

# A STUDY ON CONSUMERS' BEHAVIOUR TOWARDS COFFEE BRAND IN PAAVAI EDUCATIONAL INSTITUTIONS AT NAMAKKAL

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## ABSTRACT

*This paper has investigated the consumers' behaviour towards coffee brand in Paavai Educational Institutions at Namakkal. The objectives of the study are to understand the relationship between brand experience, customer satisfaction and brand loyalty. The main objectives of the study are to investigate the effect between brand experience, customer satisfaction and brand loyalty; to describe the brand experience on consumer; to describe the effect of brand experience and customer satisfaction on brand loyalty; to identify the difference between expectation & perception of consumers in coffee brands; and to understand about the consumer satisfaction on coffee brand. The descriptive research design is used to this study. Both primary and secondary data are used in this study. Non-probability sampling method is used in this study. The questionnaire is used to collect the primary data. The sample size of the study is 55. The percentage analysis, and Henry Garrett Ranking Method are used to analyse the data. SPSS 16.0 version, and Microsoft Excel 2007 has used to data analysis of the study.*

**Keywords:** Brand Experience, Brand Loyalty, Consumer Behaviour, Consumer Satisfaction, Expectation.

## INTRODUCTION OF THE STUDY:

Our study starts with the background and history introduction, according to the coffee history legend, an Arabian shepherd named Kaldi found his goats dancing joyously around a dark green leafed shrub with bright red cherries in the southern tip of the Arabian Peninsula. Kaldi soon determined that it was the bright red cherries on the shrub that were causing the peculiar euphoria and after trying the cherries himself, he learned of their powerful effect. The stimulating effect was then exploited by monks at a local monastery to stay awake during extended hours of prayer and distributed to other monasteries around the world and so coffee was born.

The main purpose of undertaking this research is to try to access the consumer satisfaction towards the coffee brand. the research purpose to find out what is the thing that could be able to motivate the consumer to have coffee and also what he/she satisfied with coffee brand. The study aims at presenting the coffee consumer profile, the way of choosing coffee brand.

## OBJECTIVES OF THE STUDY:

1. To understand the relationship between brand experience, customer satisfaction and brand loyalty.
2. To investigate the effect between brand experience, customer satisfaction and brand loyalty of the consumer.
3. To identify the difference between expectation and perception of consumer in the coffee brand.
4. To understand about the consumer satisfaction on coffee brand.

## LIMITATION OF STUDY:

The following are the limitation of the study,

- 55 respondents cannot represent the population as a whole. So, the findings may be biased.
- Time plays a havoc role in data collection. So, the sample is restricted to 55.
- Chances of biased responses from the consumers.

## RESEARCH METHODOLOGY:

To analyse 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 valus as accurately as possible. The research was aimed, amongothers, at determining the behaviour 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 to a detailed diagnosis in the paper,

- Time and places of coffee consumption.
- Frequency of buying coffee by the respondents.
- The frequency and place of consumption outside the home and home.

## SAMPLING TECHNIQUES:

There are different types of sample designs based on two factors,

### Representation basis:

The sample may be probability sampling or non – probability sampling.

### Element selection basis:

The sample may be either unrestricted or restricted.

They are probability sampling and non - probability sampling. The research adopted non–probability sampling.

### NON-PROBABILITY SAMPLING:

Non-probability sampling is also known by different names such as deliberate sampling, purposive sampling and judgement sampling. Non–probability sampling procedure, which does not afford any basis for estimating the probability that each item in the population has been included in the sample. Here the researcher has adopted convenience sampling study.

### SAMPLE SIZE:

The sample size of a statistical sample is the number of observation that constitute. It is typically denoted n, a positive integer (natural number), 55 respondents are chosen as a sample size for the study.

## DATA COLLECTION:

**Target audience:** Coffee consumers in Paavai Educational Institutions, Pachal, Namakkal.

**Area of the study:** Girls Hostel of Paavai Educational Institutions, Pachal, Namakkal.

**PRIMARY DATA:**

Primary data is the one, which is collected by the investigator himself for the purpose of a specific injury or study. A primary source is a publication in which the data are published by the same authority which gathered and analysed.

**SECONDARY DATA:**

Secondary data are those data which have been already collected and analysed by some earlier agency for its own use and later the same data by a different agency.

**STATISTICAL TOOLS USED FOR THE DATA ANALYSIS**

The percentage analysis, and Henry Garrett Ranking Method has used to analyse the data.

**ANALYSIS AND INTERPRETATION:**

For evaluating the quality of consumer satisfaction of coffee consumers, a number of critical variables are selected for conducting a depth analysis. The results of the analysis are presented in the following:

**PERCENTAGE ANALYSIS****TABLE 1: DEPARTMENT WISE CLASSIFICATION OF THE RESPONDENTS**

Department	Frequency	Percent
CSE	3	5.5
AGRI	30	54.5
EEE	9	16.4
Chemical	2	3.6
Ece	4	7.3
Civil	2	3.6
It	3	5.5
Mechanical	2	3.6
Total	55	100.0

From the Table 1 shows that 5.5 % of the respondents from computer science engineering department and information technology department, 54.5% of respondents from agricultural department, 16.4% of respondents from electrical and electronic engineering, 3.6% of the respondents from chemical engineering, civil engineering and mechanical engineering, 7.3% of the respondents from electrical communication engineering.

**TABLE 2: YEAR OF STUDY OF THE RESPONDENTS**

Year	Frequency	Percent
1	34	61.8
2	21	38.2
Total	55	100.0

From the table 2 explores that 61.8 % of the respondents from first year and 38.2% of the respondents from second year.

**TABLE 3: COFFEE BRAND**

Coffee Brand	Frequency	Percent
Bru	11	20.0
Nescafe Sunrise	19	34.5
Narasu's	12	21.8
Mr.Bendy	7	12.7
Tata Coffee	6	10.9
Total	55	100.0

From the table 3 provides 20.0 % of the respondents having Bru brand, 34.5% of the respondent having Nescafe Sunrise brand, 21.8% of the respondents having Narasu's brand, 12.7% of the respondents having Mr.Bendy brand, 10.9% of the respondents having Tata Coffee brand.

**TABLE 4: COFFEE TIMING**

Time	Frequency	Percent
Morning	14	25.5
Evening	16	29.1
Both Morning and Evening	11	20.0
Whenever Need	14	25.5
Total	55	100.0

From the table 4 demonstrates that 25.5% of the respondents taking at morning, 29.1% of the respondents taking at evening, 20.0% of the respondents taking at both morning and evening, 25.5% of the respondents taking at whenever need.

**TABLE 5: COFFEE PARTNERS**

Whom	Frequency	Percent
With Friends	18	32.7
With Family Members	19	34.5

Alone in Natural Scenery	18	32.7
Total	55	100.0

From the table 5 gives that 32.7% of the respondents want to have with friends, 34.5% of the respondents want to have with family members and 32.7% of the respondents want to have alone in natural scenery.

**TABLE6: HAVING COFFEE HABIT**

Habit	Frequency	Percent
Family	11	20.0
Friends	24	43.6
Neighbour	15	27.3
Others	5	9.1
Total	55	100.0

From the table 6 explores that 20.0% of the respondents get this habit from family, 43.6% of the respondents get this habit from friends, 27.3% of the respondents get this habit from neighbour, 9.1% of the respondents get this habit from others.

**TABLE7: RESPONDENTS' FEEL AFTER HAVING COFFEE**

Feeling	Frequency	Percent
Relaxation	15	27.3
Feel Free	10	18.2
Energetics	19	34.5
Refresh	11	20.0
Total	55	100.0

From the table 7 shows that 27.3% of the respondents after having coffee feel relaxation, 18.2% of the respondents after having coffee feel free, 34.5% of the respondents after having coffee feel energetic, 20.0% of the respondents after having coffee feel refresh.

**TABLE8: PREFERRED PLACE TO DRINK COFFEE**

Place	Frequency	Percent
Home	14	25.5
Shop	13	23.6
Restaurant	19	34.5
Filter Coffee Shop	9	16.4
Total	55	100.0

From the table 8 demonstrates that 25.5 % of the respondents want to have in home, 23.6% of the respondents want to have in shop, 34.5% of the respondents want to have in restaurant, 16.4% of the respondents want to have in filter coffee shop.

**TABLE9: PURCHASE PLACE OF COFFEE POWDER**

Shops	Frequency	Percent
Petty Shop	3	5.5
Super Market	21	38.2
Online	17	30.9
Grosscery	14	25.5
Total	55	100.0

**From the table 9:** 5.5% of the respondents purchase from petty shop, 38.2% of the respondents purchase from super market, 30.9% of the respondents purchase from online, 25.5% of the respondents purchase from grocery.

**TABLE10: MOST IMPORTANT ASPECTS OF THE COFFEE**

Aspects	Frequency	Percent
Price	6	10.9
Taste	24	43.6
Easiness to Make	19	34.5
Others	6	10.9
Total	55	100.0

From the table 10 shows that 10.9% of the respondents buy coffee as per price and others aspects, 43.6% of the respondents buy coffee as per taste aspects, 34.5% of the respondents buy coffee as per easiness to make.

**TABLE11: TYPE OF COFFEE**

Type of Coffee	Frequency	Percent
Black Coffee	11	20.0
Cold Coffee	14	25.5
Degree Coffee	9	16.4
Cappuccino	13	23.6
Instant Coffee	8	14.5
Total	55	100.0

From the table 11 explores that 20.0% of the respondents want to have black coffee, 25.5% of the respondents want to have cold coffee, 16.4% of the respondents want to have degree coffee, 23.6% of the respondents want to have cappuccino and 14.5% of the respondents want to have instant coffee.

**TABLE12:NUMBER OF CUPS OF COFFEE DRINK PER DAY**

Cups per day	Frequency	Percent
1	13	23.6
2	9	16.4
3	19	34.5
4+	10	18.2
Often	4	7.3
Total	55	100.0

From the table 12 gives that 23.6% of the respondents have one cup per day, 16.4% of the respondents have two per day, 34.5% of the respondents have three per day, 18.2 % of the respondents have four per day and 7.3% of the respondents have often.

**TABLE13:COFFEE MAKER AT HOME**

Coffee Maker	Frequency	Percent
Yes	29	52.7
No	26	47.3
Total	55	100.0

From the table 13 reveals that 52.7 % of the respondents having coffee maker at home and 47.3 % of the respondents not having coffee maker at home.

**TABLE:14 VISIT COFFEE SHOP**

Visit	Frequency	Percent
Twice a Day	9	16.4
Weekly One	24	43.6
Once in a Day	17	30.9
Daily	5	9.1
Total	55	100.0

From the table 14 explains that 16.4% of the respondents visit coffee shop twice a day, 43.6% of the respondents visit coffee shop weekly one, 30.9% of the respondents visit coffee shop once in a day and 9.1% of the respondents visit coffee shop daily.

TABLE15:LIKE TO HAVE COFFEE

Level of Sugar	Frequency	Percent
With Sugar	23	41.8
Without Sugar	17	30.9
Normal	15	27.3
<b>Total</b>	<b>55</b>	<b>100.0</b>

From the table 15 reveals that 41.8% of the respondents like to have with sugar, 30.9% of the respondents like to have without sugar and 27.3% of the respondents like to have normal level of sugar.

### HENRY GARRETT RANKING METHOD

The following formula can be used for calculating the henry garrett ranking method.

Henry Garrett Ranking Method= $100(R_{ij}-0.5)/N_j$

where,  $R_{ij}$  is rank for  $i$ th item  $j$ th individual and  $N_j$  is number of item ranked by  $j$ th individual.

		I	II	III	IV	V	VI	VII	Total	Total Score	Mean Score	Rank
	x	78	65	57	50	42	34	22				
	f	26	3	1	1	4	7	13				
Taste	fx	2028	195	57	50	168	238	286	55	3022	432	I
	f	4	8	5	3	17	9	9				
Advertisement	fx	312	520	285	150	714	306	198	55	2485	355	VI
	f	1	7	7	12	9	12	7				
Price	fx	78	455	399	600	378	408	154	55	2472	353	VII
	f	5	7	16	10	7	6	4				
Availability	fx	390	455	912	500	294	204	88	55	2843	406	II
	f	4	7	13	14	9	5	3				
Offers	fx	312	455	741	700	378	170	66	55	2822	403	III
	f	3	14	7	10	6	9	6				
Smell	fx	234	910	399	500	252	306	132	55	2733	390	V
	f	12	9	6	5	3	7	13				
Brand Image	fx	936	585	342	250	126	238	286	55	2763	395	IV
TOTAL		55	55	55	55	55	55	55				



**CONCLUSION:**

An analysis and the result of the research conducted among adult majority of them having coffee. the research was undertaken to explore the relationship among the consumer satisfaction, brandloyalty and brand experience. The research objective was posed for this study were,

1. To investigate the effect between brand experience, customer satisfaction and brand loyalty of the consumer.
2. To identify the difference between expectation and perception of consumer in the coffee brand.
3. To understand about the consumer satisfaction on coffee brand.

These objectives were undertaken using 55 respondents in PaavaiEducational Institutions, Pachal, Namakkal.

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