	18.7%
TO FEEL LESS TRIED	53	26.1%
TOTAL	203	100%

CHART.NO 4.1.19: FOR WHAT REASONS WOULD YOU DRINK COFFEE.

For what reasons would you drink coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 24.6% have drinking habit, 30.5% selected to release stress, 18.7% selected to boost up your memory, 26.1% selected to feel less tired.

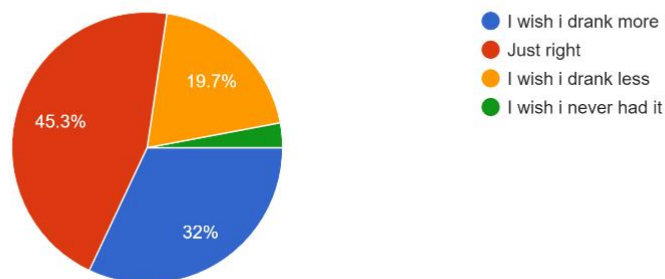
INFERENCE: - Majority (30.5%) have selected to release stress.

TABLE.NO 4.1.20: RELATIVE TO YOUR DRINKING HABITS HOW MUCH COFFEE DO YOU WISH YOU WOULD HAVE CONSUMED.

RELATIVE TO YOUR DRINKING HABITS HOW MUCH COFFEE DO YOU WISH YOU WOULD HAVE CONSUMED.	NO. OF RESPONDENTS	PERCENTAGE%
I WISH I DRANK MORE	65	32%
JUST RIGHT	92	45.3%
I WISH I DRANK LESS	40	19.7%
I WISH I NEVER HAD IT	6	3%
TOTAL	203	100%

CHART.NO 4.1.20: RELATIVE TO YOUR DRINKING HABITS HOW MUCH COFFEE DO YOU WISH YOU WOULD HAVE CONSUMED.

Relative to your drinking habits how much coffee do you wish you would have consumed
203 responses



INTERPRETATION: - From the above table it is interpreted that 32% wish that they drank more, 45.3% said just right, 19.7% wish they drank less, 3% wish that they never had it.

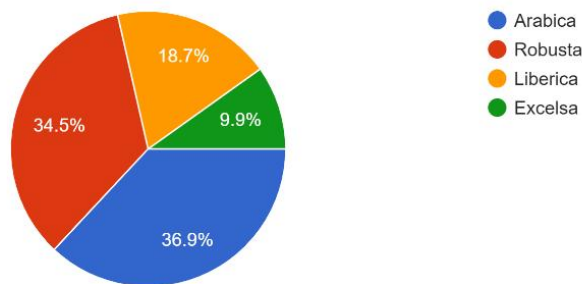
INFERENCE: - Majority (45.3%) said they drank just right.

TABLE.NO.4.1.21: WHAT KIND OF COFFEE DO YOU PREFER.

WHAT KIND OF COFFEE DO YOU PREFER?	NO. OF RESPONDENTS	PERCENTAGE%
ARABICA	75	36.9%
ROBUSTA	70	34.5%
LIBERICA	38	18.7%
EXCELSA	20	9.9%
TOTAL	203	100%

CHART.NO.4.1.21: WHAT KIND OF COFFEE DO YOU PREFER.

What kind of coffee do you prefer
203 responses



INTERPRETATION: - From the above table it is interpreted that 36.9% prefers arabica, 34.5% prefers Robusta, 18.7% prefers Liberace, 9.9% prefers excels a.

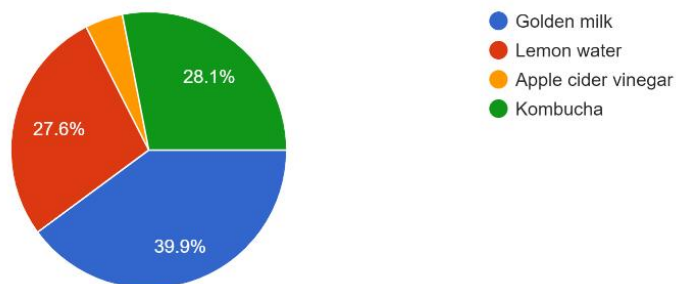
INFERENCE: - Majority (36.9%) prefers Arabica.

TABLE.NO.4.1.22: WHICH OF THE FOLLOWING WOULD BE A GOOD SUBSTITUTE FOR COFFEE.

WHICH OF THE FOLLOWING WOULD BE A GOOD SUBSTITUTE FOR COFFEE?	NO. OF RESPONDENTS	PERCENTAGE%
GOLDEN MILK	81	39.9%
LEMON WATER	56	27.6%
APPLE CIDER VINEGAR	9	4.4%
KOMBUCHA	57	28.1%
TOTAL	203	100%

CHART.NO.4.1.22: WHICH OF THE FOLLOWING WOULD BE A GOOD SUBSTITUTE FOR COFFEE.

Which of the following would be a good substitute for coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 39.9% prefers golden milk for substitute of coffee, 27.6% prefers lemon water, 4.4% prefers apple cider vinegar, 28.1% prefers kombucha.

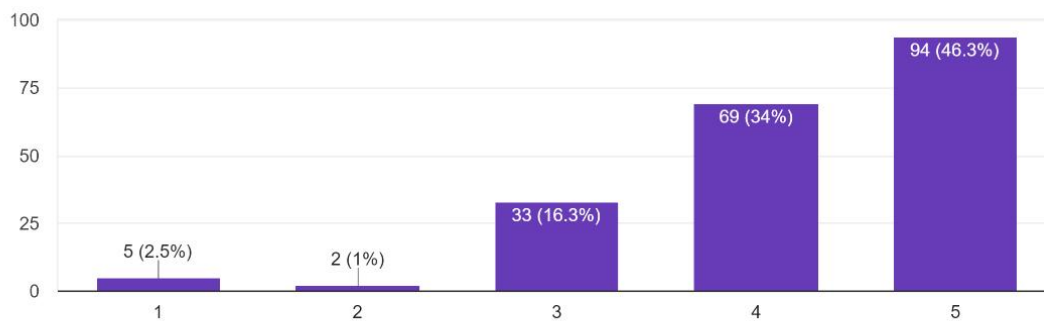
INFERENCE: - Majority (39.9%) prefers golden milk as a substitute for coffee.

TABLE.NO.4.1.23: RATE YOUR DRINKING HABIT OF COFFEE.

RATE YOUR DRINKING HABIT OF COFFEE.	NO. OF RESPONDENTS	PERCENTAGE%
1	5	2.5%
2	2	1%
3	33	16.3%
4	69	34%
5	94	46.3%
TOTAL	203	100%

CHART.NO.4.1.23: RATE YOUR DRINKING HABIT OF COFFEE.

Rate your drinking habit of coffee
203 responses



INTERPRETATION: - From the above table it is interpreted that 2.5% rated 1 for their drinking habit of coffee, 1% rated 2, 33% rated 3, 34% rated 4, 46.3% rated 5 for their drinking habit of coffee.

INFERENCE: - Majority (46.3%) rated 5 for their drinking habit of coffee.

4.2 TEST 1: - CHISQUARE

The test is to find the significant Difference between gender and how much coffee do you drink.

HYPOTHESIS: -

NULL HYPOTHESIS (H0): - There is no significant Difference between gender and how much coffee do you drink.

ALTERNATE HYPOTHESIS (H1): - There is significant Difference between gender and how much coffee do you drink.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * How much coffee do you drink	303	100.0%	0	0.0%	303	100.0%

Gender * How much coffee do you drink Crosstabulation

Count

		How much coffee do you drink			
		1 cup/less per day	1-2 cups per day	3-4 cups per day	5/more cups per day
Gender		100	0	0	0
	Female	0	39	40	28
	Male	0	20	30	33
Total		100	59	70	61

Gender * How much coffee do you drink Crosstabulation

Count

		Total
Gender		100
	Female	115
	Male	88
Total		303

INFERENCE: -Since the value of p is greater than 0.05 in all the cases of performance factors, we accept the null hypothesis that there is no significance difference between gender and how much coffee do you drink.

4.3 TEST 2: - ONE WAY ANOVA

The test is to find the significant difference between age and how many teaspoons of sugar you add in your coffee.

NULL HYPOTHESIS (H0): - There is no significant difference between age and how many teaspoons of sugar you add in your coffee.

ALTERNATE HYPOTHESIS (H1): - There is significant difference between age and how many teaspoons of sugar you add in your coffee.

Oneway

[DataSet1]

ANOVA					
Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	175.016	3	58.339	2.422	.067
Within Groups	4792.668	199	24.084		
Total	4967.685	202			

INFERENCE: -Since the value of p is greater than 0.05 in all the cases of performance factors, we accept the null hypothesis that there is no significance difference between Age and how many tea spoons of sugar you add in your coffee.

4.4 TEST 3: - ONE SAMPLE T-TEST

NULL HYPOTHESIS (H0): - There is no significant difference between age and how many teaspoons of sugar you add in your coffee.

ALTERNATE HYPOTHESIS (H1): - There is significant difference between age and how many teaspoons of sugar you add in your coffee.

One-Sample Test					
Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence ... Lower
Rate your drinking habit of coffee	65.087	202	.000	4.207	4.08

One-Sample Test	
Test Value = 0	
95% Confidence Interval of the ...	
	Upper
Rate your drinking habit of coffee	4.33

T-Test

[DataSet1]

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Rate your drinking habit of coffee	203	4.21	.921	.065

INFERENCE: - There is no significance difference in the mean of coffee consumption habit.

CHAPTER: -5

FINDINGS AND CONCLUSION

5.1 FINDINGS

73.9% of the respondents are in the age group of 20-30.

57.1% of the respondents are male.

47.8% of the respondents belongs to anytime.

34.5% of the respondents belongs to 1-2 cups per day.

55.2% of the respondents belongs to both.

54.7% of the respondents belongs to strong and milky.

72.9% of the respondents belongs to taking time and enjoying it.

34.9% of the respondents belongs to filter/hand brew coffee.

36.5% of the respondents belongs to sometimes.

38.9% of the respondents belongs to weekly.

38.9% of the respondents belongs to food bloggers.

39.9% of the respondents belongs to cookies.

60.6% of the respondents belongs to quality of coffee beans.

34% of the respondents belongs to 4/more than 4kms.

36.5% of the respondents belongs to sometimes.

96.1% of the respondents belongs to yes.

37.9% of the respondents belongs to increase energy levels.

50.7% of the respondents belongs to 2.

30.5% of the respondents belongs to release stress.

45.3% of the respondents belongs to just right.

36.9% of the respondents belongs to Arabica.

39.9% of the respondents belongs to Golden milk.

46.3% of the respondents belongs to 5.

5.2 CONCLUSION: -

With the help of the survey, we were able to ascertain that it's a clear favor of incorporating the concept of consumption of coffee in India. A majority of the people stated that they consume coffee every day and they know that it has advantages as well as disadvantages and they stated the reasons for the consumption mentioned in the survey. More over majority of the people's drinking habit of coffee is 5. To conclude the study about consumption of coffee most of the people consumes to release their stress.

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ANNEXURE I

28/01/2022, 16:40

A study on coffee production and consumption in India

A study on coffee production and consumption in India

**Required*

1. Name *

2. Age *

Mark only one oval.

☐ Above 15

☐ 20-30

☐ 31-40

☐ Above 41

3. Gender *

Mark only one oval.

☐ Male

☐ Female

4. City *

5. When do you drink coffee *

Mark only one oval.

- ☐ Morning
- ☐ Noon/Afternoon
- ☐ Evening
- ☐ Any time

6. How much coffee do you drink *

Mark only one oval.

- ☐ 1 cup/less per day
- ☐ 1-2 cups per day
- ☐ 3-4 cups per day
- ☐ 5/more cups per day

7. Do you prefer going out for coffee or drinking it at home *

Mark only one oval.

- ☐ Going out
- ☐ Drinking at home
- ☐ Both

8. How do you like your coffee *

Mark only one oval.

- ☐ Weak/milky
- ☐ Weak/black
- ☐ Somewhere in the middle
- ☐ Strong and milky
- ☐ Strong and black

9. When drinking your coffee do you prefer drinking it instantly and quickly or taking time and enjoying it. *

Mark only one oval.

- ☐ Instantly and quickly
☐ Taking time and enjoying it

10. When you think about buying a cup of coffee at a coffee shop what are the coffee drinks that you consume most often. *

Mark only one oval.

- ☐ Espresso
☐ Filter/Hand brew coffee
☐ Cold drip coffee/Cold brew
☐ Cappucino/Piccolo latte

11. Do you prefer chicory in your coffee *

Mark only one oval.

- ☐ Everytime
☐ Sometimes
☐ Never

12. How often do you visit cafe *

Mark only one oval.

- ☐ Daily
☐ Weekly
☐ Monthly
☐ Occassionally

13. What is the reason behind the growth of cafe in the past decade? *

Mark only one oval.

- ☐ Social media
☐ Advertisements
☐ Food bloggers
☐ Influencers

14. While having your coffee at a cafe what else would you like to have? *

Mark only one oval.

- ☐ Cookies
☐ Waffles
☐ Pizza
☐ Sandwich
☐ Muffins
☐ Croissants

15. What attributes are important to you when consuming coffee at a coffee shop/cafe? *

Tick all that apply.

- ☐ Variety of coffee flavours
☐ Price
☐ Spacious environment
☐ Sales promotion
☐ Quality of coffee beans

16. How many kilometers do you travel for coffee *

Mark only one oval.

- ☐ 1km
☐ 2km
☐ 3km
☐ 4/more than 4 kms

17. If you go to a coffee shop/cafe, how often do you purchase food other than beverages? *

Mark only one oval.

- ☐ Everytime
☐ Often
☐ Sometimes
☐ Very few times
☐ Never

18. Do you know that coffee has both advantages and disadvantages? *

Mark only one oval.

- ☐ Yes
☐ No

19. Why do you intake more than one cup of a coffee in a day *

Mark only one oval.

- ☐ To feel less tired
☐ To increase energy levels
☐ Body's metabolism
☐ To improve productivity and brain function

20. How many teaspoons of sugar you add in your coffee *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ More than 4

21. For what reasons would you drink coffee *

Mark only one oval.

- ☐ Drinking habit
- ☐ To release stress
- ☐ To boost up your memory
- ☐ To feel less tired

22. Relative to your drinking habits how much coffee do you wish you would have consumed *

Mark only one oval.

- ☐ I wish i drank more
- ☐ Just right
- ☐ I wish i drank less
- ☐ I wish i never had it

23. What kind of coffee do you prefer *

Mark only one oval.

- ☐ Traditional coffee
- ☐ Modern coffee

24. Which of the following would be a good substitute for coffee *

Mark only one oval.

- ☐ Golden milk
- ☐ Lemon water
- ☐ Apple cider vinegar
- ☐ Kombucha

25. Rate your drinking habit of coffee *

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

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Google Forms

ANNEXURE II

A STUDY ON CONSUMPTION OF COFFEE IN INDIA

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ABSTRACT

Globally coffee is considered to be amongst commonly used beverages due to the presence of chemical components like caffeine and many micro nutrients and it is the most widely traded agricultural commodities in the world. In India coffee was a commercial crop and is grown by plantation method. Arabica and Robusta are the two types of coffee cultivated in commercial scale. Coffee contains caffeine, caffeic acid and chlorogenic acid which are major dietary source of antioxidants as well as anti-inflammatory factors. India is the third largest producer and exporter of coffee in Asia, and the sixth-largest producer and fifth-largest exporter of coffee in the world. Coffee is consumed in different styles and there is numerous no. of flavours in coffee. So, from this study we are going to understand the different types of consumption of coffee and the preferences of people for coffee as well as the main reason to consume more coffee every day.

I INTRODUCTION

1.1 INTRODUCTION

Coffee is the most widely traded agricultural commodities in the world. Coffee is world's most favourite beverage with 2.5 billion cups consumed every day. Coffee is produced in about 70 countries most of them belonging to the developing world from Africa, Latin America and Asia. In India, coffee is traditionally grown in the western Ghats spread over Karnataka, Kerala and Tamil Nādu. The market value of café's was estimated to consistently increase to around 6,200 up from about 3,500 in 2017. And the market value is reaching about 125 billion Indian rupees through the years. India is the third largest producer and exporter of coffee in Asia, and the sixth-largest producer and fifth-largest exporter of coffee in the world. The market value of cafes was estimated to consistently increase through the years, reaching about 125 billion Indian rupees in 2020. The two main varieties of coffee I.e.: - Arabic and Robusta are grown in India. There are advantages as well as disadvantages by consuming coffee. [11:01 am, 29/04/2022] The total pure coffee volume in India is estimated at 102,000 tonnes in 2009. Urban consumption dominates with about 73% of total volumes and the remaining 27% accounts for rural consumption (South India). In the north, east and west zones, consumption of instant coffee is more predominant than filter coffee. However, in the south zone, consumption of filter coffee is higher than instant coffee. South alone consumes nearly 80,538 MT (78%) of total coffee consumed in India. Among the south Indian states Tamil Nadu accounts for 36% of consumption while Karnataka, Andhra Pradesh and Kerala account for 31%, 18% and 15% respectively. Occasional drinkers contribute to 52% of total, this essentially means that people have started experiencing this beverage, which should be advantageously used to increase in consumption.

1.2 Objective of the study: -

- To identify the effectiveness of drinking coffee per a day.
- To identify the main reason behind the sudden growth of consumption in the past decade.
- To analyse the habits of consumers for different coffee types.
- To discuss about the available substitutes of coffee

1.3 AREA OF THE STUDY: -

- The sample size of the research is above 200
- Area of the study is to study the coffee production and consumption in India
- The location of the research is Chennai
- Sample type is probability sampling

1.4 NEED FOR THE STUDY: -

- Types of the coffee
- Advantages and disadvantages of coffee
- Reasons to drink coffee
- Substitutes for drinking coffee
- Importance of coffee in one's daily life

II REVIEW OF LITERATURE

M. Ridder: - (2022) in this paper they explained about Worldwide consumption of coffee and productions and trade as well as leading coffee companies" and its statistics.

Valentina Guercio: - (2022) in this paper they explained about Coffee contains many bioactive chemicals, including various antioxidants. The beverage appears to have a variety of health-protective benefits.

Saira Saeed mirza: - (2014) in this paper they explained about Coffee consumption has been frequently reported for its protective association with incident dementia. However, this association has mostly been reported in studies with short follow-up periods, and it remains unclear to what extent reverse causality influences this association

B.A. Goodman: - (2012) in this paper they explained about Caffeine is a widely used psychoactive substance, and for many people coffee is the main source of caffeine in their diet. Several beneficial psychological effects have been associated with caffeine consumption, including mental stimulation, improvement in moods, and analgesic properties.

Venla s Laitala: - (2009) in this paper they explained about Coffee is a highly popular drink associated with the pathogenesis of several diseases and the use of tobacco and alcohol. Considering the worldwide consumption, coffee has a substantial effect on individual wellbeing and public health. The role of genetic factors contributing to interindividual differences and their stability in coffee use is not well known.

III RESEARCH METHODOLOGY

Descriptive research has been used, it involves survey and fact-finding enquiries of different kinds, the purpose of descriptive research is the description of state of affairs, as it exists at present. Questionnaire method has been used as a tool for data collection in this research. The secondary data for the study was collected from books, company websites, magazines and other sources.

Sample size :203

A pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required. A duration of the study is from August 2021 to November 2021. Location of the study is India and above 15 age group people were targeted.

TYPE OF QUESTIONS:

- Linear scaling question
- Multiple choice questions
- Agreeability scale.

CHI-SQUARE: A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

ONEWAY ANOVA: One-way analysis of variance is a technique that can be used to compare whether two samples mean are significantly different or not.

ONE SAMPLE T-TEST: The **one-sample t-test** is a statistical hypothesis test used to determine whether an unknown population mean is different from a specific value.

IV. DATA ANALYSIS AND INTERPRETATION

Table:1 Age of the respondents:

AGE	NO. OF RESPONDENTS	PERCENTAGE%
ABOVE 15	38	18.7%
20-30	150	73.9%
31-40	8	3.9%
ABOVE 41	7	3.4%
TOTAL	203	100%

Age
203 responses

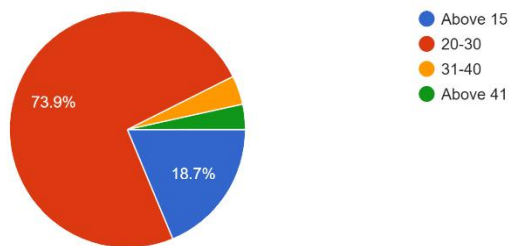


Figure:1

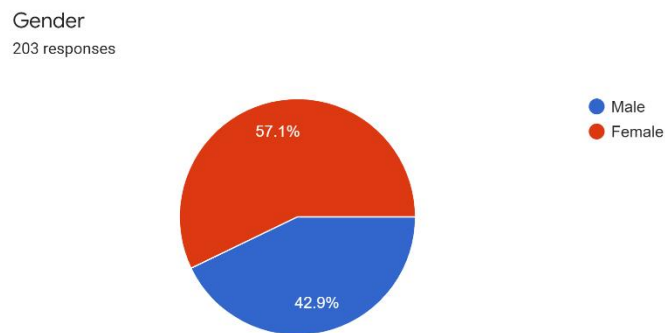
INTERPRETATION: - From the above table it is interpreted that 18.7% of respondents are belongs to age category of Above15, 73.9% belongs to 20-30, 3.9% belongs to 31-40 and 3.4% belongs to above 41.

INFERENCE: - Majority (73.9%) of the respondents are in the age of 20-30 years.

Table:2 Gender of the respondents:

GENDER	NO. OF RESPONDENTS	PERCENTAGE%
MALE	87	42.9%
FEMALE	116	57.1%
TOTAL	203	100%

Figure:2



INTERPRETATION: - from the above chart and table it seems that 42.9% respondents are male and 57.1% are female.

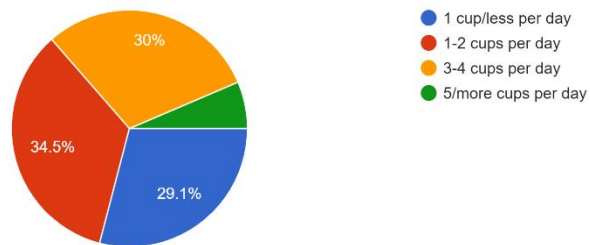
INFERENCE: - 57.1% respondents are female.

Table:3 HOW MUCH COFFEE DO YOU DRINK

HOW MUCH COFFEE DO YOU DRINK	NO. OF RESPONDENTS	PERCENTAGE%
1 CUP/LESS PER DAY	59	29.1%
1-2 CUPS PER DAY	70	34.5%
3-4 CUPS PER DAY	61	30%
5/MORE CUPS PER DAY	13	6.4%
TOTAL	203	100%

Figure: - 3

How much coffee do you drink
203 responses



INTERPRETATION: - From the above table it is interpreted that 29.1% of respondents are belongs to 1 cup/less per day, 34.5% belongs to 1-2 cups per day, 30% belongs to 3-4 cups per day and 6.4% belongs to 5/more cups per day.

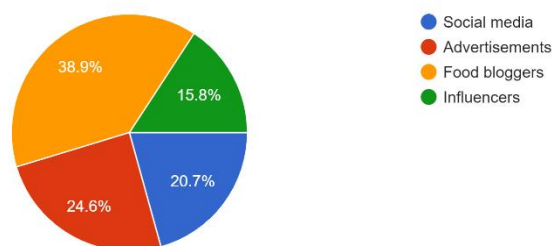
INFERENCE: - Majority (34.5%) of the respondents prefer to drink 1-2 cups per day.

TABLE:4 WHAT IS THE REASON BEHIND THE GROWTH OF CAFE IN THE PAST DECADE.

WHAT IS THE REASON BEHIND THE GROWTH OF CAFE IN THE PAST DECADE?	NO. OF RESPONDENTS	PERCENTAGE%
SOCIAL MEDIA	42	20.7%
ADVERTISEMENTS	50	24.6%
FOOD BLOGGERS	79	38.9%
INFLUENCERS	32	15.8%
TOTAL	203	100%

FIGURE:4

What is the reason behind the growth of cafe in the past decade?
203 responses



INTERPRETATION: - From the above table it is interpreted that 20.7% belongs to social media, 24.6% belongs to advertisements, 38.9% belongs to food bloggers, 15.8% belongs to influencers.

INFERENCE: - Majority (38.9%) belongs to food bloggers.

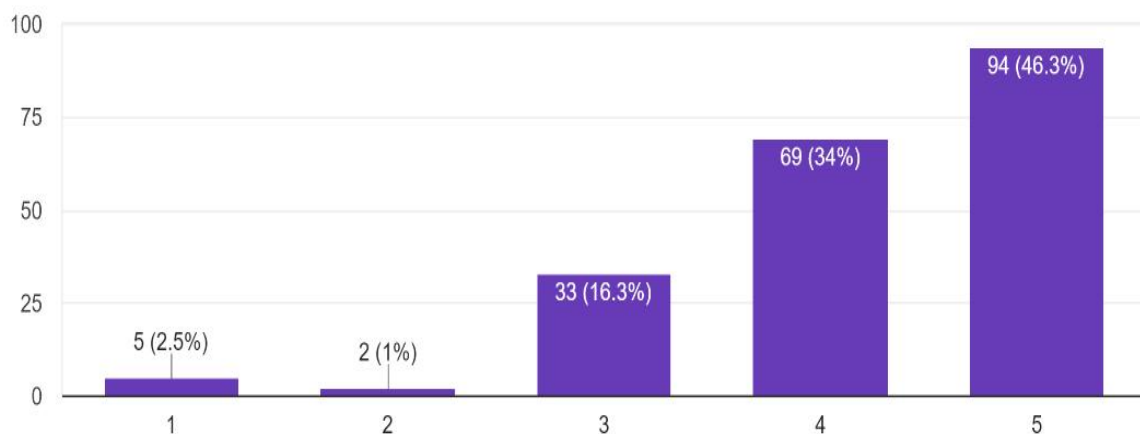
TABLE:5 RATE YOUR DRINKING HABIT OF COFFEE.

RATE YOUR DRINKING HABIT OF COFFEE.	NO. OF RESPONDENTS	PERCENTAGE%
1	5	2.5%
2	2	1%
3	33	16.3%
4	69	34%
5	94	46.3%
TOTAL	203	100%

FIGURE:5

Rate your drinking habit of coffee

203 responses



INTERPRETATION: - From the above table it is interpreted that 2.5% rated 1 for their drinking habit of coffee, 1% rated 2, 33% rated 3, 34% rated 4, 46.3% rated 5 for their drinking habit of coffee.

INFERENCE: - Majority (46.3%) rated 5 for their drinking habit of coffee.

TABLE:6 CHISQUARE

The test is to find the significant Difference between gender and how much coffee do you drink.

HYPOTHESIS: -

NULL HYPOTHESIS (H0): - There is no significant Difference between gender and how much coffee do you drink.

ALTERNATE HYPOTHESIS (H1): - There is significant Difference between gender and how much coffee do you drink.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	310.686 ^a	8	.000
Likelihood Ratio	389.496	8	.000
N of Valid Cases	303		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.78.

INFERENCE: -Since the value of p is greater than 0.05 in all the cases of performance factors, we accept the null hypothesis that there is no significance difference between gender and how much coffee do you drink.

TABLE 7: - ONE WAY ANOVA

The test is to find the significant difference between age and how many teaspoons of sugar you add in your coffee.

NULL HYPOTHESIS (H0): - There is no significant difference between age and how many teaspoons of sugar you add in your coffee.

ALTERNATE HYPOTHESIS (H1): - There is significant difference between age and how many teaspoons of sugar you add in your coffee.

Oneway

[DataSet1]

ANOVA

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	175.016	3	58.339	2.422	.067
Within Groups	4792.668	199	24.084		
Total	4967.685	202			

INFERENCE: -Since the value of p is greater than 0.05 in all the cases of performance factors, we accept the null hypothesis that there is no significance difference between Age and how many tea spoons of sugar you add in your coffee.

TABLE 8: - T-TEST

The test is to find the significant in rate your drinking habit of coffee.

NULL HYPOTHESIS (H0): - There is no significant difference between age and how many teaspoons of sugar you add in your coffee.

ALTERNATE HYPOTHESIS (H1): - There is significant difference between age and how many teaspoons of sugar you add in your coffee.

T-Test

[DataSet1]

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Rate your drinking habit of coffee	203	4.21	.921	.065

INFERENCE: - There is no significance difference in the mean of coffee consumption habit.

CHAPTER: -5

FINDINGS

5.1 FINDINGS

73.9% of the respondents are in the age group of 20-30.

57.1% of the respondents are male.

47.8% of the respondents belongs to anytime.

34.5% of the respondents belongs to 1-2 cups per day.

55.2% of the respondents belongs to both.

54.7% of the respondents belongs to strong and milky.

72.9% of the respondents belongs to taking time and enjoying it.

34.9% of the respondents belongs to filter/hand brew coffee.

36.5% of the respondents belongs to sometimes.

38.9% of the respondents belongs to weekly.

38.9% of the respondents belongs to food bloggers.

39.9% of the respondents belongs to cookies.

60.6% of the respondents belongs to quality of coffee beans.

34% of the respondents belongs to 4/more than 4kms.

36.5% of the respondents belongs to sometimes.

96.1% of the respondents belongs to yes.

37.9% of the respondents belongs to increase energy levels.

50.7% of the respondents belongs to 2.

30.5% of the respondents belongs to release stress.

45.3% of the respondents belongs to just right.

36.9% of the respondents belongs to Arabica.

39.9% of the respondents belongs to Golden milk.

46.3% of the respondents belongs to 5.

CONCLUSION: - With the help of the survey we were able to ascertain that it's a clear favor of incorporating the concept of consumption of coffee in India. A majority of the people stated that they consume coffee every day and they know that it has advantages as well as disadvantages and they stated the reasons for the consumption mentioned in the survey. More over majority of the people's drinking habit of coffee is 5. To conclude the study about consumption of coffee most of the people consumes to release their stress.

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ANNEXURE III

Summary

Highly proactive and coherent student currently pursuing my MBA in HR and OPERATION MANAGEMENT. Having an outstanding academic record along with good written and oral communication skills, I believe my enthusiasm, competency and interest would make me an asset to your team.

Education

Sathyabama Institute of Science and Technology

MBA (HR and OPERATION MANAGEMENT)

SREE VIDYANIKETHAN DEGREE COLLEGE B.S.C (BIO CHEMISTRY)- May 2020

QUALIFICATION & YEAR OF PASSING	INSTITUTION	PERCENTAGE % OF MARKS OBTAINED OR CGPA
MBA (HR AND OPERATION MANAGEMENT)-2022	SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY	9.0
B.S.C (BC) -2020	SREE VIDYANIKETHAN DEGREE COLLEGE	7.4
HSC -2017	SRI CHAITHANYA GOSALA	79%
SSLC -2015	SRI CHAITHANYA TECHNO SCHOOL	82%

Academic Achievements

- Mini project- A STUDY ON INDIAN PERSPECTIVE OF WORK FROM HOME.
- Main project- A STUDY ON CONSUMPTION OF COFFEE IN INDIA.
- COMPLETED INTRODUCTION TO PEOPLE ANALYTICS IN MOSCOW INSTITUTE OF PHYSICS AND TECHNOLOGY.
- GUIDED PROJECT 1: - MANAGING A REMOTE TEAM WORKSPACE IN CLOCKIFY.
- GUIDED PROJECT 2: - BUSINESS ANALYSIS AND PROCESS MANAGEMENT.
- Participation certificate from MSME -Technology development centre (PPDC) for Lean
- six sigma yellow belt in 2nd semester
- Worked in Marketing panel of Mohan Mantra in Sree Vidyanikethan
- Participated in Co-curricular Activities in UG