



ATTITUDE OF CONSUMERS IN PURCHASING COFFEE WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

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1.1 INTRODUCTION:

Coffee is one of the tempting beverages in India which makes anyone feel fresh and enthusiastic. India is the seventh largest producer of coffee in the world, behind Brazil, Vietnam, Indonesia, Colombia, Ethiopia, and Honduras. While seventy percent of the coffee produced in India is exported, there has been a brewing demand for coffee in the domestic market as well. While India has been known to be historically more inclined towards tea drinking, over the last few years, coffee is slowly catching up with the taste palates of Indians. The ever-increasing popularity of coffee is evident from the sudden mushrooming of so many coffee stores across India

Instant coffee, also called soluble coffee, coffee crystals, and coffee powder, is a beverage derived from brewed coffee beans that enables people to quickly prepare hot coffee by adding hot water to the powder or crystals and stirring. Advantages of instant coffee include speed of preparation, lower shipping weight and volume than ground coffee and long shelf life.

1.2 STATEMENT OF THE PROBLEM:

The new coffee drinkers in the emerging markets find instant coffee alluring as it comes with many benefits and is able to satisfy their evolving tastes. Innovation is another major factor that helps maintain a perennial demand for instant coffee globally. Manufacturers come up with new innovative ideas to develop and improve the quality,

aroma and flavour of the instant coffee so that it tastes just like a freshly brewed coffee.

To survive in the market, a firm has to be constantly innovate and understand the latest consumer needs and tastes. Consumers are increasingly educated and have more access to information about the products they consume thanks to the expansion of the internet and social networks, which put within reach of buyers a lot of information. This in turn encourages them to find out which of the offered products are “real” or “genuine”, allowing them to compare the attributes of products to make buying decisions based on what they perceive as authentic.

1.3 OBJECTIVES OF THE STUDY:

- To examine the socio-economic factors influencing the consumption of coffee.
- To study the influencers and deciders in purchasing coffee.
- To study the factors influencing consumers in purchasing coffee.
- To study the brand preference and brand satisfaction of consumers of coffee.
- To study the brand switchover attitude of consumers of coffee.
- To study the awareness of consumers regarding health related issues associated with consumption of coffee.
- To study the awareness of consumers regarding alternate uses of coffee.
- To give suggestions based on the study.

1.4 TIRUNELVELI DISTRICT- AREA PROFILE:

Tirunelveli district is the penultimate southernmost district of TamilNadu in southern India. It is described as a microcosm of the state. The district has diverse geographical and physical features like lofty mountains, low plains, rivers and cascades, sea coast and thick inland and mountain forest, sandy soil and fertile alluvium, a variety of flora, fauna and protected wild life. The city of Tirunelveli is the district headquarters. Tirunelveli District was formed on September 11790 by the East India Company (on behalf of the British government), and comprised the present Tirunelveli and Thoothukudi districts and parts of Virudhunagar and Ramanathapuram districts. As of 2011, the district had a population of 3,077,233

1.5 METHODOLOGY OF THE STUDY:

The researcher has collected primary as well as secondary data for the purpose of the study. Primary data are collected by distributing questionnaires to the consumers of coffee. Secondary data related to the study were collected by the researcher through various publications of books, magazines, annual report, newspapers and websites

1.6 SAMPLE SIZE:

The samples for the study were selected by the researcher from 11 Taluks of Tirunelveli District. Proportionate Stratified random sampling is adopted by the researcher in order to obtain 600 samples. Each Taluk is considered as a stratum and samples are selected from each stratum on a proportionate basis. The samples thus selected are furnished in the following Table:

1.7 TOOLS OF ANALYSIS:

The researcher has applied Karl Pearson's Correlation coefficient, Garrett ranking technique, Weighted average ranking technique, Yule's Coefficient of Association and Chi Square to analyze the data collected for the purpose of the study.

1.8 FINDINGS:

- The study shows that 'Refreshment' is the major reason of the consumers for preferring coffee followed by 'Stress management', 'Habit', 'Taste', 'Pleasure' and 'Time pass'.
- (37.1 percent stated that they are influenced by advertisements, 20.5 percent stated that they are influenced by shop display, 18.2 percent stated that they are influenced by family, 14 percent stated that they are influenced by salesperson, 6.2 percent stated that they are influenced by family and the remaining 4 percent stated that they are influenced by relatives in purchasing coffee.
- Majority of the respondents (70.4 percent) are influenced by Television medium of advertisement, 9.4 percent are influenced by internet, 5.4 percent are influenced by posters, 4.9 percent are influenced by Radio advertisements, 4.5 percent are influenced by free samples, 3.6 percent are influenced by newspapers and 1.8 percent are influenced by magazines in purchasing coffee.

- The study shows that majority of the respondents 81.7 percent prefer Instant Coffee and 18.3 percent prefer Filter Coffee.
- The study shows that majority of the respondents who prefer Filter coffee (61 percent) prefer Narasus coffee, 14.5 percent prefer Narasus Udayam coffee, 12.7 percent prefer Ayyanar coffee, 7.3 percent prefer AVT coffee and 4.5 percent prefer LEO coffee. Majority of the respondents who prefer instant coffee (50.8 percent) prefer BRU coffee, 41.2 percent respondents prefer NESCAFE coffee, 4.3 percent respondents prefer Narasus coffee and 3.7 percent respondents prefer LEO coffee.
- The study shows that majority of the respondents (71.8 percent) are not aware of different brands of coffee available and in the market and only 28.2 percent respondents are aware of different brands of coffee available in the market. It was also found that majority of the male respondents (84.3 percent) are not aware of the different brands of coffee available in the market. Only 15.7 percent male respondents are aware of it. Similarly majority of the female respondents (65.2 percent) are not aware of the different brands of coffee available in the market and only 34.8 percent are aware of it.
- There is negative association between gender of the consumers and awareness of consumers regarding different brands of coffee available in the market.
- It is apparent from the study that majority of the respondents who prefer BRU coffee (80 percent) prefer BRU Instant coffee, 10 percent prefer BRU Gold, 7.2 percent prefer BRU Green Label and 2.8 percent prefer BRU select coffee.
- The study shows that majority of the respondents who prefer NESCAFE, (61.9 percent) prefer NESCAFE Sunrise Rich Aroma, 15.3 percent prefer NESCAFE Sunrise Premium, 12.9 percent prefer NESCAFE Classic and 9.9 percent prefer NESCAFE Sunrise Gold.
- Majority of the respondents who prefer LEO coffee (77.8 percent) prefer LEO ultimate 100% pure and 22.2 percent prefer LEO blended with Chicory.
- Majority of the respondents who prefer Narasu's coffee (85.7 percent) prefer Narasu's Pure Instant coffee and 14.3 percent prefer Narasu's Insta Strong coffee.

- It is clear from the study that majority of the respondents (40.6 percent) prefer BRU Instant coffee followed by NESCAFE Sunrise Rich Aroma (25.5 percent), NESCAFE Sunrise Premium (6.3 percent), NESCAFE Classic (5.3 percent), BRU Gold (5.1 percent), NESCAFE GOLD (4.1 percent), BRU Green Label (3.7 percent), Narasu's Pure Instant (3.7 percent), LEO ultimate 100% pure (2.9 percent) BRU Select (1.4 percent), LEO blended with chicory (0.8 percent) and Narasu's Insta Strong (0.6 percent).
- The study shows that Narasus coffee company Limited is the leading Filter coffee brand in the market (61 + 14.5 = 75.5 percent) followed by Ayyanar coffee and Tea Manufacturing company (12.7 percent), AVT Neelamala Agro Industries Limited (7.3 percent) and LEO coffee (4.5 percent).
- The decision makers in purchasing coffee is analyzed by the researcher and it was found that Mother / Mother in law (44.5 percent) is the major decisionmaker of purchasing coffee followed by Father / Father in law (18.2 percent), Daughter / Daughter in law (16 percent), Son / Son in law (11.8 percent), Grandmother - Maternal / Paternal (2.7 percent), Grandfather -maternal / paternal (2.3 percent), Sister / Sister in law (2.3 percent) and Brother / Brother in Law (2.2 percent).
- It is clear from the study majority of the respondents (99.3 percent) prefer to buy coffee directly from retail store and 0.7 percent respondents prefer to purchase coffee by ordering through online.
- The study clearly indicates that majority of the respondents (75.6 percent) prefer to purchase coffee in Local shops, 15.7 percent prefer to purchase coffee from Super markets and 3.7 percent prefer to purchase coffee from Department stores.
- The study shows that majority of the respondents (39.2 percent) have 1 to 3 years store loyalty, 29.2 percent have no loyalty, 24.6 percent have 3 to 6 years store loyalty and 7 percent have more than 6 years store loyalty in purchasing coffee
- The study indicates that majority of the respondents (98.7 percent) do not have membership cards/loyalty cards and only 1.3 percent respondents have membership cards/ loyalty cards in the retail stores from which they buy coffee.

- The study shows that majority of the respondents (90.2 percent) prefer to purchase coffee by paying cash, 7 percent respondents prefer to purchase by means of debit cards / credit cards and 2.8 percent respondents prefer to purchase on credit basis.
- Majority of the respondents (55.5 percent) purchase coffee on monthly basis, 14.8 percent respondents purchase coffee on fortnightly basis, 14.3 percent respondents purchase coffee on weekly basis, 11.4 percent respondents purchase coffee whenever needed and 4 percent respondents on daily basis.
- Majority of the respondents (56.2 percent) prefer to purchase instant coffee in Refill pack 32.5 percent respondents prefer to purchase coffee in sachets and the remaining 11.3 percent respondents prefer to purchase coffee in containers.
- Majority of the respondents (78 percent) stated that they never have the habit of reading the label in coffee package, 10.8 percent respondents stated that they have the habit of reading the label sometimes, 6 percent respondents stated that they have the habit of reading the label definitely and 5.2 percent respondents have the habit of reading the label whenever doubt arises.
- Majority of the respondents (98.7 percent) are not aware of the contents of coffee and only 1.3 percent respondents are aware of the contents of coffee.
- The study shows that majority of the respondents (34.7 percent) prefer to purchase 50 grams of coffee, 15.7 percent respondents prefer to purchase 200 grams of coffee, 14.8 percent respondents prefer to purchase 100 grams of coffee, 10.8 percent respondents prefer to purchase Rs. 5 sachet, 10.7 percent respondents prefer to purchase 500 grams of coffee, 7.2 percent respondents prefer to purchase Rs. 2 sachet, 5.3 percent respondents prefer to purchase Rs 1 sachet, 4.8 percent respondents prefer to purchase Rs 10 sachet, 4.3 percent respondents prefer to purchase Rs. 3 sachet and 1.7 percent respondents prefer to purchase 1kg coffee.
- The study shows that majority of the respondents (41.8 percent) stated that the price of coffee is high, 34.2 percent respondents stated that the price is moderate, 11.5 percent respondents stated that the price is low, 9.2 percent respondents stated that the price is very high and 3.3 percent respondents stated that the price is very low.

- The study shows that majority of the respondents (47.0 percent) are not aware of the different methods of making coffee, 28.5 percent respondents are highly not aware of the different methods of making coffee, 13.2 percent respondents are aware of the different methods of making coffee, 9.3 percent respondents are not much aware of the different methods of making coffee and 2 percent respondents are highly aware of the different methods of making coffee.
- The study shows that majority of the respondents (51.7 percent) drink coffee up to 2 times a day, 36.8 percent respondents drink coffee for 2 to 4 times a day and 11.5 percent respondents drink coffee for more than 4 times a day.
- Majority of the respondents (23.8 percent) prefer to have coffee between breakfast and lunch, 19.8 percent respondents prefer to have coffee with evening snacks, 19.2 percent respondents prefer to have coffee before breakfast, 108 respondents (18 percent) prefer to have coffee whenever needed, 16.8 percent respondents prefer to have coffee after breakfast, 1.9 percent respondents prefer to have coffee at night and 0.5 percent respondents prefer to have coffee after lunch.
- The study shows that majority of the respondents (51.5 percent) have used only 1 brand of coffee so far, 47.8 percent respondents have used 2 brands of coffee so far and 0.7 percent respondents have used more than 2 brands of coffee so far.
- The study shows that majority of the respondents (41.2 percent) have brand loyalty for 3 to 6 years, 19.8 percent respondents have less than 3 years brand loyalty, 16.2 percent respondents have 6 to 9 years brand loyalty, 14.8 percent respondents have 9 to 12 years brand loyalty and 8 percent respondents have more than 12 years brand loyalty in purchasing Coffee..
- The ranks given by the respondents to the advantages of celebrity endorsement in advertisement of coffee are analyzed by the researcher with the help of Weighted Average Method. The analysis clearly shows that 'Brand attractiveness' is the major advantage of celebrity endorsement in advertisement of coffee followed by 'Builds brand equity', 'Brand awareness', 'Brand differentiation' and 'Reposition of brand'.
- The health awareness of the respondents regarding coffee is analyzed with the help of ranks given by the respondents. From the analysis the researcher has found that 'Improves Energy level' is the health

advantage of coffee most popular among consumers of coffee followed by 'Fights depression', 'Promotes weight loss', 'Helps to burn fat', 'Protects against Type II diabetes', 'Prevents heart disease', 'Protects against cancer', 'Biggest source of anti-oxidant', 'Reduces mortality', 'Prevents Alzheimer's disease', 'Reduces inflammation', 'Lowers risk of Lung disease' and 'Lowers incidence of Parkinson's disease'.

- The study shows that majority of the respondents 82.7 percent are not aware of sustainable coffee, 14.8 percent respondents are highly not aware of sustainable coffee, 2.3 percent respondents are aware of sustainable coffee and 0.2 percent respondents are not much aware of sustainable coffee.
- It is clear from the Garrett's ranking analysis that Brand is the major factor influencing the purchase of coffee followed by taste, price, package, availability and quantity.
- The ranks given by the responses to the Filter Coffee brands are analyzed by the researcher with the help of weights arranged to the ranks and the results show that the consumers of Narasus filter coffee are highly satisfied followed by Ayyanar coffee, Narasus Udayam coffee, AVT coffee and LEO coffee.
- The ranks given by the respondents to the Instant coffee brands are analyzed by the researcher with the help of weights arranged to the ranks and the results show that the consumers of BRU are highly satisfied followed by NESCAFE, Narasus's and LEO Coffee.
- It is clear from the Garrett's ranking analysis that 'Loyalty coupon' is the major expectation of consumers with regard to Coffee followed by 'Price reduction', 'Introduction of new brands', 'Compliments', 'Availability of all brands in all retail stores', 'Change in package' and 'Special offer'.
- The study shows that majority of the respondents (46.8 percent) stated that they may switch over to another brand of coffee, 18.7 percent respondents stated they will not switchover to another brand, 13.2 percent respondents have no opinion, 11.3 percent respondents stated they would definitely switchover and the remaining 10 percent respondents stated they definitely will not switchover to another brand of coffee.
- The study shows that majority of the respondents (85.2 percent) stated that they will recommend the brand of coffee they use and 14.8 percent respondents stated they will not recommend the brand of coffee they use.

- The study makes it clear that most of the respondents are not aware of the alternate uses of coffee; only a few respondents are aware of some of the alternate uses of coffee.
- It is clear from the study that only a few respondents are aware of some of the harmful effects of coffee.

1.9 SUGGESTIONS:

- The marketers should thoroughly analyze the reasons for why the consumers prefer to purchase coffee. They should take utmost care in fulfilling the expectation of the consumers and present their brands accordingly.
- Free samples of coffee brands must be distributed to the public especially in Railway Stations, Bus Stands and Educational Institutions. This will create awareness of consumers on different brands and variants of coffee available in the market.
- To increase store loyalty, the retailers should fix reasonable price for the coffee so that the consumers would develop 'store image' towards the retail store and the consumers become loyal. Loyal consumers are mobile advertisement for the retail stores.
- 'Coffee corners' should be opened temporarily in all important places to create awareness regarding different methods of preparing coffee.
- The health benefits of coffee should be highlighted to the consumers especially through advertisements. As television is the major source of advertisement, the marketers should create an advertisement copy to impress the consumers through television.
- There are only a few brands of coffee available in the retail shores of Tirunelveli District. Hence the marketers should take effective steps to make sure that all brands of coffee are available in the district so that consumers will get options to choose.
- New variants of coffee must be introduced in the market to give a new feel to the consumers of coffee. The new variant should be introduced only after undertaking thorough market survey. Feed backs should be received from consumers after introducing a new brand and modification in attributes are to be made wherever necessary.

- The manufacturers must concentrate on quality of coffee as nothing could beat quality. If the consumers are impressed by the quality of coffee, they would be automatically attracted to make repeated purchases and thereby brand loyalty is created for the brand.
- Clean and attractive store display increases the store loyalty of consumers. Hence all brands of coffee available in the retail stores must be orderly arranged in order to capture the attention of consumers. All brands of coffee must be made available in all retail stores so that the consumers never go back without buying the brand of coffee they wish to buy.
- The shape of the coffee package, colour of the package, symbols included in the package and design of the package should be carefully planned by the marketers so as to present a unique style. The consumers must be able to easily recognize a brand of Coffee by its attractive package.
- Consumers are more interested to buy coffee in sachet. Hence the manufacturers should introduce sachets of coffee to suit the pockets of all types of consumers. Those brands of Coffee which do not have sachets should introduce it immediately so that even economically weak consumers could afford to buy all brands of coffee.
- The direct sale shops of the coffee manufacturers should be opened in different places so as to create awareness among the consumers regarding the reputation of the manufacturer of coffee.

CONCLUSION:

Buyers are essential partners in the exchange process. Without them, exchanges would stop. Buyers are the focus of successful marketing; their needs and wants are the reason for marketing. Without an understanding of buyer behaviour, it is not possible to tailor an offering to the demands of potential buyers. When potential buyers are not satisfied, exchange does not proceed, and the goals of the marketers are not met. As long as buyers have free choice and competitive offerings from which to choose, they are ultimately in control of the marketplace.

When times are tough, consumers approach their shopping tasks very cautiously. They do not want to be overcharged for purchases, and they want to be sure that the products will deliver real value for the money spent. That seems to be the main reason why top brands retain their popularity year after year, and why consumers are

generally willing to spend a little more to get the security of a name they recognize. To conclude, a brand of coffee that is able to satisfy the consumers could easily withstand in the market successfully.