

A STUDY ON CUSTOMER SATISFACTION TOWARDS COFFEE BRAND

Submitted in partial fulfilment of the requirements for the award of

Bachelors of Business Administration

By

THIRUMALES. S (39280096)



DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAR NAGAR RAJIV GANDHI SALAI, CHENNAI 600119.

APRIL 2022



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | Approved by AICTE

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
THIRUMALESH. S (39280096) who carried out the project entitled **"A STUDY
ON CUSTOMER SATISFACTION TOWARDS COFFEE BRANDS"** student of
Sathyabama Institute Of Science and Technology under my supervision
from January 2022 to March 2022.

INTERNAL GUIDE

Dr. BHUVANESHWARI. G, MBA., Ph.D.

Dean – School of Management Studies

Submitted for Vivo voice Examination held on

Internal Examiner

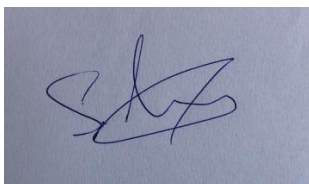
External Examiner

DECLARATION

I am THIRUMALESH. S (39280096). Hereby declare that the project report entitled "A STUDY ON CUSTOMER SATISFICATION TOWARDS COFFEE BRAND" done by me under the guidance of MR. HAMEEM KHAN, school of business administration is submitted in partial fulfilment of the requirements for the award of BACHELORS OF BUSINESS ADMINISTRATION degree.

DATE:

PLACE: CHENNAI

A handwritten signature in blue ink, appearing to be 'S. Thirumalesh', is written on a light blue rectangular background.

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. G. Bhuvaneswari, MBA., Ph.D., Dean, School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

THIRUMALESH. S
(39280096)

TABLE OF CONTENTS

INTRODUCTION
1.
1.1 Introduction About The Study
1.2 Industry Profile
1.3 Company Profile
2.
REVIEW OF LITERATURE
2.1 Introduction
2.2 List of reviews
2.3 Conclusion
3.
RESEARCH METHODOLOGY
3.1 Need for study
3.2 Scope and Significance of study
3.3 Objective of study
3.4 Research Design
3.5 Sources of Data
3.6 Population

3.7 Sample Size
3.8 Sampling Technique
3.9 Period of study
3.10 Structure of Questionnaire
3.11 Limitations of the study
4.
DATA ANALYSIS AND INTERPRETATION
4.1 Percentage Analysis
5
FINDINGS AND SUGGESTIONS
5.1 Findings
5.2 Suggestions and Recommendations
6
SUMMARY AND CONCLUSIONS
6.1 Conclusions
BIBLIOGRAPHY
APPENDIX -1 (Questionnaire)

ABSTRACT

Web assumes bit by bit a more pivotal part to associate data and individuals, the Pressure has kept on ascending on business sectors which have effectively utilized on the web administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their centre from general physical retailing to new organizations like electronic retailing or e-retailing. Electronic shopping offers the best worth, extraordinary things and absolutely basic shopping. The achievement of any e-tailor association in India is reliant upon its commonness. Coffee has obtained importance in the high-level business environment. The headway of web shopping for food has opened the doorway of a chance to give a high ground over firms. Online shopping has filled in noticeable quality throughout the span of the years basically as people imagine that it's fitting for the comfort of their home or workplace. In the new past, the web keeps a significant spot inside monetary activities. As of now-a-days individuals show their benefit on the web. So this study attempts to inspect **CUSTOMER SATISFACTION TOWARDS COFFEE BRANDS**.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Consumer motivations to branded coffee shops are most influenced by three factors:

past experience/ familiarity;
convenience of location/travel;
and friends and family.

With friendly staff, high quality of coffee and food, good atmosphere and good reputation the most important aspects for branded coffee shops.

Coffee is one of the world's most popular beverages. Some claim it is the most widely consumed liquid in the world aside from water.

Coffee is more than a beverage, however. It is a memory, an anticipation, a lifetime of consoling moments of modest pleasure woven into our lives.

Coffee's success as a beverage undoubtedly is owing both to the caffeine it harbors and to its sensory pleasure. Coffee lovers come to associate the energizing lift of the caffeine with the richness and aroma of the beverage that delivers it.

Coffee is produced from the seeds of a small red (sometimes yellow) fruit that grows on plants halfway in size between shrub and tree. The process that turns these seeds into beverage is a long and complex process, perhaps the most complex process associated with any major beverage.

It is also a very labour-intensive process involving a vast intercontinental collaboration that starts with the coffee grower, moves from there to the picker, then to the mill workers who meticulously remove the fruit and dry the beans, then to those who clean and grade the beans, to those who roast them, to those consumers and baristas who finally grind the beans and prepare the beverage. Every act along the way can be performed either with passion and precision or with careless shoddiness. It is the cumulative quality of all of these creative contributions that together make the difference between a lackluster cup and a fine and distinctive one.

In India, coffee is grown in regions that receive 2,500-4,000 mm rainfall for more than 100 days, followed by a continuous dry period of a similar duration. Coffee growing areas in the country have diverse climatic conditions, which are suitable for the cultivation of different varieties of coffee.

1.2 INDUSTRY PROFILE

Companies in this industry sell coffee drinks and other food and beverages for consumption on the premises or for takeout. Major companies include Peet's Coffee, Starbucks, and The Coffee Bean & Tea Leaf (all based in the US), as well as Caffè Nero and Costa Coffee (both based in the UK).

The biggest US coffee chains operate stores abroad, primarily through licensing agreements. Starbucks owns and licenses about 32,000 locations worldwide. The world's largest coffee consumers include Finland, Norway. And Iceland among other countries, according to the World Population Review.

The US coffee shop industry includes more than 60,000 stores with combined annual sales of about \$40 billion. Coffee shops are part of the specialty eatery industry, which also includes outlets specializing in products such as bagels, donuts, frozen yogurt, and ice cream.

Consumer taste and personal income drive demand. The profitability of individual companies depends on the ability to secure prime locations, drive store traffic, and deliver high-quality products. Large companies have advantages in purchasing, finance, and marketing. Small companies can compete effectively by offering specialized products, serving a local market, or providing superior customer service.

Coffee shops compete with businesses such as convenience stores, gas stations, quick-service and fast-food restaurants, gourmet food shops, and donut shops. The US industry is fragmented: the eight largest companies account for about 30% of revenue.

Typically served hot, coffee can also be served as iced coffee. The global coffee market, which was valued at approximately USD 102.15 billion in 2019, and is expected to reach revenue worth USD 155.64 billion by 2026, is set to record a CAGR of nearly 6.2% over the period from by 2026.

1.3 COMPANY PROFILE

Every coffee lover has a go-to brand. For some, it's the time-tested grocery store stock. For others, a boutique roaster you can only order online. But since we drink coffee once (maybe three times) a day, it's easy to get burnt out sipping the same old cup of joe. Luckily, the coffee world is vast and varied, and another brand is always waiting to fill your cup.

We've rounded up our favourite options below and broken down what we like about each one. Categories cover everything from light roast to dark to decaf.

To start every morning right, here are the best coffee brands to try.

Classic Coffees also has international blends such as Kenyan and Ethiopian through partners in those countries.

Currently, Classic Coffees is sold on online platforms such as Big basket, and offline stores, including Westside Gourmet, Namdhari, and Nature's Basket, and at airports in Delhi and Bengaluru.

The company gets monthly orders of about one tonne now, and is targeting 8-10 tonnes by March 2018.

WORLD MAJOR COFEE PLAYERS

1. STARBUCKS CORPORATION
2. THE KRAFT HEINZ COMPANY
3. THE COCA COLA COMPANY
4. TATA GLOBAL BEVERAGES
5. NESTLE SA
6. JM SMUCKER COMPANY
7. JAB HOLDING COMPANY
8. LUIGI LAVAZZA SPA

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Coffee is one of the world's popular beverages, with an estimation amount of four hundred billion cups being consumed each and every year (Spence & Carvalho, 2020). Coffee Market in the world is always evolving in terms of both supply and demand in the business.

By the time it has gone through several trends and phases, it has known as “Waves of coffee consumption” (Fischer, 2017). Nowadays, the coffee industry is going through another transformation that is depended on and thrived by shifting consumer values in a growing connected global landscape, where consumers become the core of decision makers whether to support companies that reflect their values (National Coffee Association [NCA]).

The largest consumer as a country would be United State of America with 25 million bags in 2016. The famous coffee fast drinks chain is Starbucks which is originally from USA. Brazil is the second largest consumer (20 million bags) and the larger coffee producers in the world with 55 million bags.

The European Union stands alone with the highest coffee consumption with 42 million 60 kg bags. In Asia and Oceania, there has been the strongest growth rates of coffee consumption. In Scandinavians, it has the highest coffee consumption per capita. In comparison, UK and Japan have lower per capita consumption as they are countries with a long tradition of drinking tea.

2.2 LIST OF REVIEWS

1. Stumptown Coffee Roaster

Among a list that includes coffee producers which have been in business for a hundred years or more, giving the top position to a relatively new roaster might seem outrageous. However, Stumptown's coffees are outrageously good. Since opening in the 1990s, Stumptown has slowly percolated into a superior position in the world of coffee, boiling into the crème de la crème of caffeine companies.

Through a dedication to coffee science, and careful consideration of the product they source, Stumptown offers beans that encompass the complexity of what coffee really is. They do so in an approachable way, encouraging a learning experience with each cup.

Their bagged offerings are some of the higher priced choices on this list, so purchasing one is more of a splurge than it is an everyday habit. Still, having Stumptown coffee stored and on hand for special occasions or a slow weekend morning can change the way you see and taste coffee. These beans are that good.

2. **Intelligentsia**

Intelligentsia calls themselves the world's best coffee, and they aren't far off the mark. This brand might be better labelled as the world's smartest coffee. In many circumstances, Intelligentsia has put the lion's share of focus on plant genetics. By ensuring that their coffee can be directly traced or is a relation of a coffee that hails from Ethiopia's "primal coffee forests," Intelligentsia is priming their roasts to have a specific profile. They aim for fruit-forward varieties, and though the logo is a star, there isn't any wishing on a celestial body here. This coffee is a sure thing.

With some specialty brands offering high quality at a high value, you might not get into the habit of drinking Intelligentsia every day. A bag of it can run a pretty penny, but it is worth the money to have on the days when you deserve an especially good cup. True to form, the roasts have fruitier profiles. The D.R. Congo Muungano is a good example. As a single origin hailing from the shores of Lake Kivu in Eastern Congo, it leaves the taste buds tingling with bright bursts of honey, nectarine, and cherry.

There are opposing blends as well, such as the El Gallo, which is prominent in chords of milk chocolate and cherry cola. When it comes to Intelligentsia, there is a lush jungle of flavour's to enter.

3. Lavazza

Starbucks may be the biggest backers of espresso in America, but never forget that the origin of this coffee making technique comes from Italy. If you ever need a reminder, pull a bag of Lavazza from your store shelves. From the first scoop of grounds to your final mug, this brand of beans will take your morning redeyes and turn them into a leisurely flight to the world's cappuccino capital.

Lavazza coffees are known for their intensity, and each roast comes clearly labelled with where it sits on the scale. The Classico is a coveted roast, but it is the Gran Selezione that holds the crown. The chocolate-forward accent makes it a morning cup to savor slowly. It may be 7 on the intensity scale, but it is a 10 of 10 in terms of taste. Other blends can come in lower intensities but still pack as much flavour as a true espresso. (And if you decide to spring for a home espresso machine, take heart: Despite what you might expect, a daily espresso actually has less caffeine and lower acidity than a daily coffee.)

4. Caribou Coffee

Caribou Coffee began as a small roastery and shop in the far-off land of Minnesota, but these days their cafes and bagged beans can be found in just about every state. There isn't much to mention about Caribou in terms of their process or company values; they are Rainforest Alliance Certified but don't have an Equal Exchange-like focus on sustainability, the coffee is fresh, but not process-driven like Peet's. Whatever they are doing up there works. This is one stellar cup of coffee.

Caribou's motto is explanatory: "Life is Short. Stay Awake For It." Their product offerings match the catchphrase. Caribou java is strong enough to pull a sleigh and served with a striking taste. The highlight of their bagged offerings are dark roasts like the Mahogany Blend, which has a loamy profile that eases you right into the demands of the day. Lighter selections have bright pops of tangy flavors. No matter which one you go with, your taste buds will take off like a team of reindeer.

5. illy Coffee

When you think of quality espresso, it's hard not to let your mind drift towards a daydream of an idyllic Italian scene.

Your kitchen may not look like a gleaming Sicilian villa or a bustling cafe on the streets of Rome, but illy Coffee can make it smell like one. The city of Turin often gets most of the love for birthing the now-international Lavazza brand, but there is another place that has long been a crucial part of the Mediterranean nation's coffee history. The far northeastern city of Trieste is as true a coffee capital as there has ever been. The king of the capital? illycaffè.

To be fair, illy comes at a fairly high price point for grocery store coffee. It also comes with an incredibly fine flavour. The 8.8-ounce tins come packed with one of Italy's finest roasts, including pods for your single-cup machine and some of the best instant coffees under the Tuscan sun (and anywhere else). illy is often used as an espresso coffee, but the magic of it is that — whether from your French press or regular coffee maker — it tastes smooth and balanced rather than burnt or sour. Even so, there is a Ground Drip Classico in case you don't believe it. Getting your toes wet is an Italian tradition after all.

6. Starbucks

Decades of expansion across the American coffee landscape has proved Starbucks as more than just a passing fad. Before it was known as the place to get sugary, limited-time novelty beverages, Starbucks was introducing traditional espresso-based drinks to a country that was largely unfamiliar with the taste. These days, it's likely that you associate the company with trendy, flamboyant offerings, but the café chain has stuck true to the roots of roasting a simple but great cup of joe.

Research on American coffee habits by Yahoo! Finance suggests that most java drinkers prefer to sip on a standard cup of coffee rather than espresso beverages. Starbucks rose to prominence by offering a darker, heavier brew, but fortunately that doesn't translate to burnt flavors. The signature Pike Place roast meets caffeine-heads where they're at. It is a potent cup that has an accent of toasted nuts. Plus, a bag of Starbucks beans is definitely more approachable than a Unicorn Frappuccino.

7. Peet's Coffee

The legacy of Peet's Coffee goes far beyond their own company. As The Seattle Times reports, Dutch immigrant Alfred Peet, the founder of this self-named coffee company, actually inspired Starbucks and provided the first roasted beans that the shop would use at their Pike's Place store.

Peet's dedication to overseeing the manual roasting process of his namesake beans can still be tasted today. A mug of Peet's coffee will take you back to a time before convenience and quick-service ruled everything. Similar to Café Bustelo, Peet's puts an emphasis on locking in freshness during the post-roast process by sealing their bags immediately. The care that is involved in this process allows both blends and single origin beans to fully display their flavors with every swig. Peet's does come at a slightly higher price point, but it is good enough to save you money by turning your kitchen into your new favourite cafe.

8. Kahawa 1893

Chances are that when you head out to shop at Trader Joe's, you already know a lot of what's going to be dropping in your cart. The Triple Ginger Snaps, Two-Buck Chuck — some items are mandatory pickups! This is why a trip into TJ's feels more like comfort shopping than the adventure that it could be. It's tough to find new things when there are so many reliable and exclusive products. However, one new addition to the shelves that can't be missed on your next grocery run is Kahawa 1893. It is a premium African coffee brand that sources directly from farmers on the African continent. Kahawa means coffee in Swahili, but for founder Margaret Nyamumbo the brand also means returning to a family business.

Kahawa 1893 sources beans directly from women farmers in Kenya and Rwanda. You might say that each bean was raised with a mother's love because regardless of whether or not these female farmers have children, they are nurturing the delicious crop that becomes your daily cuppa. In this way, love and appreciation for the art of growing coffee can be tasted in every bag. And, beans taste better when you know they are serving a good cause. The mission is amazing, and the coffee will be a highlight of your week. If you're feeling dicey, try the Roaster's Choice (though there isn't much risk involved — it's still top-notch).

9. Chock Full o' Nuts

In 1926, an enterprising entrepreneur named William Black went into business roasting nuts. When the economy nosedived just three years later, Black changed the focus of his company, aptly-named Chock Full o' Nuts, to begin roasting coffee beans (which were cheaper at that time). This leaves one to wonder if the Great Depression is a phrase better used to tell the history of Black's java business, or to describe the state of the unlucky coffee drinker who gets saddled with a can of this stuff.

All jokes aside, there is something to say about longevity, and Chock Full o' Nuts has it. After all, there is hardly a container of coffee that can sit on your grandmother's counter without ever changing flavors like this one.

10. Nescafé

In the information section of the website for Nescafé instant coffee, the company labels their product as 100% pure coffee, which leads you to wonder, "what else could it be?" With an expiration date that is printed for two years beyond the time of purchase, it's a reasonable question to ask. Nescafé is an extremely popular instant coffee brand, but it reminds us of Regina George from "Mean Girls" — just because it's popular doesn't mean it's good.

Over the last few years, the brand has changed up some things in their instant coffee recipe, and the results leave even more to be desired than before (via Manchester Evening News). The concentration of heavy roasting flavors can sometimes be headache inducing. Nescafé's website claims that their instant coffee jars are the best-selling coffee brand worldwide, which leads to yet another question: "Where in the world are all the taste buds?"

11. Yuban

Yuban has been on the market for over a century, according to Leaf. This lengthy history might be enough to convince you that there is something tried and true about the brand, but a cup of these grounds will have you reconsidering.

Despite being a staple on grocery store coffee shelves for years, Yuban's quality is now a thing of the past.

Perhaps it comes down to careless ownership by a mega-sized food producer like Kraft-Heinz, or maybe it is a result of today's coffee drinkers being spoiled by the third wave coffee movement. Whatever the case, Yuban's popularity has more to do with tradition than flavor. These days, a cup of Yuban doesn't pack the same bold, bright flavors that it once did. It's hard to make old things seem new and this coffee just feels (and tastes ... and smells ...) a bit stale. Fortunately, Yuban can still rely on sustainable business practices (and a Rainforest Alliance Certification) to be considered a leader in the coffee world.

12. Maxwell House

Felipe Sanchez/Shutterstock

Of all the Kraft-Heinz products that exist on the market, Maxwell House is one of the most well known. However, as other Kraft-Heinz coffees have proven, high-profile doesn't always translate to high quality. In the case of Maxwell House, it definitely doesn't. In fact, this coffee is so bad that even Kraft-Heinz has considered dropping it from their portfolio (via CNBC). For now, it remains a part of the family, which makes us wonder if they've had a hard time getting rid of it; Okay, so maybe poor taste isn't the real reason that the company has considered letting go of Maxwell House, but it is a reason that you should consider skipping it. Maxwell House represents some of the most profoundly un-fun parts of American coffee.

It's the type of grind that you can dump into your drip machine without thinking about — a coffee that prioritizes convenience over the tasting experience that you deserve. Even among mass-marketed coffees, this one stands out, but not in a good way.

13. Kirkland's

TonelsonProductions/Shutterstock

When shoppers walk into Costco, there are no pretenses about what they're in for. For many foodstuffs, buying in bulk doesn't necessarily impact the quality of the product. Your favorite red can of potato crisps are still the same whether sold in a single unit or a pack of 12. Unfortunately, coffee is not one of those products. Costco's signature Kirkland brand is a mass-produced roast that can be reliable in a pinch, reasonable for your office coffee pot, but doesn't deserve an honored spot in your home's pantry.

To be fair, Kirkland isn't bad coffee. It has a long shelf life (which kind of makes us pause), and it is affordable. Both of those non-taste-related aspects are Kirkland's strongest selling points. As for the taste, several styles of this brand are actually roasted by none other than Starbucks. However, like other brands on this list reveal (looking at you, Seattle's Best), just because it's made by Starbucks doesn't mean it is better than average. Sadly, that's what Kirkland Coffee is.

14. McCafé

melissamn/Shutterstock

You might be surprised to learn that when the original McDonald's opened in 1955, coffee was one of the items they sold. We can only hope that it tasted a bit better back then. A more commonly known, present-day fact about McCafé coffee is that it is served at a ridiculously hot temperature. That makes "burned-out taste buds" a reasonable (and maybe the only) excuse for drinking this coffee. We'll call it plausible deniability. McCafé drive-through coffee certainly has a set of dedicated fans, but the coffee available in stores seems like it was made specifically for their worst enemies. McDonald's is known for consistency, and the flavor here is consistently bad. From light to dark roasts, it all has the same note: burnt. A fresh pot of McCafé manages to taste like it's been sitting on the hot pad of the machine for hours. Even microwaved coffee is better than this.

15. New England Coffee

A cup of New England Coffee begins the journey northward, to higher latitudes and higher qualities of java. (Unfortunately, being better than coffees like McCafe is nothing to brag about.) The brand has been part of a Northeast coffee tradition since 1916, although for the past nine years or so it has been owned by a New Orleans-based food company.

The Big Easy is a city that has a storied café history, however as New England Coffee shows, that doesn't directly translate into a bold brew, despite the clear effort to stand out when it comes to flavor.

New England Coffees offer seasonally roasted blends like Peppermint Bark and Gingerbread. There is even an Eggnog flavor, though it takes an adventurous taster to appreciate that blend and too much can be stomach turning. Outside of the holiday styles, New England Coffees creates other novelty flavors like Butter Pecan, Pistachio Crème, and Blueberry Cobbler. The case of this coffee brand is best described as jack of all trades, master of none.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY:

- It really depends on your body and the amount you're consuming. Coffee affects each person differently.
- For some, a cup of coffee keeps them alert and focused on the task at hand. For others, it may give them a burst of energy, but ultimately interfere with important healthy habits like sleeping. Long-term, sleep deprivation can affect your memory, focus, and overall health.
- If you find that consuming coffee helps you maintain your focus and doesn't interfere, then drink away!
- A recent clinical study has found positive effects of coffee on digestion and the gut, and protects against common digestive complaints such as gallstones as well as certain liver diseases.
- The study has been published in the 'Nutrients Journal'.

3.2 SCOPE OF THE STUDY:

- On the basis of product type, the coffee market is segmented under whole-bean, ground coffee, instant coffee, and coffee pods capsules.

- Based on the distribution channel, the market is segmented under the channels of on-trade and off-trade.
- The off-trade channels will include supermarkets/ hypermarkets, convenience stores, specialist retailers, and other channels.
- By geography, the market covers the major countries in North America, Europe, Asia-Pacific, South America, and Middle East & Africa.
- For each segment, the market sizing and forecasts have been done on the basis of value.

3.3 OBJECTIVE OF THE STUDY:

- **Increased brainpower** – The antioxidants in coffee, in moderation, have been linked to improved memory, and even preventing diseases like dementia.
- **Improved focus** – For many college students, caffeine keeps them alert for lectures and study time.
- **Health benefits** – Studies have shown decreases in heart disease as well as type 2 diabetes for moderate coffee-drinkers.
- However, the downsides include:
- **Loss of sleep** – This isn't the case for all of us, but drinking coffee through the day can definitely create this effect. Try sticking to the morning.
- **Habit-forming** – Forming a coffee dependency can cause complications. Many coffee drinkers know what it's like to be running late and go through their day without having a cup.
- **Health risks** – The benefits we discussed were for moderate consumers. Heavy consumption can reverse some of the benefits and actually lead to heart disease.

3.4 METHODOLOGY

- To analyze the data from completed questionnaires, frequencies, percentages and averages were use in the dept analysis data. The basic purpose of sampling is to estimate population parameter values as accurately as possible. The research was aimed, among others, at determining the behavior of consumer towards the consumption of coffee an coffee beverage, including the preferences, frequency and location of the consumption. The research study applied here is purely descriptive The following issues were subjected:
- Time and places of coffee consumption.
- Frequency of buying coffee by the respondents.
- The frequency and place of consumption outside the home and home.

3.5 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is three months of study.

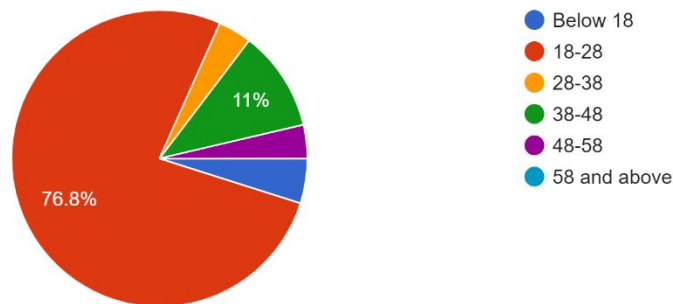
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

❖ AGE OF RESPONDENTS: (Personal details)

What is your Age?

82 responses

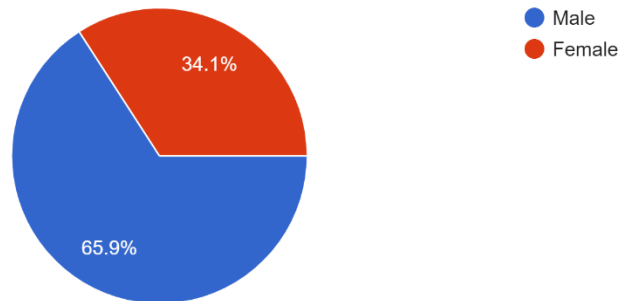


Inference: Majority (76.8%) respondents are age between 18-28.

S.No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE	OUT OF PERCENTAGE
1	BELOW 18	18	9.00	100.00
2	18-28	36	76.8	100.00
3	28-38	14	7.00	100.00
4	38-48	21.5	11.00	100.00
5	48-58	8	4.00	100.00
6	58 and above	20.5	10.00	100.00
TOTAL		82	100.00	

❖ GENDER OF RESPONDENTS

Gender
82 responses



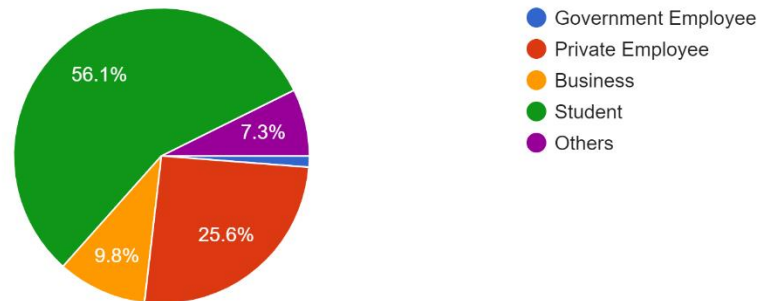
❖ **INFERENCE:** Majority (65.9%) of gender of respondents are Male.

S.NO	PARTICULARS	PERCENTAGE
1	MALE	65.9%
2	FEMALE	34.01%

❖ OCCUPATION OF RESPONDENTS:

Occupation

82 responses



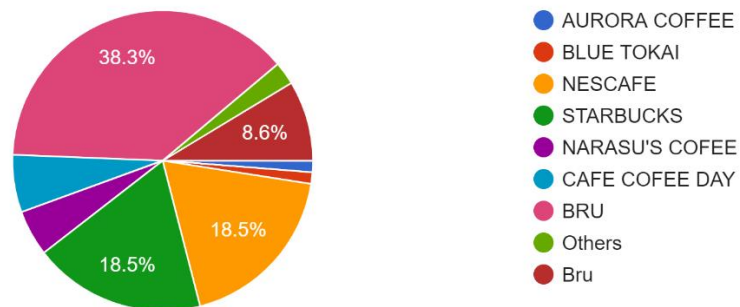
Majority (56.1%) of the respondents are students

S.NO	PARTICULARS	PERCENTAGE
1	Government Employee	4%
2	Private Employee	25.6%
3	Business	9.8%
4	Student	56.1%
5	Others	7.3%

❖ WHICH COFFEE BRANDS RESPONDENTS LIKE THE MOST?

Which Coffee Brand you like the most?

81 responses



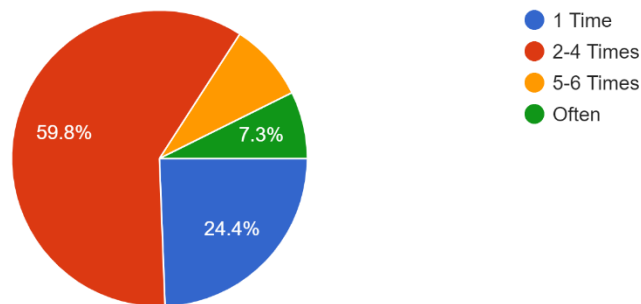
Inference: Majority (46.9%) of the respondents like BRU Coffee brand.

S.NO	PARTICULARS	PERCENTAGE
1	Blue Tokai	8.6%
2	Nescafe	18.5%
3	Starbucks	18.5%
4	Narasur's Coffee	5%
5	Café coffee day	7%
6	Bru	13%
7	Others	18.5%

❖ HOW MANY TIMES DO RESPONDENTS DRINK COFFEE IN A DAY?

How many times do you drink coffee in a day?

82 responses



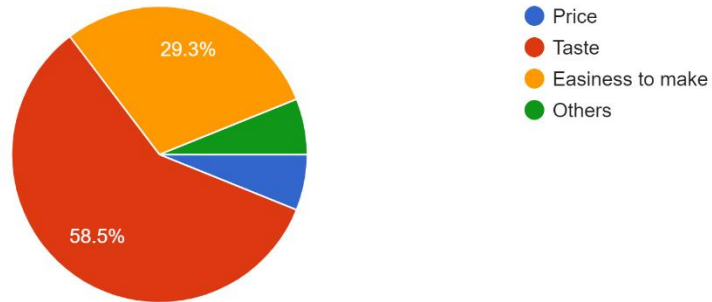
INFERENCE: Majority of Respondents (59.8%) drink coffee in a day.

S.NO	PARTICULARS	PERCENTAGE
1	1 Time	24.4%
2	2 – 4 Times	59.8%
3	5 – 6 Times	9.5%
4	Often	7.3%

❖ MOST IMPORTANT ASPECTS OF THE COFFEE BY RESPONDENTS

Most Important Aspects of the Coffee?

82 responses



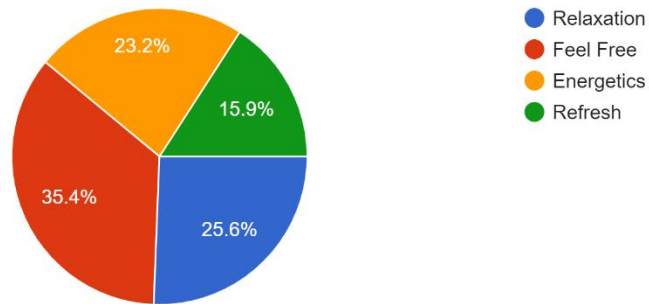
INFERENCE: Majority (58.5%) of the respondents love the Taste.

S. NO	PARTICULARS	PERCENTAGE
1	Price	6%
2	Taste	58.5%
3	Easiness to make	29.3%
4	Others	6%

❖ RESPONDENTS FEEL WHILE HAVING COFFEE

Respondent's Feel while Having Coffee

82 responses



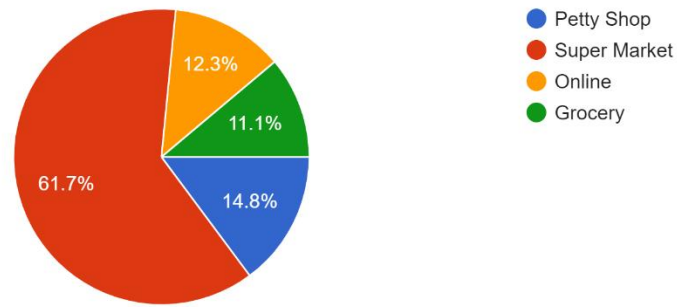
INFERENCE: Majority (35.4%) Feel Free while having Coffee.

S. NO	PARTICULARS	PERCENTAGE
1	Relaxation	25.6%
2	Feel Free	35.4%
3	Energetics	23.2%
4	Refresh	15.9%

❖ RESPONDENTS PURCHASE PLACE OF COFFEE POWDER.

Purchase Place of Coffee Powder

81 responses

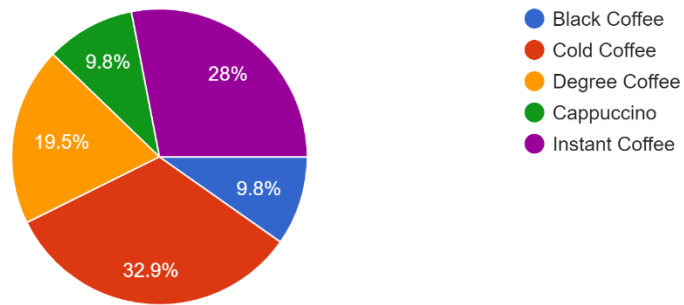


INFERENCE: Majority (61.7%) purchase the coffee powder in Super Market.

S. NO	PARTICULARS	PERCENTAGE
1	Petty Shop	14.8%
2	Super Market	61.7%
3	Online	12.3%
4	Grocery	11.1%

❖ WHICH TYPE OF COFFEE DO RESPONDENTS LIKE TO HAVE?

Which type of Coffee do you like to have?
82 responses



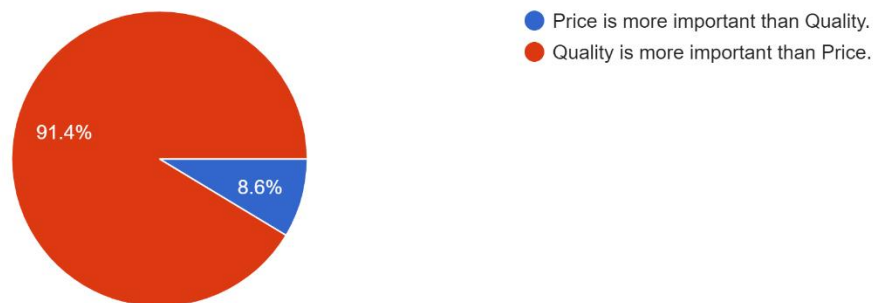
INFERENCE: Majority (32.9%) Cold Coffee respondents like to have

S. NO	PARTICULARS	PERCENTAGE
1	Black coffee	9.8%
2	Cold coffee	32.9%
3	Degree coffee	19.5%
4	Cappuccino	9.8%
5	Instant coffee	28

❖ HOW IMPORTANT IS PRICE VS QUALITY WHEN SELECTING A COFFEE?

How important is Price vs Quality when selecting a coffee?

81 responses



INFERENCE: Majority (91.4%) respondents says Quality is more important than Price.

S. NO	PARTICULARS	PERCENTAGE
1	Price is more important than Quality	8.6%
2	Quality is more important than Price	91.4%

CHAPTER 5

FINDINGS AND SUGGESTIONS

FINDINGS:

- Majority (76.8%) respondents are age between 18-28. (11%) respondents are age between 38-48.
- Majority (65.9%) of gender of respondents are Male. (34.1%) of gender of respondents are Female.
- Majority (56.1%) of the respondents are students. (25.6%) of private employee and (9.8%) are Business persons.
- Majority (46.9%) of the respondents like BRU Coffee brand. (18.5%) of the respondents like Nescafe coffee and (18.5%) like blue tokai coffee
- Majority of Respondents (59.8%) drink coffee in a day. (24.4%) are the respondents drink 1 Time a day and (7.3%) drink often.
- Majority (58.5%) of the respondents love the Taste. (29.3%) respondents love the easiness to make in coffee.
- Majority (35.4%) Feel Free while having Coffee. (25.6%) of respondents have relaxation while having coffee, (15.9%) of respondents have refresh while having coffee.
- Majority (61.7%) purchase the coffee powder in Super Market. (12.3%) of respondents purchase in online and (14.8%) of respondents purchase in petty shop.
- Majority (32.9%) Cold Coffee respondents like to have. (28%) of respondents like to have Instant coffee. (19.5%) of respondents like to have Degree coffee. (9.8%) like to have black coffee.
- Majority (42.7%) respondents drink coffee at Evening. (31.7%) of respondents drink coffee every time.
- Majority (91.4%) respondents says Quality is more important than Price.

SUGGESTIONS:

- The overall experience index from the study reveals that the coffee brands is performing very well and customers buying are much experience with the service given to them.
- More attractive advertisement, offers, sales has to provide through various advertisements media channels.
- Coffee has become an unstoppable force around the world. More than 2 billion cups of coffee are drunk every day across the globe – confirms that it's not just a drink, but the lifeblood for many people. Living without coffee would be impossible.
- Free tasting and special discounts for Fair Trade Products.

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 CONCLUSION

- In conclusion, the study had confirmed quite a number of the hypothesis that was there before the survey was conducted. From this study, it can be concluded that an increase in the price of coffee negatively affects customer satisfaction. However, if such initiatives are accompanied by incentives and thorough explanations of the reasons why there is a rise in the prices, then that could be seen as an incentive by the customers. If done appropriately, then the purchase of the goods by the customers can be adequately improved by the organization. Generally, an increase in price has a negative correlation to customer satisfaction.

6.2 BIBLIOGRAPHY

- **2016**

Starbucks: number of stores UK 2016 | Statistic

2017

In-text: (2016, 2017)

Your Bibliography: 2016, 2017. *Starbucks: number of stores UK 2016 / Statistic*. [online] Statista. Available at:
<<https://www.statista.com/statistics/218388/number-of-starbucks-stores-in-the-uk/>> [Accessed 4 April 2017].

- Website



COFFEE#1 » MENUS

2017

In-text: (Coffee#1 » Menus, 2017)

Your Bibliography: Coffee1.co.uk. 2017. *Coffee#1 » Menus*. [online] Available at: <<http://www.coffee1.co.uk/menu/>> [Accessed 5 April 2017].

- Website



COFFEE#1 » OUR STORES

2017

In-text: (Coffee#1 » Our Stores, 2017)

Your Bibliography: Coffee1.co.uk. 2017. *Coffee#1 » Our Stores*. [online]

Available at: <<http://www.coffee1.co.uk/our-locations/>> [Accessed 5 April 2017].

- Website

FARRELL, S.

Costa Coffee profits rise again

2017

In-text: (Farrell, 2017)

Your Bibliography: Farrell, S., 2017. *Costa Coffee profits rise again*. [online] the Guardian. Available at:

<<https://www.theguardian.com/business/2014/apr/29/costa-coffee-profits-whitbread>> [Accessed 4 April 2017].

- Website

LISTS, S.

10 Most Valuable Companies

2017

In-text: (Lists, 2017)

Your Bibliography: Lists, S., 2017. *10 Most Valuable Companies*. [online] Top Ten Lists. Available at: <<https://www.smashinglists.com/10-most-valuable-companies/>> [Accessed 5 April 2017].

- Website

CAFFE NERO PRICES - PRICE GUIDE LADY

2017

In-text: (Caffe Nero Prices - Price Guide Lady, 2017)

Your Bibliography: Price Guide Lady. 2017. *Caffe Nero Prices - Price Guide Lady*. [online] Available at: <<http://www.priceguidelady.co.uk/caffe-nero-prices/>> [Accessed 5 April 2017].

- Website

COSTA COFFEE PRICES - PRICE GUIDE LADY

2017

In-text: (Costa Coffee Prices - Price Guide Lady, 2017)

Your Bibliography: Price Guide Lady. 2017. *Costa Coffee Prices - Price Guide Lady*. [online] Available at: <<http://www.priceguidelady.co.uk/costa-coffee-prices/>> [Accessed 5 April 2017].

HOW MUCH IS STARBUCKS WORTH?

2017

In-text: (How much is Starbucks worth?, 2017)

Your Bibliography: Reference. 2017. *How much is Starbucks worth?*. [online]

Available at: <<https://www.reference.com/business-finance/much-starbucks-worth-58caac3eae5cebec>> [Accessed 4 April 2017].

APPENDIX (Questionnaire)

1. PERSONAL DETAILS

Name:

What is your Age?

- A) Below 18
- B) 18 – 28
- C) 28 – 38
- D) 38 – 48
- E) 48 – 58
- F) 58 and above

Gender

- A) Male
- B) Female

Occupation

- A) Gov . Employee
- B) Private Employee
- C) Business
- D) Others

Marital Status

- A) Married
- B) Unmarried

Income

- A) Below 25,000
- B) 25000 – 50,000
- C) 50000 – 100000
- D) More than 100000

Which Coffee brand you like the most?

- A) Aurora Coffee
- B) Blue Tokai
- C) Nescafe
- D) Starbucks
- E) Narasu's Coffee
- F) Café Coffee day
- G) Bru
- H) Others

How many times do you drink Coffee in a day?

- A) 1 Time
- B) 2 – 4 Times
- C) 5 – 6 Times
- D) Often

Most Important aspects of the Coffee?

- A) Price
- B) Taste
- C) Easiness to make
- D) Others

Respondent's Feel while having Coffee

- A) Relaxation
- B) Feel Free
- C) Energetics
- D) Refresh

Purchase Place of Coffee Powder

- A) Petty shop
- B) Super market
- C) Online
- D) Grocery

Which type of coffee do you like to have?

- A) Black Coffee
- B) Cold Coffee
- C) Degree Coffee
- D) Cappuccino
- E) Instant Coffee

What time of the day would you drink coffee

- A) Morning
- B) Evening
- C) Night
- D) Every time

How important is Price vs Quality when selecting a coffee?

- A) Price is more important than Quality.
- B) Quality is more important than Price.

Have you ever bought Coffee produced by your favourite Coffee shop for at home brewing?

- A) Yes
- B) No
- C) Maybe

Tell Something about why do you love coffee?

How responsive have we been to your questions or concerns about our brands?

- A) Not all Responsive
- B) Extremely Responsive