



## A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS COFFEE IN COIMBATORE DISTRICT

**RAJESH.R<sup>1</sup>, Ms T.R. UMABHARATHI<sup>2</sup>**

<sup>1</sup>B.Com professional accounting , Sri Krishna Adithya College of arts and science.

<sup>2</sup>Assistant professor Department of B.com Professional Accounting.

### ABSTRACT:

The rapid transformation in consumer lifestyles and the increasing global appeal of coffee have significantly influenced coffee consumption patterns in urban India. This study investigates consumer brand preferences toward coffee in the Coimbatore district, examining key factors that influence brand selection such as taste, price, availability, aroma, and packaging. Using a sample of 120 respondents and employing quantitative methods like percentage analysis, weighted average, and rank analysis, the research uncovers insights into consumer behavior, preferred brands, consumption frequency, and influencing emotional and social factors.

The findings reveal that Sunrise is the most preferred coffee brand, with taste and availability being primary drivers of brand loyalty. Most respondents consume regular coffee once daily and primarily purchase it from local stores. The study also notes a growing inclination toward organic coffee and flavored varieties like hazelnut. Furthermore, word-of-mouth emerged as the most powerful source of brand awareness.

This research provides valuable guidance for coffee brands to tailor their marketing, pricing, and product development strategies to align with local consumer expectations in Coimbatore. By focusing on quality, accessibility, and innovative flavor offerings, brands can enhance customer satisfaction and loyalty in a competitive market.

### INTRODUCTION:

The remarkable surge in the world's coffee consumption has led to exceptional demand from coffee drinkers. Along with other already-existing characteristics that drive demand for coffee, the health advantages of coffee are beginning to blossom in a significant way.

Naturally, the coffee has numerous unique flavors that are contributed by various elements based on the growing region in addition to its own unique flavors. Coffee is often grown in select nations that have suitable climates and are referred to as coffee-producing countries. The feasibility and effectiveness of growing coffee are greatly impacted by altitude and rainfall patterns.

The methods used for processing and preparing coffee have produced a range of tastes and health advantages. Since coffee has been enjoyed by humans, the processing and preparation techniques that individuals encounter represent the pinnacle of coffee. As consumer expectations rise to the level of gourmets, coffee tastes are receiving the attention and consideration they deserve.

Depending on their habits and climate-related circumstances, people throughout the world enjoy coffee in different ways. Coffee is the most traded commodity in the world, and consumers have different reasons for their preferences when it comes to its use. Farmers, producers, and marketers handle the cultivation, processing, and marketing of coffee, which results in each brand being offered in the market.

### OBJECTIVES:

- To ascertain the consumer preference towards various coffee brands
- To know about the factors that influencing consumers to choose.

### SCOPE:

The study on consumer brand preferences towards coffee in Coimbatore will focus on understanding the factors that influence consumer choices within the city, encompassing both global and local coffee brands available in cafes, restaurants, and for home consumption. It will examine diverse consumer segments across different age groups, income levels, professions, and lifestyles to uncover variations in brand preferences. The research will explore key factors such as taste, price, brand reputation, packaging, and convenience, as well as psychological, cultural, and economic influences on consumer behavior. Additionally, it will analyze brand loyalty, switching behavior, and consumption patterns, including preferences for different coffee types (e.g., instant, brewed, specialty) and consumption contexts (e.g., home, cafes, workplace). Using a mix of quantitative (surveys) and qualitative (interviews, focus groups) methods, the study will provide insights into current consumer trends, factors shaping their coffee choices, and the future of coffee consumption in Coimbatore.

**STATEMENT OF THE PROBLEM:**

Coimbatore's coffee market has grown significantly as a result of shifting consumer tastes and lifestyles. The purpose of this study is to determine and examine the major factors that influence coffee consumer choice of brand, such as flavor, price, brand loyalty, and demographic effects. Through an examination of these variables, the study aims to offer guidance to coffee companies so they can improve their advertising tactics and better serve their customers' requirements. Businesses in Coimbatore must comprehend these dynamics in order to manage the competitive environment and satisfy changing consumer demands.

**REVIEW OF LITERATURE:**

- Rao (2000): Examined the growing popularity of brands like Nescafé and Bru in Coimbatore's urban areas. Their marketing campaigns, emphasizing convenience and quality, appealed to working professionals and younger consumers.
- Kotler (2003): Highlighted that brand preference is shaped by various factors, including product quality, pricing, promotions, and consumer perception. In the coffee market, these factors are crucial for distinguishing between premium and non-premium brands.
- Sengupta (2005): Focused on product differentiation, such as aroma and flavor, which are critical for coffee brands to stand out in the market and affect consumer preferences.
- Schiffman and Kanuk (2010): Noted that consumer behavior is shaped by both cultural and social influences, with social traditions around coffee playing a key role in determining brand preference in Coimbatore.
- Patwardhan and Desai (2012): Explored the role of branding in building consumer trust. Coffee brands that engage in transparent and ethical marketing practices tend to have higher customer loyalty and stronger brand preference.

**PROFILE OF THE STUDY**

The coffee industry in India has seen significant growth in recent years, driven by an increasing number of coffee drinkers and a growing preference for premium coffee brands. Coimbatore, one of Tamil Nadu's most prominent urban centers, presents a unique market for coffee consumption due to its vibrant population and evolving lifestyle trends. This study aims to explore the brand preferences of consumers in Coimbatore district, examining factors that influence their purchasing decisions and the shifting trends in the coffee market.

**RESEARCH METHODOLOGY:**

The study aims to describe the brand preferences of consumers toward coffee and analyze factors influencing these preferences.

**LIMITATIONS OF THE STUDY :**

- This study is restricted to Coimbatore city only.
- Since the survey was done only in Coimbatore city, the results obtained may not be taken as universal suggestion.
- The result of this research depends on the quality of responses received.

**ANALYSIS AND INTERPRETATION OF DATA:****Table 4.1****TABLE SHOWS RESPONDENTS ABOUT PREFERRED COFFEE BRAND**

WHICH COFFEE BRAND DO YOU PREFER MOST	FREQUENCY	PERCENTAGE
NESCAFE	16	13.33
SUNRISE	45	37.5
AVT	26	21.67
BRU	18	15
LEVISTRA	15	12.5
TOTAL	120	100

**SOURCE: PRIMARY DATA**

**INTERPRETATION**

This table shows that 13.33% of respondents prefer Nescafe, 37.5% prefer Sunrise, 21.67% prefer AVT, 15% prefer Bru, and 12.5% prefer Levista. Hence, the highest number of respondents prefer Sunrise coffee.

Table 4.2

**CLASSIFICATION OF RESPONDENTS ABOUT FACTORS INFLUENCING PURCHASE DECISIONS**

PARTICULARS	SATISFIED	VERY SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE	RANK
FACT	55	28	45	54	60	242	2.01	V
PRICE	40	44	72	84	35	275	2.29	IV
BRAND IMAGE	70	56	90	74	25	315	2.62	III
QUALITY	100	68	75	80	18	341	2.84	II
DISCOUNT/ OFFER AND AVAILABILITY	90	80	99	60	19	348	2.90	I

**SOURCE:PRIMARY DATA****INTERPRETATION**

The table shows that availability is the top priority for consumers, followed by quality and brand image. Price ranks fourth, indicating affordability matters but is less influential. Other factors (FACT) rank last, showing minimal impact. Overall, consumers prioritize accessibility and quality over price and additional feat

**FINDINGS:**

- 37.5% of respondents were belong to prefer sunrise coffee
- The availability of the brand is the top priority for consumers, followed by quality and brand image. Price ranks fourth, indicating affordability matters but is less influential. Other factors (FACT) rank last, showing minimal impact. Overall, consumers prioritize accessibility and quality over price and additional feat

**SUGGESTION**

Based on the study, coffee brands should focus on improving the quality of their products by using premium coffee beans, ensuring better taste consistency, and enhancing the aroma. Introducing a variety of flavors and offering organic coffee options could cater to diverse consumer preferences. Additionally, reducing chicory content and caffeine levels could appeal to those who prefer a smoother taste. Brands should also focus on affordable pricing and provide value-for-money options to attract more customers. Enhancing packaging quality and presentation is crucial for consumer appeal. Brand promotion through increased advertising and better product awareness would help reach a wider audience and strengthen consumer loyalty. Offering discounts and combo deals could further boost sales and increase brand preference. By addressing these areas, coffee brands can better meet consumer expectations and improve market competitiveness.

**CONCLUSION**

In conclusion, by focusing on improving product quality, flavor variety, and affordable pricing, coffee brands can significantly enhance consumer satisfaction. Addressing preferences for organic options, better packaging, and taste consistency will further attract a loyal customer base. Effective brand promotion, alongside strategic discounts and combo deals, will help brands expand their reach and strengthen consumer loyalty. Overall, these improvements will help coffee brands meet consumer expectations, improve market competitiveness, and ensure sustained growth.

**REFERENCES:**

1. Rao (2000): Examined the growing popularity of brands like Nescafé and Bru in Coimbatore's urban areas. Their marketing campaigns, emphasizing convenience and quality, appealed to working professionals and younger consumers.
2. Kotler (2003): Highlighted that brand preference is shaped by various factors, including product quality, pricing, promotions, and consumer perception. In the coffee market, these factors are crucial for distinguishing between premium and non-premium brands.
3. Sengupta (2005): Focused on product differentiation, such as aroma and flavor, which are critical for coffee brands to stand out in the market and affect consumer preferences.
4. Schiffman and Kanuk (2010): Noted that consumer behavior is shaped by both cultural and social influences, with social traditions around coffee playing a key role in determining brand preference in Coimbatore.

5. Patwardhan and desai (2012): Explored the role of branding in building consumer trust. Coffee brands that engage in transparent and ethical marketing practices tend to have higher customer loyalty and stronger brand preference.