National College of Ireland

"Factors which influence customer's purchase decision at the coffee takeaway."

Adarsh Birendra Shrivastav

x18113559

Master of Science in International Business

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Abstract

AIM: - To identify factors which influence customer's purchase decision at the coffee takeaway.

ORIGINALITY: -

The research tries to recognize the factors and to answer the question of customer's purchase decision in coffee takeaway business sector. Although, enough of research is available on the specific topic but none of it describes about the takeaway business especially in Irish market. Hence, researcher identifies a gap which need to be focused on and provide results which could be helpful to business manager or coffee sellers.

APPROACH/METHODOLOGY: -

The required data which was used to analyse was collected through self-administered survey, hence research had a deductive approach towards study using quantitative data. The questionnaire had a range of factors and other required question which helped researcher to arrive on a conclusion.

ANALYSIS/FINDINGS

A major factor from the specified range of factors was identified which had a strong influence over customers purchase decision. The research presents a good understanding of the market and its analysis, along with a conceptual model to understand customer's purchase behaviour in respect to take-away coffee. Though, the results are based geographic on Dublin market with a limited sample population of 252 participants. Researcher belief that a cloned research with a larger no. of participants and with a large geographic area could help to yield more insights.

DECLARATION

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1.1 <u>Introduction.</u>

Chapter 1 will provide an overlook of the work in the following paper. This chapter discusses the subject and its area of research. The chapter then provides the background of the subject and reason for selecting the topic. Later, the researcher presents the research objective and used methodology to accomplish the objectives. Next, the purpose of research and its importance has been briefly noted down. Lastly, the overview structure of the thesis is presented.

1.2 <u>Background.</u>

Since the 16th century, coffee has been an important part to understand customer culture as coffee is one of the most favoured and popular beverages around the world. After last decade, there has been a transformation from a commodity to a product, this transformation or if well said, this evolution has been described in a three-wave concept, the waves of coffee consumption (Manzo, 2014). In 1960s, when the consumption of coffee started around 1960s, which was a mass-market with wide availability and exponential consumption in consumption – this was stated as the first wave. The second wave started in the 1990s when big players and huge coffee chains such as Costa, Starbucks were formed. The next wave of caffeine had its own beginning with small scale roasters who used new techniques to brew and because of their region promoting its speciality. While at the time of second-wave, in 1990s coffeehouses and cafes introduced speciality coffee to attracts new customers. Coffee soon became a luxury product and hence, no more a commodity (Minim et al., 2015).

Coffee sector have immensely become one of the globally profitable sector or industry amongst the F&B (Food and Beverage) realm. In 2020, the coffee segment has generated €3.21 billion out of which Ireland has a contribution of €510 million, whereas most revenue is contributed by the US of € 6 billion. As stated by Statista, each consumer-generated a revenue of € 43.25 in 2020 by consuming an average amount of 0.9kg of coffee (Statista, 2020). According to market figures, a total of € 16 billion were generated through the sale so coffee in 2014, amongst which 8% was generated through speciality coffee such as café mocha, Iced coffee, latte mocha, cappuccino and are growing with a rate of 20% annually (Han et al., 2018). With the curve going up for, coffee shop chains industry's growth all around the world facing both emerging and highly traditional markets. Western Europe and North America have been always known for its great success in the business of coffee shops and are estimated to gain a total of € 2.9 billion in new emerging markets between 2016 and 2020. Also, in the Asia region, it has

been estimated that the coffee market will go up to €3.2 billion within the same period. In 2002, Starbucks strategically acquired Evolution Fresh, Teavana and La Boulange for providing the customer with all-day servings. While in 2013, Starbucks launched a loyalty app for mobile and easy mobile transaction ways which approx. generated € 887 million with 5 million mobile transactions and 10 million mobile app sign-ups (Han et al., 2018).

Studies have shown how human's five basic sense have positive impacts and convinces the customer to pay willingly for the food in respect to their opinion over taste (Rolfe 2006). Hence, for this research, human sense related factors are referred to the rich flavour of coffee, quality of texture, similar taste, the smell of coffee appealing to customers.

In the case of coffee, coffee shops artistically present design over the foam, making it look more presentable and attractive (Berry, 2000). Consumers find these designs amusing and this experience influence to create or maintain brand loyalty with the coffee shop. Companies find innovative ways to make their product and packaging attractive with an intention to create a demand for the product.

1.3 Research Rationale

(O'Connell, 2018) stated that in a day 70% of Irish people have a minimum consumption of two cups a day. It is evident that though Irish people are fonder of coffee now in comparison to tea. Also, the growth of coffee takeaways and speciality coffee stores have shown how much the Irish market are serious about their coffee's characteristics. Now companies need to focus on coffee's quality, taste, quantity rather than competing on the basis of price. This wave of coffee's evolution comes along with critical queries of customers. This generation is more to acknowledge their consumption and always have a question with them "what's in it for me?". To exist in the market coffee chains, coffee shops and other vendors need to understand that their product should influence customer's appeal to buy their ambitious product. Coffee sellers should work on the specifications and factors individually rather than using one for all strategy.

1.4 Research Objective and Methodology.

Though, coffee is consumed at such a larger scale in Ireland, certainly a very few no. of academic studies has been carried out particularly with respect to coffee takeaway. Hence, to fill this gap and to reveal much more information, the author conducted this research, along with three specific objectives.

1- *To identify factors which positively influence's customer's purchase decision at coffee take-away.*

2- *To signify the trend which is followed by heavy consumers of coffee and specific factors influencing their purchase.*

3- *To present a model which could be used by academicians to understand consumer's coffee purchase behaviour.*

To understand and gain answers to the above objectives, the researcher implements <u>Quantitative Methodology</u> and practices survey questionnaires to collect data from genuine coffee consumers. Further, the data is analysed and presented with the help of graphs. Interestingly, analysis of responses results in valuable insights i.e. can be used by coffee sellers, marketing managers, business managers and coffee business sector along with its contribution towards literature.

1.5 **Overview structure of study.**

1.5.1 *Chapter 1 – Introduction.*

- Highlights background of study and present situation of the coffee market.
- Provides reasons to select the topic.
- Research methodology has been shortly briefed, and techniques used to provide insights are mentioned.
- Overall structure can be seen.

1.5.2 *Chapter 2 - Literature review.*

- Provides a general view over the existing literature about factors and use of theory in a conceptual model.
- Critiques over other related studies and documents
- Theories which are used in the conceptual model are mentioned along with its justification for using it.

1.5.3 *Chapter 3 – Research Question and Hypothesis.*

- Major research question and specific sub-questions are written down in brief.
- Justification for selecting the specific research question.
- Hypothesis is provided in order to clearly understand the relation between variables and output.

1.5.4   Chapter 4 – Research Methodology.

- The chosen methodology has been justified in evidence to philosophical positioning and in presence of alternative methodology.
- Presented the reliability and validity of selected methodology and ethical consideration are presented.

1.5.5   Chapter 5 – Findings & Analysis.

- Results are presented according to questions.
- Individual respondent finding from Question no. 7 viz presents the weightage of factors.
- Responses to open-ended questions can be seen.
- Coffee consumption of daily consumers get revealed.

1.5.6   Chapter 6- Discussion.

- Insights from results are mentioned and compared to the past literature provided.
- This section also provides results implications and explanation for contrasting and same findings.

1.5.7   Chapter 7- Conclusion & Recommendation.

- A summarize insightful conclusion is drawn including intensive arguments.
- Insightful findings are mention to each research objective.
- Recommendation are mentioned for coffee takeaway business.
- Scope of future research can be found at last.

Chapter 2 - Literature Review

The following chapter elaborates and critically analyses the limited literature available regarding the factors which influences the customer's purchase decision while buying coffee. This research is going to critically analyse and understand the factors which encourage customer while buying coffee for taking- out through reviewing and critiquing various theories, scholarly articles, journals, books as well as websites along with focusing on the theory of impulsive buying behaviour (Stern, 1962) and the theory of planned behaviour (TPB) (Ajzen,1991). The overall discussion in this chapter is to provide evidence in depth, to bring out the factors which can cause main differences in the customer buying decision for coffee take away.

Coffee is counted as quality artisanal food, and usually compared to wine. Drinking coffee is considered more than consuming a beverage. Now, it's all about the experience, social status, pleasure and lifestyle. This has brought changes in customer behaviour and this is due to three attributes which categorize the product: Health benefits, Pleasure, Sustainability (Ico.org., 2020)

2.1 <u>Factors</u>

Ilham and Massoud, (2014) categorize the consumer purchase behaviour in two different parts that are:

- Internal factors
- External factors

2.1.1   <u>Internal factors.</u>

a.   <u>Personal factors</u>

As stated by Kotler and Armstrong, (2010) that individual purchase decision is encouraged by various personal factors which could be an individual's age, income, economic the situation, individuals likes and dislikes, personal health care.

An individual faces a lot of changes during its lifetime and the decision of purchase could alter at different stages of life. Factors such as taste, flavours which evolve with age are also affected by the surrounding of an individual, obsession towards a product and their customer habits. Change in family life stages also affects individuals to purchase decision. While in the past, family included married couples with kids and young singles. Now, the time has changed

companies have started also concentrating on singles, single parents, unmarried couples, similar sex couples (Kotler and Armstrong, 2010). Hence, it can be figured out that taste and factors which affects consumer's purchase behaviour changes lifetime.

b. Taste

According to MACHADO, SILVA and COSTA, (2016) tastes is the main objective for consuming coffee and states that majorly bitter taste of coffee is what is liked by regularly coffee consumers, but the same bitter taste is a "no" for non- coffee drinker (MACHADO, SILVA and COSTA, 2016).In the above referred journal, MACHADO, SILVA and COSTA tries to practically evaluate how coffee consumers vary in individual characteristics and provides a noticeable insight that the taste is highly and equally significant for all caffeine consumers. And, signifies that taste boost optimism in them. Although, the study was carried out through a telephonic survey in which respondents were n= 1,368 which is not a satisfying count according to Szolnoki and Hoffmann, (2013). As mentioned by (Hoyer and Stokburger-Sauer, 2011) taste of a product plays a crucial role in increasing the intention of purchase, though, almost every item is purchased and then tasted, but people encouraged by their senses have a history of buying products repeatedly. Although, at certain shops which also provides a tester for a try-on, influence 's and promotes the intention of purchase.

According to Solomon (2004), individual's working in the same sector have close taste in clothing, hobbies or pastime activities and music. Hence, this makes them socialize easily along and unknowingly or knowingly building same mindset, beliefs, and idea. Income level is such a factor which directly influences one's affordability and perspective over money. Individual's with low income would never choose a luxury brand as they intend to fulfil their needs just by the presence of the product no matter what their likes and dislikes are towards the product.

c. Income.

Income seems to be a factor which could affect individual choice of quality, location, quantity and consumption of different types of coffee, but could also conflict with individual's preferences. Customer's income level and purchasing intensity influence their purchase decision making and purchasing behaviour. Income level is a prime factor in customer's purchase decision making along with its perspective over money. A study from Zakaria, Harith

and Md. Zakaria, (2014) states that customers with low income such as student or part-timers, who are likely to select cheaper kind of coffee.

Spending money and way of living describes one's lifestyle, which is a combination of past experiences present state or condition and congenital features. According to Khan, (2006) customers make a buying decision, based on one's lifestyle and every other customer have their own dimension:

1. Customer's views over different issues e.g. products, themselves.
2. Leisure- time activities such as hobbies
3. Customer's priorities and preferences in which their interest lie.

Considering these 3 dimensions, it represents one's pattern of living. Kotler and Armstrong, (2010) also stated that lifestyle affects customer's buying decision. Individual personality differs from one to another due to traits. The traits could be adaptability, self-confidence, dominance, and sociability. Wright, (2006) stated that personality limits one's views towards oneself and others around the world. Attitude, beliefs and people around change an individual's personality throughout the lifetime. Hence, personality during one's life keeps changing as it certainly depends on a lot of factors which could easily change.

Customer generally recognize and certainly judge about the beverage and food, based on the information over product gained by a different source, as human's flavours experience is multi-sensory (Spence, 2015). Customer's decision- making process is crucial to understand as it relies on various factors in detail encouraging customer for a decision (Berry,2000). Other than various sensory factors, visual factors are also considered highly necessary, as the customer gets easily attracted to a product with good quality and gets influenced to buy them. Certain, visual characteristics of a product can make a long way encouraging customers to buy the product or help customers with their decision-making process. Visual features of the product are finely used to enhance an emotional connection in customer towards the product and the firm. No considerable assessment generally brings weakness in brand to get easily recognized in the market (McWilliam, 1997). This also weakens brand loyalty. The customer stays loyal to the brand when their demands are met and especially when customers are helped to

remember the brand (Zarantonello and Brakus, 2009). Despite this, consumers aren't totally dedicated and could substitute easily when not available.

d. Gender

Results from study conducted by Aguirre, (2016) concluded that gender plays an important role in coffee consuming behaviour, which is followed by family as a source of information. Urbán et al., (2017) discovered in their consumer survey that women have much clearer preferences for drinking consumption in comparison to men. On the contrary, Natale, Leone and Russo, (2012) shows that males have higher daily coffee consumption as compared to females. On the same page, a consumer study done by Arnot et. al, says that there is no justifying difference between men and women's daily coffee consumption in a day. Considering these articles and results of survey it will be clear to understand how gender effects the consumer's buying decision and how companies can use it for their benefits in the longer run and broader competitive markets.

e. Aroma

Additionally, several other factors such as aroma and taste are also important aspects, affecting consumer behaviour. It is studied by (Bhumiratana, Adhikari and Chambers, 2011) that aroma is one of the important aspects of the consumer buying decision. Customers get influenced due to the aromatic environment whether in the shop or having it heard by a peer about the aroma, hence, aroma as a factor is important for a seller. Visual attributes are the most influential or significant because it is before the purchase, as the products such as coffee drinks and design on the foam could be seen in the photographs on the menu. Nevertheless, aromatic, visual and taste sensory attributes impacts differently over the purchase of the product and over the influence of purchase purpose.

Numerous researches and studies have provided us with the knowledge that, at the level, the element sensory-based in foods (e.g. freshness, flavour etc.) are the most vital criteria while purchasing fruits, beverage (e.g. coffee) irrespective of production procedures (Lieblein and Wandel, 2001).

f. Habit.

According to MACHADO, SILVA and COSTA, (2016) study, habit turns out to be 2nd most reasons for consumption of coffee. Out of 1,368 subjects 32% stated habit as a reason for their coffee consumption. D.I.D, (2020) concluded based on their survey in Ireland that 63% of the 500 respondents consumed two cups of a coffee a day. Also, 35% and 25% of women and men respectively marked "extremely important" to drink coffee before starting their day. According to (Clear, 2019) a habit is constructed through 4 stages viz 1) Cue – it is where customers notices the reward.2) Craving- it the stage where customer wishes to acquire the reward. 3) Response- response is the action taken by customer to acquire the reward.4) Reward – finally, the customer is rewarded with two solution a) Satisfaction b) Learning.

If the reward satisfies customer, hence it is repeated, and a habit is developed. Whereas, if customer's desire isn't satisfied, customer won't repeat it in future. If critically seen, the prior three stages of process are responsible for a behaviour to occur, but the addition of 4th stage makes it a repetitive behaviour. In other words, without the starting three stages, the behaviour won't establish and without the four stages, the behaviour won't be repeated.

g. Health concern

Around the world, coffee is consumed on a large scale by individuals in a day, to stay fit and healthy. Student prefers coffee as the beverage keeps them awake and helps them to work efficiently on a long run also making their senses sharp. Caffeine is believed to be favourable for their mental and physical health, and researches also suggest there is a relation between sharpening the mind while growing old and caffeine influence (Ennis, 2014). Health concern as a factor has always been overlooked in studies or researchers related to coffee. One's perception towards benefits and risks could change individual's consumption in a day. Study reveals positive inclination of health benefits due to coffee (Aguirre, 2016). According to Ruxton, (2009) adults who have been consuming coffee from a younger age have great benefits and are seen healthier as compared to non-drinkers in the context of processing information faster and general mental habits. Non-drinkers have shown a decline in low capabilities mentally, compared to regular coffee consumers (Chu, 2012). Wadsworth, (2012) and Maguire and Hu, (2013) presented the fact that customer prefer drinking decaffeinated coffee for health reasons, preventing the total consequence of caffeine. Coffee is known to consumed for its perceived benefits on headaches and blood pressure (Urbán et al., 2017). Whereas, a study from

Institute for Scientific Information on Coffee, (2016) shows that 49% of the respondents carry a believe that coffee drinking could have health related issues.

Much deeper studies over coffee and health results in showing the benefits of coffee and antioxidants are found in coffee which helps the body to fight and decrease a no. of health-related risks such as osteoporosis (Choi, Park, Shin, Joh, 2016). Coffee's health benefits could encourage non- drinker's intentions. Though, coffee's effects on mental capability could vary from individual to individual. On the other side, coffee does have negative effects and poses a threat. First, heavy intake of coffee relaxes oesophagus and causes heartburn in some people. Coffee increases adrenaline level in human's body, increases the heart rate which could stimulate and cause anxiety, panicking them about the situation. It creates a "high" situation such as rumbling thoughts, difficult to understand the present situation, people who depend on caffeine to avoid sleep could face insomnia and doing this on a continuous basis may lead to an inability to achieve a good sleep (Armstrong and McDonald, 1992). If conclusions withdrawn from Bonn and Cho, (2015) study and above mentioned articles, it can be understood that the customer with motivated health benefits significantly purchase organic coffee with a high ethical concern.

2.1.2   External factors,

a. Social Factors

Individuals purchase decision are often affected by someone around them. It is significant to state that social factors play an important in customer's purchase decision. There are three social factors which affects the most which are: -

- Family

- Refences groups

- Social class or Status (Nesaee, V, 2009)

Family

Every member of the family influences an individual's purchase decision individually or collectively. Family is the first environment where one acquires and develop values and shapes own personality. This environment provides potential opportunities to an individual for

developing beliefs and attitudes towards present activities in surroundings such as politics, maintaining relations in society. Also, the family is the first factor which influences one view towards a product and its features and consumer habits too (Kotler and Armstrong, 2010). For e.g. customer could have started drinking speciality coffee since young and can carry out these selections in their adult lifetime, without even realising that these decisions are influenced due to family traits.

Reference Group

Every individual belongs to a group, where they adjust their values and attitudes towards that references group such as preferences for products or its features. References groups could influence someone's decision by explaining their experiences and purchase behaviour towards a product and its qualities to other people. References group offer various points to other customers making them able to compare among the products. References groups could vary from small to big and could be formed by family, work colleagues, friends, neighbours or people that associated with each other. An individual who does not belong to any groups aspires to be a part of the group in future, thus could get influenced by those groups which termed as aspiration groups (Kotler and Armstrong, 2010). As concluded by Benyoucef and Zhang, (2016) references groups turns out to be the most important social factor due to its association with the self-image of consumer behaviour. References groups affect one's behaviour, habits and lifestyle as well in an individual.

Social Status

Social status signifies an individual's position in social groups in respect to wealth, occupation and education gained. In most of the societies, people want to get admired by others. This social status could be achieved by being greatly successful in life or being born into a wealthy family (Wright, 2006).

b. Branding and Packaging.

Packaging strongly influences the preference for consumer food. Branding and packaging include physical appearance of the product which includes colour, capacity, shape, brand name and typography (Bogue, 2006). Branding and packaging of a product convey symbolic and functional benefits of products and is one of the influential elements in the marketing segment regarding the purchase behaviour of customer (Sun and Chen, 2014). As stated in (Grundey, 2010) consumers could develop an emotional connection to packaging. Customers get attracted towards the products, they find amusing or in other words, presentable products quickly attracts customer with a sense of pleasure (Klein and Burke, 2001), therefore, the consumer could

purchase or intend to buy because of the branding and packaging which was appealed attractive to consumer (Wang and Yu, 2016). The role of packaging appeal and branding as a tool to communicate couldn't be stressed. Companies must be innovative and creative to be competitive in the market. Before designing a product, companies must consider factors such as geographical conditions, category of customers, age criteria and product preferences etc. For a company, the packaging reflects its brand personality as the product does carries information which enhances the customer's view and experience towards brand (Effendi, Abidin and Ibrahim, 2014).

The packaging could be divided into 2 parts coordination and promotion. Firstly, the basic idea behind the packaging is to protect (providing a layer which ensures the product is in good condition and remains the same as it is) and properly deliver the product to the consumer. Second most, the packaging is also a chance for the company to attract customer. Packaging provides an attractive constrain and also used to convey various messages, which could affect customers buying decision. The packaging is the only different factor on which company could work to attain large market shares if competing in a homogenous market (Pålsson and Hellström, 2016). The customer selects a product on the basis of utility and evaluating if the product would fulfil or maximize the utility (Revell, 2003). Innovation and uniqueness in packaging a product plays a crucial role in explaining or promoting itself towards the customer, making customer analyse that products fit in the criteria. The quality of the product is too reflected by the packaging. Quality of a product is usually judged by the quality of packaging, and packaging is designed to attract the customer, even if placed with the rival product. The packaging is also considered a factor for success as marketers contend to compete based on uniqueness and appealing packaging rather than price and quantity of product (Bronnenberg, Dube and Dhar, 2007). Klein and Burke, (2001) stated that customer could judge the look, quality and smell the quality of the product just by the appearance of the packaging.

It is important for a company to understand and recognize that consumers are loyal to the brand and buy products regularly (Huang and Radder, 2008). Also, the author states that 50 % of the costumers show brand loyalty to their favourite brand by not purchasing other products, unless and until their first choice is unavailable. Considering these factors with respect to packaging, it is critical to understand that brand loyalty roots in customer due to the attractiveness of a product, it is where the customer primarily initiates interest in a specific brand.

c. Environmental Concern

Habits, value, convenience, personal health concern and individual views over social norms affects the selection of brand and products. Customer frequently purchase products which minimize negative effects over the environment, also considering their needs (Torgler and Garcia-Valiñas, 2008).

Current researches have shown that most of the products are purchased considering the environmental attributes (GfK Custom Research North America, 2007). GfK Custom Research North America, (2007) states that customers purchase products paying attention to an environmentally friendly product.

To increase coffee production's sustainability, many changes have been made, from the view of environmental aspect. From extraction process to packaging, the company features products which minimize negative impacts on the environment. More information on recycling materials and biodegradable products have been introduced for packaging. Customer believing increasingly that coffee farming contributes to the degradation of the environment, are now not getting appealed towards coffee shops. Massive producers and exporters of coffee around the world, as in Brazil, have reported exhaustion of the soil and great loss of nutrients in the soil (Salamone, 2016). Customer who has strict conscious over environment care seeks to buy coffee from a take-away which promotes the reduction of energy and wastage emission due to coffee production hence, purchasing products which belief to products eco-friendly products.

d. Evolving nature of convenience.

Beauchamp and Ponder, (2010) cited stating that his marketing literature of classification of goods introduced the concept of convenience. Convenience has gain importance while speaking of consumer behaviour because of the advancements in technology, growing competition in the market and social and economic changes. Berry et. al, (2002) stated that customers purchase decision is influenced by the **ease and speed** with which customers could contact the product. Also, Berry, (2002) stated that convenience is described as the degree to which a customer wants to avoid waste of time and effort associated with the purchase. Toman and Dixon, (2010) research reported that customers in today's lifestyle find it hard to maintain a daily routine and usually must make changes from moderate to a high level in their routines. Customers whose decision making depends on convenience are termed as Convenience-seekers. Convenience seeking customers exhibit a possible behavior of post-purchase or revisit to the same store but are inert in attitude. If put differently, convenience- seekers generally do

not hold any loyalty towards any brand, because for them appealing factors of product is not the concern, but the product is, and hence, convenience rules over choice. Convenience is majorly favored by the location but could also get affected by several other factors for e.g. regular discount rate. Furthermore, Mothersbaugh (2003) concluded that customers prefer a convenient location- A convenient location is the place which reduced travel cost of the customer. Convenience led loyalty extends to both outlet of brands and stores and product brands such as Nescafe. Convenience for specific brands could stem from factors such as brand image or reputation but is limited to its availability of specific brand product. On the same page, for firms who consider convenience should have good distribution network and location of business, maybe crucial.

Products in the hyper-competitive market which are difficult to sell on dimensions such as price, range of products or quality- contest for being convenient in the market. Convenience in today's market for customers means an on-campus meeting, on-the-way shop, 24- hour gas stations, probably a ten - minute drive and avoiding waste of time and effort. Repurchase of the product of the same brand may be high, but the customer progressively gets loyal to the store. On the contrary, the customer may prefer to buy the product from their regular brands but when at travel or at a new location customer might look for justified brands or service associated to their favoured brand. When convenience comes into the picture as a factor for switching, the customer even switches with the current service provider to which they are familiar or satisfied. Almost for every customer, there are a no. of products for which convenience is of major concern, and hence altering their changing habits of purchase and loyalty towards a brand or a store. Convenience becomes a major factor when the purchase made is not for its specialties but the need. Rowley, (2005) defined convenience in terms of saving time and effort. In the end, being loyal to convenience majorly depends on the individual's lifestyle and delivering options. Individual's lifestyle could also be one of the prime reasons for customers continuously switching store.

e. Location

From limited journals and insights into consumer buying behaviour and preference of location, Giannetto and Dimitrova, (2016) states that preferences of location are nearly distributed equally amongst take-away's and drinking coffee at home. For instance, young females in Asia choose to go café's whereas middle aged adults prefer drinking coffee at home (Bonn and Cho,

2015). Study from Aguirre, (2016) revealed that accessibility to free coffee at office tend a huge quantity of people to consume coffee at their workplace.

    f. <u>Price</u>

Price is an important factor which widely affects decision of buying coffee. According to Liebe and Andorfer, (2015) coffee drinker are very sensitive to price and hence, a small change in price could inversely or directly react to customer buying behaviour. The role of price in consumer buying decision is depended on customer's age, social status, gender. Chang, Yeh and Liao, (2014) explains that customers who are students get easily attracted towards any discount or price reduction. Young customers are ready to pay for "Latte" and old aged customers are willing ready to pay high amount for "Espresso" which signifies that age is a factor which could solely affect customer buying decision for coffee. Other study by Aguirre, (2016) states that different gender concern differently towards prices and selection of coffee. Author reports that for women, price of coffee is more sensitive as compared to men and younger customer consider ready-to-drink coffee as a cheaper option considered to other coffees. If seen critically, price is the only factors which could conflict with individual's any other preference for selection of coffee.

2.1.3 <u>Decision – Making Process.</u>

While making an actual purchase a customer goes through a decision-making process which includes five steps and is mostly unaware of it. Firstly, the customer recognizes the need which has to be satisfied. He seeks information about the service or product which could fulfil the need. Further, he looks for options available in the market and then he analyses the option, setting his criteria which will suit his perfect needs. Hence, the customer makes a choice for purchase and looks for any add-ons. This cycle continues, and the customer makes a firm decision if the product satisfies his need or not and if yes, it does; customer repurchases it and therefore, the customer becomes loyal to the brand unless and until the product isn't constant, but if the customer is dissatisfied he may abolish or boycott the service or product (Kotler and Armstrong, 2010). Kotler and Armstrong, 2010 also advises that customer while making re-purchase or routine purchase customer can skip a few steps.

| Recognize the need | → | Search for information | → | Evaluating the market | → | Buying Decision | → | Repurchase |

Figure No. 1- Purchase decision making process

The theory of information processing involves different basic phases. The theory suggests that information received from different internal or external sources is input into senses. The information is then transformed through a range of different mental operations. Attention is received through perceptual processes. The attention is stored either in long-term or short-term memory, where responses are generated upon interaction with previously stored information. External factors are a firm's marketing activity and social-cultural influences in the processing of information (Winchester *et al.*, 2015). The decision making of customers towards a product depends on these factors. These factors create awareness of need among customers which influence their decision making and psychological conditions. On the other hand, awareness of the need and psychological factors form the experience of the consumers towards a product. This experience leads to post-purchase behaviour this involves post-purchase assessment. Finally, upon purchase, the offer is tested, and the purchase is repeated upon appearing as beneficial or valuable.

In context to coffee consumption pattern, customers can process the experience and information they have regarding a coffee brand before making a purchasing decision. Therefore, to ensure their repeated purchase, consumers must undergo a memorable experience (John and Ramakrishnan, 2017). In relation to consumers of Ireland, their purchasing behaviour will be influenced by a quality coffee experience. On the other hand, the consumers in India can be influenced by the pricing of a luxury coffee brand. This is due to their price-sensitive characteristics alongside preference to visit the luxury cafe for the display of socio-economic status.

2.1.4 **Previous related studies and documents.**

Bonn and Cho, (2015) stated the reason behind costumer's selection of organic coffee using the theory of intentional behaviour and how the customer's ethical concern is affected and understand customer behaviour who are sensitive to price. There are three factors which motivate a customer towards his behavioural intention.

1- Individuals attitude while involving in behaviour.

2- The mark up-to which social pressure is felt by individual in respect to the behaviour (subjective standards).

3- The mark to which individual controls the behaviour.

Studies have shown how branding place role as a driver in branding and communication in strong markets of packaged food item in Bangkok. This research was carried out within 2 focused groups of working women and housewife's, each group of 6 women respectively. In which, a group consisted of 35 -42 years old housewives with 3 or fewer children and the other group includes 27- 36 years old married women without children. These participants were categorized according to marital status, household incomes, family numbers, age and no. of children. Incomes of households for both the groups was min. 40,000 baht/month and max. 80,000 baht/month. In the survey, four packaged basics were considered to disturb the decisions and these basics were further assembled into visual sensory attributes which were shape and size of the packaging, graphics, and essential information about the product. Simplified information over the label was even agreed by both the groups to move their purchase decision (Malai et.al, 2004).

Also, Mathews and Udomkit, (2015) using a sample size of 400 customers of various coffee chains, within a time span of 1 month conducted a survey; in which 5 different leading departmental stores visited by huge no. of customers and these shops contained major coffee brands of Bangkok were chosen for surveys. Data was collected using the quantitative method and the survey was focused on the behaviour of customers over coffee consumption. The data was analysed and resulted that 32.3% of coffee consumers consumed coffee twice a week. 21.8% were habitual or more to coffee consumption and consumer coffee at least 4 times a week, whereas 19.9% consumed 6 times a week. Further, the survey also concluded that 27.3% of the respondent's regularly consumed coffee. 13.7% of the respondents ranked Café Amazon as favourite and 27.3% selected Starbucks as their favourite coffee chain. The remaining respondent preferred other brands (Mathews and Udomkit, 2015).

Minim et al., (2015) and Machado et. al, (2016) researched the colour and shape of packaging labels which could influence expectations and hedonic judgements of customers over coffee. They conducted a survey with n= 174 participants and evaluated customer's expectation and hedonic judgements over the sweetness of coffee by looking at the packing and then

subsequently, the experience of the same coffee after tasting and lastly rating their liking and buying of the product. Minim et al., (2015) and Machado et. al, (2016) concluded that shape and colour have effects over customers pre-tasting sensory expectation, but no signifying effect was seen over the post- tasting experience. Furthermore, the interaction between shape colour showed effects over hedonic measures. Customers preferred to purchase the product with congruent labels also received higher purchase intentions and liking rating.

2.1.5 <u>Theory of impulsive buying behaviour</u>

Impulsive buying behaviour is one of the theories amongst consumer buying behaviour which have always attracted researchers towards itself and researcher with time have always discovered something new. If seen back, from past 60 years impulsive buying behaviour has evolved significantly. Clover, (1950) was the first to study impulsive buying behaviour but, Stern (1962) defined impulsive behaviour by categorising in planned, unplanned and provided some factors related to the product. Gardner and Rook, (1993) stated impulsive buying behaviour as an unplanned purchase behaviour which is caused due to rapid decision making. Adding an input by stating, that customer's mood acts as a factor for impulsive purchases. Further, Luo (2005) discovered that the presence of peers develops the urge for impulsive buying and the presence of family members lowers it. Sharma et. al (2010), stated that individuals who seek for variety in products are more likely to impulsive purchases. Farid and Ali, (2018) confirmed in their study of effects of personality on impulsive buying behaviour that dimension such as extraversion, openness and neuroticism have positive results and influences impulsive purchase decision.

Customer's decision making has always been described as reasonable or rational. Customers usually recognize, understand the differences, filter them according to their suitability before selecting one (Häubl and Trifts, 2000). Though, the growth of technology and online social platforms have triggered the impulsive purchases by increasing the customer's access to product and process of payment easier (Kacen and lee,2002). Peck and Childers, (2006) described impulsiveness as "Customer's likelihood of purchasing products on the moment, immediately, without a doubt or unreflectively." Customer practices impulsive purchasing behaviour when they buy the product and don't think about the use of it (not identifying the need). Customers with higher impulsiveness, are more prone to buy impulsively. Impulsive

buying behaviour is a result of the urge, but not every urge is believed to be associated to impulsive behaviour (Verhagen and van Dolen, 2011). According to Herabadi and Verplaken, (2001) and Caligiuri (2000) impulsiveness varies in every individual's personality, and individual desire is always motivated by its own personality.

2.1.6 Theory of Planned behaviour (TPB)

The theory of planned behaviour (TPB) is an addition to the theory of reasoned action (TRA). TRA, at first was introduced by Ajzen and Fishbein in 1975 which stated that intentions are primarily influenced by norms and attitudes, which are the major motivators of behaviour. The attitude of customers towards a specific behaviour is influenced by the combined effects of these two interrelated factors. This involves the customer's belief towards the behaviour's outcome and customer's evaluation of potential outcome. TPB is a theory used to understand and predict behaviours. TPB model posits that behaviour is planned and can be predicted. TPB suggests that chances of one's engaging in the behaviour are related to their strength of intentions to get involved in behaviour. TPB is constructed by three pillars: Firstly, an individual's attitude towards the behaviour, that an individual's belief towards a certain behaviour would make a positive or negative contribution to their life. Second, a subjective norm which emphasizes on all happenings in the individual's surrounding, such as comments of references groups, the social network which influences an individual's behaviour. The third is considered as the most important because it was discovered that behaviour cannot be controlled and hence, perceived behavioural control was added to the theory which stated that perceived behavioural control as one's belief or perception of how easy or difficult it is to perform that specific behaviour or act. Being such an important addition to the theory, the TRA was renamed as TPB (Ajzen, 1991).

 In simple word TPB, predicts that positive attitude for an act or behaviour with subjective norms and best perceived behavioural control, which is favourable to your attitude forms the best intention from an individual to perform that act. For e.g. TPB posits that if an individual thinks that buying an Americano coffee has good health benefits and individual's peers or individuals social gatherings belief the same, and individual also believe that he will be able to handle its taste, then there are high chances of individual purchasing an Americano coffee. But if any one of the pillars is not in favour, then the chances of individuals purchase decision decreases. Hence, chances decrease in purchase if two or all three constructs are unfavourable.

Considering the above-mentioned factors and theories, if co-related factors such as Taste, Texture, health benefits, convenience and recommendation are based on planned buying behaviour. For instances, extreme change in weather might influence an individual to buy a coffee, where he plans to go to a store which is convenient for them. On the contrary, Aroma, Price, Packaging, Flavour and Ecological issues are the factors which are based on impulsive buying behaviour. Researchers have shown enough evidence stating that scent could be used to create the atmosphere encouraging impulsive buying behaviour (Šliburytė and Vaitiekė, 2019).

Chapter 3 – Research Question and Hypothesis

<u>3.1 Research Question</u>

The wide topic or question on which this study is based is "Factors which influence customer's purchase decision at the coffee takeaway."

In addition, the researcher also focuses on the specific objective which are: -

1- *To identify factors which positively influence's customer's purchase decision at coffee take-away.*

    The studies and literature provided in the above literature review conflicts with each other in order to identify the major factor in Ireland coffee market which influences customer's purchase decision. Hence, to confirm and provide the significance of major factor in the purchase of coffee at takeaway author proposes the above research question for further study.

2- *To signify the trend which is followed by heavy consumers of coffee and specific factors influencing their purchase.*

    In order to provide a proper study which could be further used by coffee sellers to understand the market and heavy coffee drinkers attitude, the researcher proposes the 2nd question.

3- *To present a model which could be used by academicians to understand consumer's coffee purchase behaviour.*

    Researcher proposes this objective for future research as there isn't any study available about the coffee takeaway and its purchase behaviour on an academic scale. Hence, the researcher tries to simplify and signify consumer buying behaviour in particularity to coffee take-away though this objective.

3.2 Hypothesis

Internal factors

Flavour

Taste

Aroma   H1 →   Theory of planned Behaviour (TPB)

Texture   H5

Health benefits

Pricing   H3   Customer Purchase

Habit

Re- purchase

External Factor

Convenience   H4   H6

Ecological issue

 Packaging   H2 →   Theory of Impulsive buying behaviour (TIB)

Recommendation

Figure No. 2 – Conceptual model
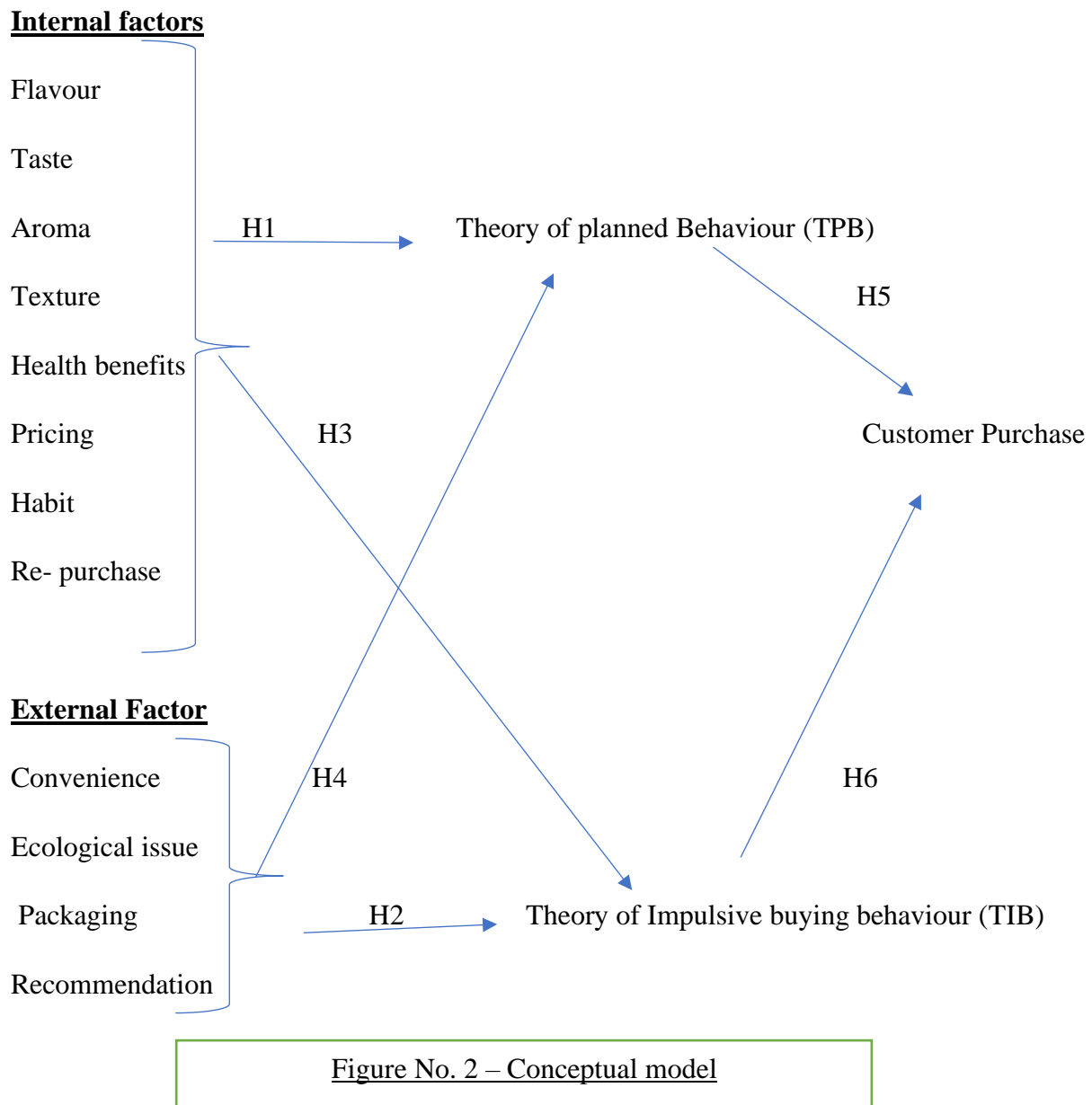
H1: - Any of the internal factor could trigger TPB.

H2: - Any of the external factor could trigger TIB.

H3: - Any of the internal factor could trigger TIB.

H4: - Any of the external factor could trigger TPB.

H5: - TPB influences customer to make a purchase.

H6: - TIB influences customer to make a purchase.

H7: - If the customer is happy with their decision, they might make a repurchase and it could develop into a habit.

H8: - If the customer is not satisfied with their decision, they look for a substitute of the product.

Chapter 4- Research Methodology

4.1 Methodology.

The following chapters discusses about the proposed methodology and process in detail. The chapter also describes the process of data collection, procedures for analysis of data and instruments used for collection of data. The chapter adopts the Research Onion model developed by Thornhill et al., (2019) as shown in Figure 1, the model explores major concepts such as research philosophy and research design, sampling techniques, sample size , data analysis and collection, sample population, validity and reliability and limitations. Also, alternative methodology has been considered and specific reasons are provided for using the chosen methodology furthermore, motivation for research are also noted down.
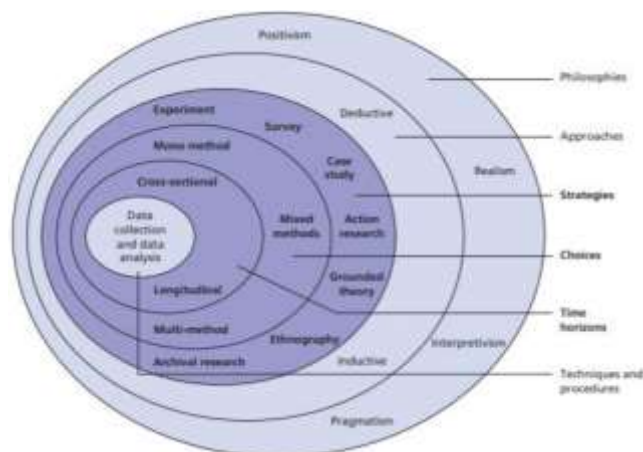
Figure No. 3 – Research Onion model

Source - (Thornhill et al.,2019).

4.2 Research Philosophy

Positivism, realism and interpretivism are the 3 different types of research philosophy. It is necessary for the researcher to be aware of the philosophy, as it determines their views towards the process of the project and determines their strategy (Thornhill et al., 2019). In order to philosophy, researcher opts for positivism approach. According to Dudovskiy J. (2016) positivism focuses on the realistic view of gained knowledge by observation,

including measurement, is reliable. As the researcher aims to collect data regarding the relationship amongst variables (factors and buying behaviour). And, this study is also focused on simplifying and generalising the phenomena. Hence, the project will rely on positivism philosophy.

4.3 <u>Research Approach</u>

Generally, there are two types of approach for analysing the connection in theory and research. Firstly, Inductive approach focuses on emerging a new theory which is based on analysis or findings. Secondly, Deductive approach is that where existing theories are used as a base in the whole research and the findings are the final results. And, there is also an approach which is a mix of inductive and deductive, termed as Abductive. By eliminating all the limitation of inductive and deductive abductive is formed, hence, it is getting popular and widely used amongst researchers (Bell and Harley, 2015).

For the present research, the researcher uses a deductive approach in order to relate between used theory and survey findings. As said above, the research is trying to evaluate the factors which affect customer's purchase decision at coffee takeaways and thereby using the approach to evaluate the existing theories and not constructing a new one. The theories presented in the literature review are about the internal and external factors as well as about the planned and impulsive consumer's purchase behaviour. It motivates the researches to collect data using a survey questionnaire's and justify the used theories by presenting the findings and results in summary.

4.4 <u>Research Design.</u>

Design type.

According to Thornhill et. al, (2019) research design are categorized in three ways i.e. Exploratory, Explanatory and Descriptive. Descriptive is used when the researcher is interested in describing a particular profile, event or a situation whereas, Exploratory helps the researcher to understand and measure the event. The explanatory design is concerned about learning about the problem ad finding the best solution by defining relation amongst the variables. Hence, researchers wish to consider, a mixture of Explanatory and Exploratory design. Adoption of this combinations design is because the researcher proposed to derive noteworthy insights through investigating subjects (Customers) and develop a relationship amongst the variables (factors and buying behaviour).

4.5 <u>Research Strategy.</u>

Thornhill et al., (2019) described in their research onion model, seven different strategies for conducting the study which is - Survey, Experiment, Action Research, Case study, Ethnography, Grounded Theory, Case study. Yin, (2009) concluded that not every strategy compile with explanatory, descriptive and exploratory research, some strategy doesn't compile to or cannot be connected to inductive and deductive approach.

In this project, the researcher adopts the survey strategy method. Survey strategy is common amongst business discipline as it answers to the descriptive and exploratory question (Thornhill et al., 2019). The survey helps researches to gather large data in an economical way within a short time span. Since the researcher focuses to analyse the results collected from a large group of genuine coffee consumers, located in Ireland and needs to develop a conclusion in few months, the researchers use self- administered survey questionnaires which are completed by respondents without any interruption of the interviewer, distributed through email, web- link, basically the internet.

Thronhill et al., (2019) states that the most efficient way for collecting opinions from an individual is through conducting a survey, where respondents are asked the same form or set of questions. Also, no physical appearance or interview is required, but data can be easily collected through automated web-link. Moreover, the survey questionnaires provide the freedom to respondents to participate according to their convenience, in other words, neither the respondent nor the researcher needs to fix a meeting or make an appointment in order to participate in the survey.

4.6 <u>Research method choice</u>

Thornill et al., (2019) states in the onion model that there are three methods viz. The Mono method, Multiple method and Mixed method. As the name suggests, the multiple - method uses multiple methods to collect data whereas, the mono method employs a single method to collect data. Similarly, this study is based on a survey questionnaire for data collection, this study reflects the mono method.

Amongst the mono method, there are two types i.e. qualitative and quantitative methods, the researcher chooses to adopt a quantitative method in order to address and collect data from a large group. Ghauri, Grønhaug and Strange, (2020) described that quantitative research methods are used when the research requires a large magnitude of response and

this data is studied statistically, whereas a qualitative research method is used to justify results with the help of opinions and attempting to make sense of underlying reasons and motivations. According to Almedia, Faria and Querios, (2017) quantitative method is cost-efficient and the quantifiable techniques and tools are used to collect the required information to validate research findings. Also, this method will provide researcher meaningful data for factors, and help in critical thinking about the effects of factors on the customer's purchase decision.

On the contrary, researcher abandons the qualitative method because of the time consumption and limited no. of interactions. Therefore, researchers prefer quantitative over qualitative methodology
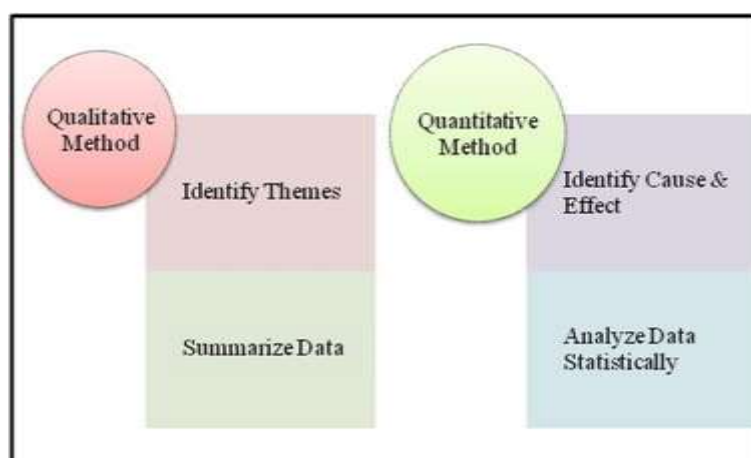
(Source - Walliman, N., 2017)

Figure No. 4- Research Method

4.7 Time horizon

Researches are categorised in two different time horizons i.e. Cross-sectional study and Longitudinal study. Studies which are intended to analyse data in a short period of time are termed as Cross-sectional study whereas study which requires data from a long period of time, in order to compare or observe the development, are termed as Longitudinal study (Thronhill et al., 2019). Though, in this study researches tries to accomplish the results in few months, hence the research will function based on Cross- sectional study pattern.

4.8 Data Collection technique and tool

Regarding the data collection-tool, the researcher used survey format to collect as much as possible information. This study is survey-based which gathers primary data and is commonly used for Cross-sectional studies. The self- administered survey questionnaire is constructed using different types of question in form of Likert scale, Checkboxes and Multiple-Choice Questions making the questionnaire interesting as it will be providing a lot of insightful data. The questionnaire was distributed through a web- link and researcher's email contacts on 5th July 2020 and the replies to the questionnaire was closed on 02 August 2020 the survey was open for 4 weeks, in which any genuine coffee consumer could have contributed.

The questionnaire contains overall 19 question, out of which the

First 8 questions will provide information about their coffee consumption behaviour.

9th question is constructed using Likert-scale on which the major factors are mentioned.

10th and 11th question will provide respondent's view on their coffee consuming habit and expenses.

Question 12- 14 will provide data about the recommendation to consumer's purchase behaviour of coffee.

Question 15 -18 are demographic question, which will explain participants demographic profile.

Question 19 is an **open -ended question**, where respondents could provide any feedback, suggestion or any other factor which they think is important in purchase behaviour. The researcher has added only single open-ended question as they are time-consuming and demotivate the participant in the survey.

4.9 Data Collection – Choice of group and Location.

The survey only focused over the group of people who were genuine coffee consumers, as it was specified in the introduction of the survey and the first question made sure that the

participant was a genuine coffee consumer. This is because the major aim of this study is to bring out the factors which affect the consumer's purchase behaviour of coffee for take-away and, none other than a coffee consumer, could be a better participant for this study. The survey was conducted in Ireland and the participants were the residents of Ireland.

4.10   Pilot test

To be very certain about the results and findings which will come after the survey, the questionnaire was tested, and a simple mock test was carried out. At first, it assisted the author to discover the voids in the questionnaire and further, it helped the author to design and construct in an interesting manner prior to going live. Therefore, to accomplish a perfect version of the questionnaire, a pilot study was carried out which included 10 respondents.

After conducting a pilot test, the surveyor had a much clear vision about the terms in question and its impact on participant reading, also the author could add more relevant choices in the questionnaire. Changes made after the pilot study and before releasing the final questionnaire were: -

Added "Part–time employment" in occupation.

Added "Craving instead of Addiction (because addiction sounds more of a negative term)" in reasons.
Altered the "Age-Limit".

In the pilot survey questionnaire, the author added clip arts for the demographic question. However, one of the 5 participants in the pilot study commented that "clip- arts don't get upload clearer and sometimes doesn't load in mobile". The author realised that this could make the questionnaire slow and confusing instead of interesting. Hence, the final questionnaire was developed in a much simpler way.
In the pilot questionnaire, factors were constructed in a categorial manner, but it made the questionnaire slow, so to make it faster, the researcher had to transform them into a single question (refer to Q. 09).

4.11   Sample population or Sample Size

During conducting survey process, one of the major issues faced by researchers was to deicide the size of participants. After discussing this with supervisor, researcher planned to get maximum participants possible, though at least a minimum of 200 participants from Ireland.

4.12   Data analysis technique.

It is mentioned above the data was collected through a survey using the quantitative analysis method it would be easier to understand, describe and explain data.

The results of the survey and the whole data were described using graphs, pie charts, histograms, frequency tables and bar charts. These diagrams make it easier and clearer for the audience to understand the fact and statistical data. According to Bell and Bryman, (2015) the most common method used by authors for a quantitative study. Easterby-Smith, Thorpe and Jackson, (2013) describe that percentage of figure or frequency distribution can be shown through the height of the bar graph, the highest figure is placed in a prominent place. Given this, the reason why the researcher uses graphs and diagrams is that, different types of diagrams and charts/graphs will have different advantage. For e.g. the highest peak of any variable could be shown through the bar chart or histogram.

In order to analyses data, researchers considered majorly "Four" aspects, where basic information was considered at first, internal factors and external factors are second and third respectively and the last aspect is the purchase behaviour of any customer. Based on theory, the researcher can reveal which factor majorly affects consumer purchase behaviour. Data analysis is the most important function in a study as it helps researchers to connect the dots and analyse relevant facts which aid in formulating recommendation and conclusions (Hammersley, 2016).

4.13   Validity and Reliability.

It is important for the researcher to provide enough evidence in the study to prove its reliability and validity. Moreover, over the time concept of validity has changed and it is important for the researcher to provide enough evidence in the study to prove its reliability and validity. Moreover, over the time concept of validity has changed and   evolved by authors, they have adapted a new understanding of validity to their study such as

trustworthiness, quality (Golafshani, 2003). Golafshani, (2003) stated that to convince the audience about the reliability and validity is to provide enough evidence, or else the readers can doubt the true proposition of the study.

At first, to be determined about the reliability, the researcher asked the respective supervisor to examine it. Later, a pilot study was carried out to verify the validity before getting the survey live. According to W Paul Vogt, (2009) reliability is also considered as repeatability. A process could be considered reliable if the results received are always similar. While conducting research, the structure needs to be so efficient that other authors who could consider using the study to understand the same event and approach at a similar conclusion. Hence, reliable research could be replicated. Reliability of this study was checked using the internal consistency test. The study's consistency was checked using Cronbach's alpha test where the value of Cronbach's alpha is "**0.754**". Cronbach alpha or coefficient alpha is used to measure the internal consistency or reliability. The coefficient of Cronbach's efficient range is from 0 to 1. Studies suggest that the highest level of internal reliability requirement should be above 0.5 and below 1.0, while some authors also suggested that 0.7 is minimal reliability (Taber, 2017).

4.14   Ethical Consideration: Findings.

Ethical considerations intrinsically comprise of elements, which determine that a research has been conducted fairly, ethically, legally and morally (Fernandez and Alexander, 2016). In this context, researcher has priorities various ethical requirements to carry out this research, three of which are - informed consent, confidentiality and privacy of data and genuineness of data

4.14.1 Informed Consent

Researcher has greatly prioritised the participants in this study. According to Koyfman *et al.* (2016), informed consent can be ensured through two tools - ***Informed Consent Conversation*** (ICC) and ***Informed Consent Document*** (ICD). Here, since the survey was distributed online, ICC was not feasible. However, researchers ensured that ICD was provided to research participants in the form of an ethics and consent form. Here, full knowledge, outcomes, nature and aim of the research were highlighted along the objectives of the research. Researchers

ensured that the participants were made aware that this project is only for academic purposes and that their input is not being used for commercial purposes currently or in the future.

4.12.2 Confidentiality and Privacy of Data

Researcher ensures that the confidentiality of data in terms of personal information of candidates and other individuals involved in this research is respected. Data privacy is an essential requirement for ensuring ethical execution of a project, especially ones that require the input of research participants. Researcher ensured that privacy and confidentiality regulations of Ireland are followed while conducting this study. ***Data Protection Act 2018*** sets out vital standards and codes that are mandatory to ensure confidentiality of data and protection of private information (justice.ie, 2018). This was followed by the researcher extensively. In addition, no confidential data of any company or coffee brand was unethically taken by the researcher.

Chapter 5- Findings and Analysis.

5.1 <u>INTRODUCTION.</u>

After collection of the desired number of responses to the self- administered survey, the researcher moves to the next step of data analysis, viz presented in the chapter below. Firstly, the graph for all the factors which influences the respondents are mentioned along with their percentage of likelihood. The researcher tried to gather and reach to as much as possible responses he could. Hence, the researcher was able to gain a total of 252 responses including Web- link and emails.

5.2 <u>Descriptive Overview</u>

Amongst 252 responses, 63 (28 %) were female and 157 (70.72%) were male. Amongst the total responses, a majority of 141 respondent (63.51%) was from an age group of 18-30, 66 respondents (29.73%) and 14 respondents (6.31%) were from an age range of 31-45 and 46 -60 respectively. The researcher also received a response, whose age was above 61. Interestingly, in occupation section 106 respondents (47.75%) were full-time employed, 53 respondents (23.87%) were self-employed, 41 respondents (18.47%) were students and 8 .11% and 1.80% were part-time employed and unemployed respectively. Amongst all the responses, the majority of 69 respondents (31.80%) had an income range of €40,000 – 50,000. Though, 66 respondents and 60 respondents marked the income range of €25,000-40,000 and €10,000 – 25,000.

In reply, to the survey's question no. 7 - "Please rate which of these factors have a chance to influence you to purchase decision of coffee", 221 respondents attended this question out of 252 and marked **"Aroma"** as the highest factor to influence their purchase decision of coffee at take-away. Table .1 also describes the minimum and maximum numerical value a respondent could select for a factor in which 1 is the minimum and 5 is the maximum. The mean of the selected factors signifies the option which the respondent has selected maximum times.

For e.g., if 5 people have selected flavour as highest out of 10 the mean would be 2.

Mean is calculated by dividing the sum of data point to total no of data points.

Therefore, according to table 1 **"Aroma"** has the highest mean of 4.10 and **"Packaging**
the lowest mean of 2.90.

	LOWEST (1)	LOW (2)	MODERATE (3)	HIGH (4)	HIGHEST (5)	N/A	TOTAL
Flavour	1.36% 3	16.74% 37	24.43% 54	32.58% 72	22.62% 50	2.26% 5	221
Taste	0.45% 1	13.06% 29	15.32% 34	39.19% 87	31.53% 70	0.45% 1	222
Aroma	0.45% 1	6.76% 15	16.22% 36	34.23% 76	41.44% 92	0.90% 2	222
Texture	1.36% 3	28.05% 62	38.01% 84	20.36% 45	10.41% 23	1.81% 4	221
Health benefits	5.43% 12	25.34% 56	30.77% 68	20.36% 45	15.38% 34	2.71% 6	221
Convenience	4.07% 9	25.79% 57	27.15% 60	19.46% 43	19.00% 42	4.52% 10	221
Environmental concern	7.69% 17	26.24% 58	32.13% 71	14.48% 32	14.03% 31	5.43% 12	221
Packaging	5.45% 12	35.00% 77	30.00% 66	19.09% 42	8.64% 19	1.82% 4	220
Price	3.62% 8	29.41% 65	28.05% 62	22.62% 50	14.48% 32	1.81% 4	221
Recommendation	4.50% 10	22.97% 51	32.88% 73	22.97% 51	11.71% 26	4.95% 11	222
Habit	6.79% 15	16.29% 36	22.62% 50	26.24% 58	27.15% 60	0.90% 2	221

Table No. 1

Descriptive statistics of Question no. 7

Source - (SurveyMonkey, 2020)

5.2.1 Reasons to drink coffee- Question no. 4

A major output of the survey was also seen when 222 respondents replied to the question no. 4 – "For what reasons do you drink coffee" to which the given options were

1- Craving,

2- Refreshing,

3- Stress Relief,

4- Habit, and

5- Other.

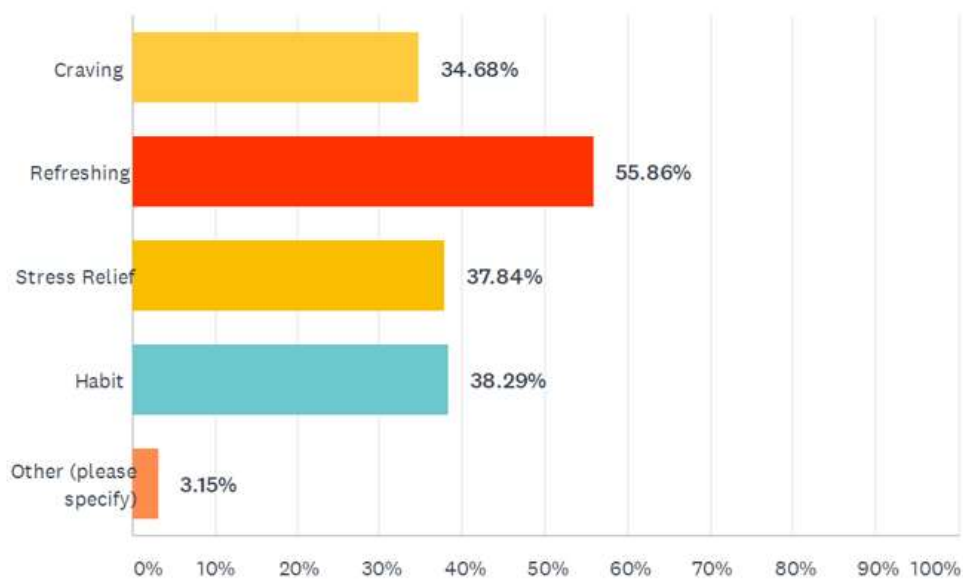| Craving | 34.68% |
Refreshing	55.86%
Stress Relief	37.84%
Habit	38.29%
Other (please specify)	3.15%

Figure No. 5- Responses to Question no.4

Source - (SurveyMonkey, 2020)

The majority reason for consuming coffee was mentioned to be "**Refreshing**" by 124 (55.8 6 percent) respondents. The second most was "**Habit**" with a vote of 85 (38.29 percent) respondents, followed by "**Stress-relief**" by 84 (37.84%) respondents. It also had some other specific reasons other than the given option. The other reasons which respondents specified are shown in table no.2

Percent Correct 2%	Average Score 1.7/4.0 (43%)	Standard Deviation 0.83	Difficulty 4/16

ANSWER CHOICES	SCORE	RESPONSES	
✓ Craving	1/4	34.68%	77
✓ Refreshing	1/4	55.86%	124
✓ Stress Relief	1/4	37.84%	84
✓ Habit	1/4	38.29%	85
Other (please specify)	–	3.15%	7

Total Respondents: 222

#	OTHER (PLEASE SPECIFY)	DATE
1	Enjoyment	7/30/2020 10:52 AM
2	Taste	7/29/2020 10:21 PM
3	IF IN MOOD to HAVE A COFFEE WHILE RETURNING HOME FROM WORK PLACE	7/25/2020 9:38 PM
4	I like it	7/24/2020 5:59 PM
5	Meetings	7/13/2020 12:50 PM
6	relax	7/8/2020 3:29 PM
7	I like a taste of morning coffee on the day off	7/5/2020 5:12 PM

Table No. 2 - Descriptive Statistics of Question No.4

Source - (SurveyMonkey, 2020)

5.2.2 Favoured Type of Drink- Question no. 5

According to the responses to Q. 5 – "**Please select your favoured type of coffee drink**", 77 (34.68 percent) respondent selected "Americano" as their favoured drink, which was followed by Latte and Cappuccino with a mark of 52(23.42 percent) and 44(19.42 percent). Further, 29(13.06 percent) respondent selected Flat White as their favour coffee and 12(5.41 percent) said they like Espresso whereas the remaining 8(3.06 percent) respondents preferred Macchiato over all the coffee. A total of 222 respondents answered this question.
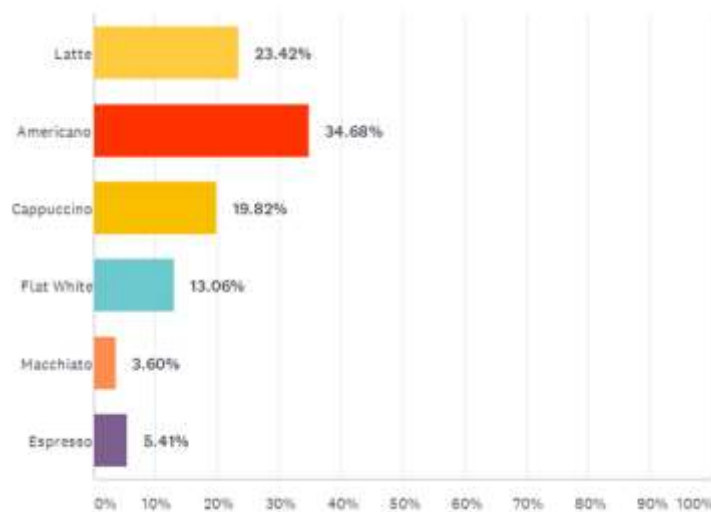
Source - (SurveyMonkey, 2020)

Figure No. 6- Favoured Type of Drink

5.2.3 Individual factor findings from Question no. 7.

Flavour

If seen individual factors, 72 respondents out of 221 selected flavour as high and 50 respondent selected flavour as highest which could influence their coffee purchase and only 3 respondents selected the lowest.

Taste

Amongst 221 respondents, 87 and 70 remarked high and highest as the factor which could influence their coffee purchase decision, 29 and 1 respondent selected low and lowest for taste as a factor.

Aroma

An overwhelming response of 92 selected highest and 76 selected high for Aroma being the factor for their coffee purchase decision whereas, only 1 respondent selected lowest.

Texture

According to the responses, 84 respondents selected moderate and 45 respondents selected high as a factor for their coffee purchase also, 3 respondents selected lowest.

Health benefits

It is surprising to see that according to 45 respondent's health benefits of coffee was a reason to influence their purchase decision. As 45 respondents selected high on the same page 68 respondents answered moderate for having a chance to influence their purchase decision.

Convenience

Similarly, 60 respondents said that convenience had moderate chances of affecting their purchase decision, but the second-highest answer to convenience was low with a response of 57 respondents.

Environmental Concern

Even after enormous activities concerning the environment are conducted every day, it was shocking to see that only 31 respondents out of 221 marked highest as a factor which influences their coffee purchase decision at take away. Though, 71 respondents marked moderate and 58 respondents selected low as a factor to their purchase. 12 respondents also selected N.A., in influencing their purchase decision.

Packaging

77 respondents said that packaging had low influence on their coffee purchase decision and 66 marked packaging as moderate.

Price

According to the responses, 65 said that price had a low impact on their coffee purchase decision and 62 respondents marked moderate as a factor for it. Whereas, 50 respondents (22.62%) said that price has a high impact on their purchase decision.

Recommendation

73 respondents said that a recommendation had a moderate effect on their purchase decision and 51 respondents selected high mark as influencing factor. On the contrary, 51 respondents also selected "low" for the recommendation being an influencing factor in their purchase. Recommendation section has the highest selection of 11 respondents for N.A. (Not applicable) as a factor which could influence their takeaway purchase.

Habit

Among the 221 respondents, 60 selected habit as their factor and gradually it went down with 58, 50, 36, 15 responses who selected High, Moderate, Low, Lowest respectively.

| BASIC STATISTICS	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Flavour	1.00	5.00	4.00	3.60	1.06
Taste	1.00	5.00	4.00	3.89	1.01
Aroma	1.00	5.00	4.00	4.10	0.94
Texture	1.00	5.00	3.00	3.11	0.98
Health benefits	1.00	5.00	3.00	3.15	1.14
Convenience	1.00	5.00	3.00	3.25	1.17
Environmental concern	1.00	5.00	3.00	3.01	1.16
Packaging	1.00	5.00	3.00	2.90	1.06
Price	1.00	5.00	3.00	3.15	1.12
Recommendation	1.00	5.00	3.00	3.15	1.07
Habit	1.00	5.00	4.00	3.51	1.24

Table No. 3

Standard Deviation & Mean of Question no.7

Source - (SurveyMonkey, 2020)

According to the above table, the highest standard deviation is for Habit i.e. 1.24 and the lowest is for Aroma viz 0.94. all other factor's standard deviation lies within the range of 0.90 – 1.25.

5.2.4   How much Respondent's Wish to pay for their coffee.

Question no. 11 was answered by 220 respondents amongst which 117(53.18 percent) were ready to pay €3.00 - 4.00 for a cup of coffee, followed by 95(43.18 percent) respondents who wished to pay € 2.00 – 3.00 for a cup of coffee. Moreover, 60(27.27 percent) and 44 (20.00 percent) respondents wished to spend a range of € 4.00- 5.00 and € 1.00 – 2.00. A small no of 5 (3.64 percent) respondents agreed to pay more than € 5.00 for a cup of coffee.
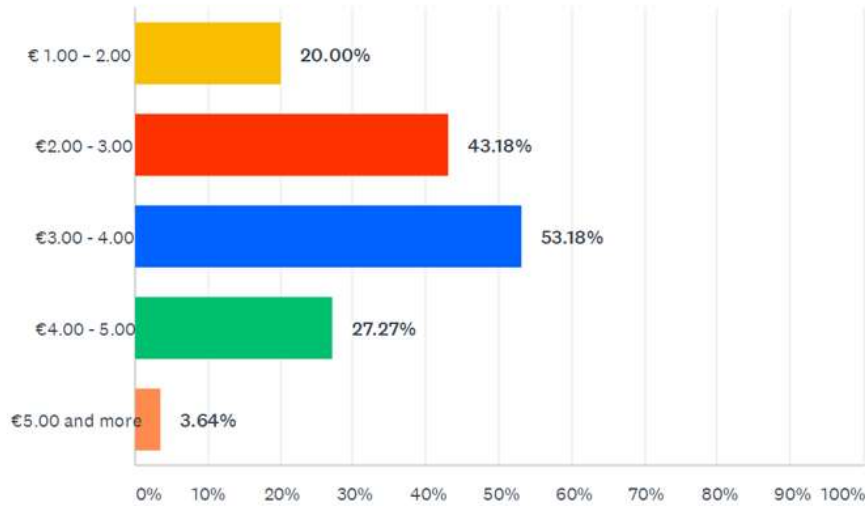
Source - (SurveyMonkey, 2020)

Figure no.7- How much Respondent's Wish to pay for their coffee.

5.2.5   Is Recommendation an important for coffee takeaway.

In question no. 12, researched asked the respondent to put a measure on the Likert scale in respect to "how important is recommendation to them while purchasing coffee". 222 no. of respondent's replied to the question and the overall result turned out to be **55 %**.
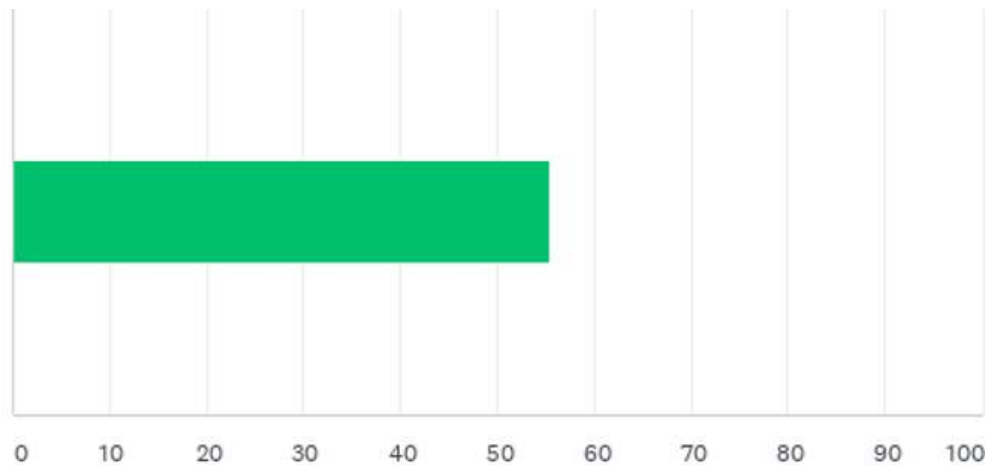

Figure No. 8 – Recommendation Likert scale

Source - (SurveyMonkey, 2020)

Also, if seen below the graph explains that out of 221 respondents 118 (53.39 percent) said that they would love to take a recommendation from their "**friends**", which was

followed by a response of 109 respondents (49.32 percent) considering recommendation from their "**family**". Though, 102 respondents replied, "**close ones**" and "**advertisements**" each.
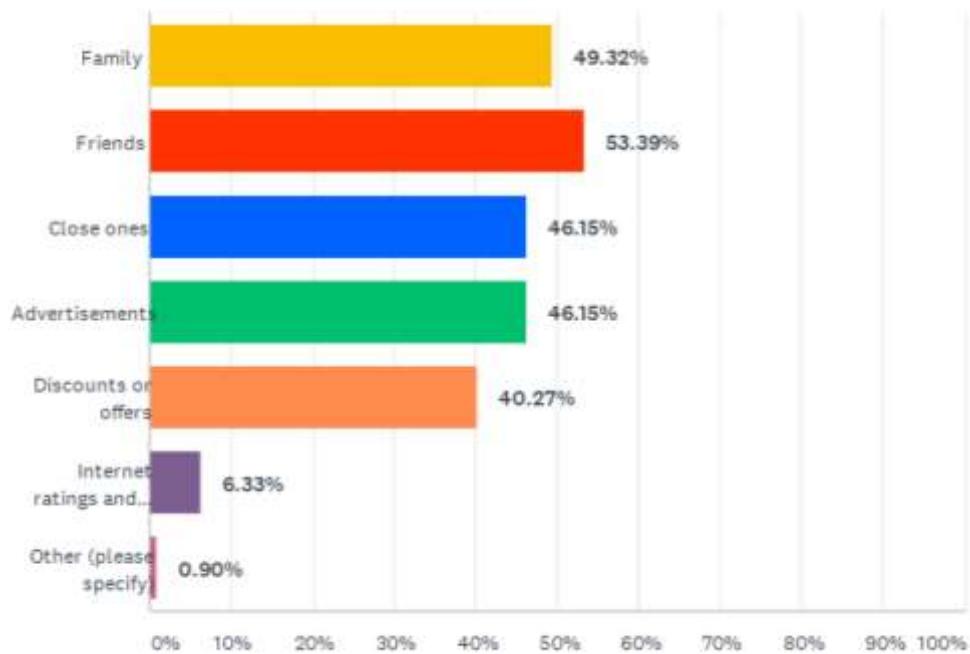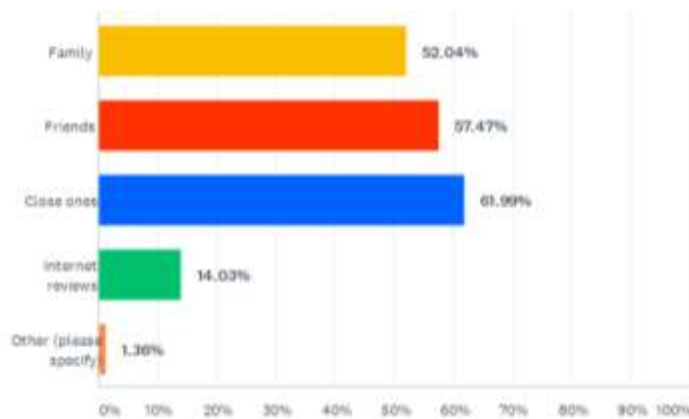
On the same page, when they were asked "**to whom will they recommend their favourite coffee**" it turned out to be that 137 respondents prefer to recommend to their "**Close ones**" majorly, and then 127 and 115 respondents selected as "**Friends**" and "**Family**" respectively.
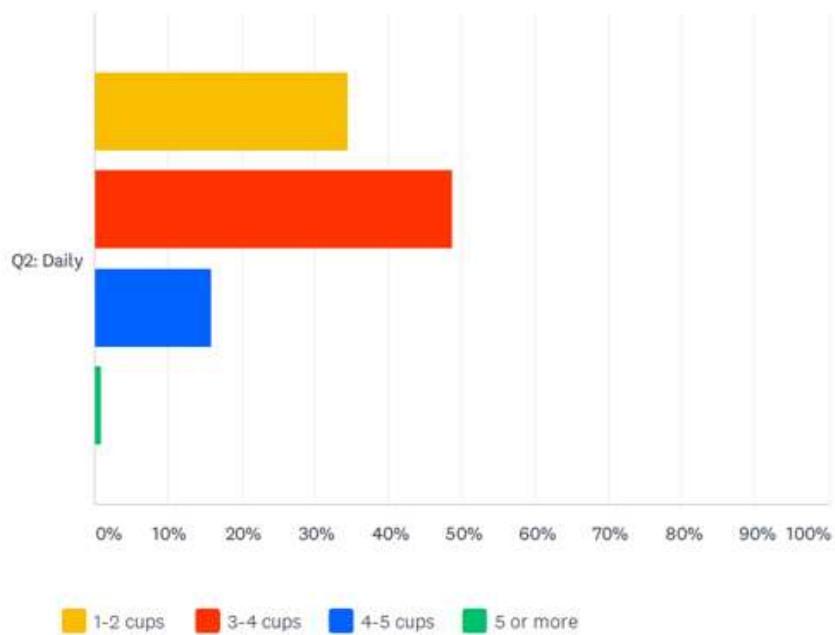

Source - (SurveyMonkey, 2020)

Figure No. 10 - To whom the customer will recommend

5.2.6   Responses of Daily consumers.

According to responses, 119 respondents confirmed that they consumed coffee on a daily basis, amongst which 58 respondents consumed 3-4 cups, 19 respondents said that they drank 4-5 cups and 41 respondents confirmed consumption of 1-2 cups. Also, 1 respondent among 119 confirmed consumption of more than 5 cups a day. If seen in table no. 4, amongst 119 respondents, 46 and 38 respondents marked the highest and high respectively to habit as a factor which influences their purchase decision.

Source - (SurveyMonkey, 2020)

Figure No.11 – Daily Consumers of coffee

Factor /Level of significance	Lowest	Low	Moderate	High	Highest	N/A	Total
Flavour	3	22	27	38	24	5	119
Taste	0	11	18	52	37	1	119
Aroma	0	11	19	40	48	1	119
Texture	2	34	42	28	10	2	118
Health Benefit	5	33	38	20	20	2	119
Convenience	3	31	39	18	23	4	118
Environmental Concern	14	31	41	17	11	4	118
Packaging	8	43	41	19	5	1	117
Price	2	38	29	28	20	1	118
Recommendation	6	35	35	23	15	5	119
Habit	1	12	22	38	46	0	119

Source - (SurveyMonkey, 2020)

Table No. 4

Responses of Daily Consumers

5.2.7 Question no. 19 findings.

As the survey was based on self- administered, which was designed to answer closes ended questions. Hence, question 19 was designed accordingly, so that any of the participants can also provide any other insights which might have not been mentioned by the researcher. Basically, Question no. 19 was designed in attempt to increase the scope of answering by respondents. The following mentioned below are some of the interesting feedbacks and responses from the participants of the survey.

45 respondents answered this question out of 252 respondents.

"My mood, how much money I've spend that week, if I'm exceptionally tired etc."

- *A random participant.*

"Sometimes I need a Treat/Reward"

- *A random participant.*

"Brand name/ image"

- *A random participant.*

"Good Combos with Sandwiches"

- *A random participant.*

From the responses provided above, it can be considered that Mood, Discount or Add-ons and Brand image also acts as a factor which could influence one's purchase behaviour. The comments given above are selected as they were frequent amongst all the responses.

Chapter 6 – Discussion.

This chapter discusses and presents all the insightful findings from the survey questionnaire and chapter 5. It is evident in Table no. 1 that "**Aroma**" outweighs other factors and is the major factors which influence customers to buy coffee at take away. Though (Bogue, 2006) stated that packaging strongly influences customer's purchase but, the responses of the survey states that packaging was the least factor which could influence the customer's purchase decision. Therefore, today market is more focused over the product with an attitude of "*what's in it for me*" as stated by D.I.D, (2020). Table no. 3 also shows that "**Taste**" is the second most-highest factor with a mean of 3.89; a mean of 3.89 indicates that Taste is second-most factor selected by respondents in order to be influential in their purchase decision.

Moving further, the researcher analysed the result for "reasons of consuming coffee" present in Figure no. 1, which said that "**Refreshing**" is the main reason behind one's coffee consumption. As the survey was supposed to be answered by genuine coffee drinker, it could be also seen that the second most reason for consuming coffee was "**Habit**". Also, the majority of the respondent's favourite coffee drink was "**Americano**" (Figure no. 2), which reveals that coffee drinkers are concerned about their health and like to drink Americano as it is the 3rd healthiest beverage with only 15 calories and no sugar (The Daily, 2018). Americano being the most favourite drink also reveals that the Irish coffee market loves strong coffee as an Americano is 2-3 dark espresso shots with steaming- hot water (The Daily, 2018).

Figure no. 3 presented the fact that customer is willingly ready to pay € 3.00 – 4.00 for a cup of coffee. As cited above Liebe and Andorfer, (2015) that willingness to pay for a cup of coffee depends over one's income and the most respondents of the survey had an income range of €40,000 – 55,000.

As researcher moves ahead, question no. 12 helps to discover that a moderate amount of coffee's purchase decision is influenced by social factors. As shown in Figure no. 4 is the average of 222 respondents who said that recommendation is important. Additionally, in figure no. 5 and 6 researchers also find out the social factor "from which" and "to which" recommendation is important. According to Figure 5 and 6, it is clearer that references groups as a social factor do influence one's purchase decision. And, "family" is the second social factor which influences the purchase decision. As cited above in Literature review Kotler and Armstrong, (2010), also stated that family is the first factor which influences one's view towards a product and consumer's habits too. Whereas Benyoucef and Zhang, (2016), stated

that references groups such as "friends or close ones" is the most important social factors. Hence, the responses of the survey prove the statement by Benyoucef and Zhang, (2016) whereas also agrees to the fact described by Kotler and Armstrong, (2010).

To bring out the maximum output from the survey, the researcher filtered the survey, completed by daily consumers or heavy consumers of coffee in order to understand their consumption behaviour. 119 respondents said that they consumed coffee daily in which 58 respondents were the major who consumed 3-4 cups of coffee from a take-away every day. Also, these 119 respondents selected habit and aroma as the major reason for their heavy consumption.

Furthermore, question no.19's insights it helped the researcher to acknowledge Mood and Brand image as a factor which influences customer's coffee purchase decision at take-away. Although, the qualitative feedback form Q.19 can also be used by various coffee sellers and coffee chain companies, of how they can use these factors too to gain competitive advantage in the market. For e.g. an advertisement of a company which can relate mood and coffee will help their sales growth.

Following to this discussion to every research question is mentioned below: -

Discussion to each research objective.
Research Objective-1

To identify major factors which positively influence's customer's purchase decision at coffee take-away.

Firstly, the major identified factor which influence purchase decision is Aroma as per results of the self-administered survey. Also, Bhumiratana, Adhikari and Chambers, (2011) concluded that aroma is one of the major factors for customer's buying decision. In compliance to our result, a recent study by Stafford et al., (2020) also concluded that caffeine consumers have high odour sensitivity as compared to non – consumers. However, enough evidence is provided to identify "**AROMA**" as the major factor, which can be used for greater sales and productivity at coffee takeaways. Moreover, while the coffee chains or coffee takeaways are much more focused over a generic product rather they can improve individual factors which can help them to boost in business. Focusing on individual factors will help companies in swaying non-loyal customer of their company and loyal customer of other companies which are not happy

with their coffee provider to switch. In addition to this, results also disclosed the fact that 55% of the coffee consumers always look for a recommendation from their friends, references groups and family. Hence, if a customer is satisfied with the product, there is a chance that he may recommend the same product to their family and friends.

On the contrary, results also revealed that packaging was the least influential factor, hence companies which try to enhance their product's packaging can focus, over the quality of the product.

Aroma and Packaging are the external based factor, whereas the second and third most factor to be influential in coffee's purchase decision are internal based viz "**TASTE**" and "**FLAVOUR**". MACHADO, SILVA and COSTA, (2016) results get along with this research's results and prove the fact that taste and flavour becomes a major factor while consuming coffee or buying it.

Research Objective -2

To signify the trend which is followed by heavy consumers of coffee and specific factors influencing their purchase.

When researcher filtered the survey results and checked the results of "**Daily consumers**", it was discovered that daily coffee drinkers are committed to their heavy coffee consumption due to their habit and aroma of coffee. The study conducted by Stafford et al., (2020) signified and matches with this study stating that heavy coffee consumers like the smell of caffeine. Hence, the researcher identifies a trend to which heavy and daily consumers are committed, i.e. they like the smell of coffee and maximum of daily consumers like to have a consumption rate of 3-4 cups.

Research Objective -3

To present a model which could be used by academicians to understand consumer's coffee purchase behaviour.
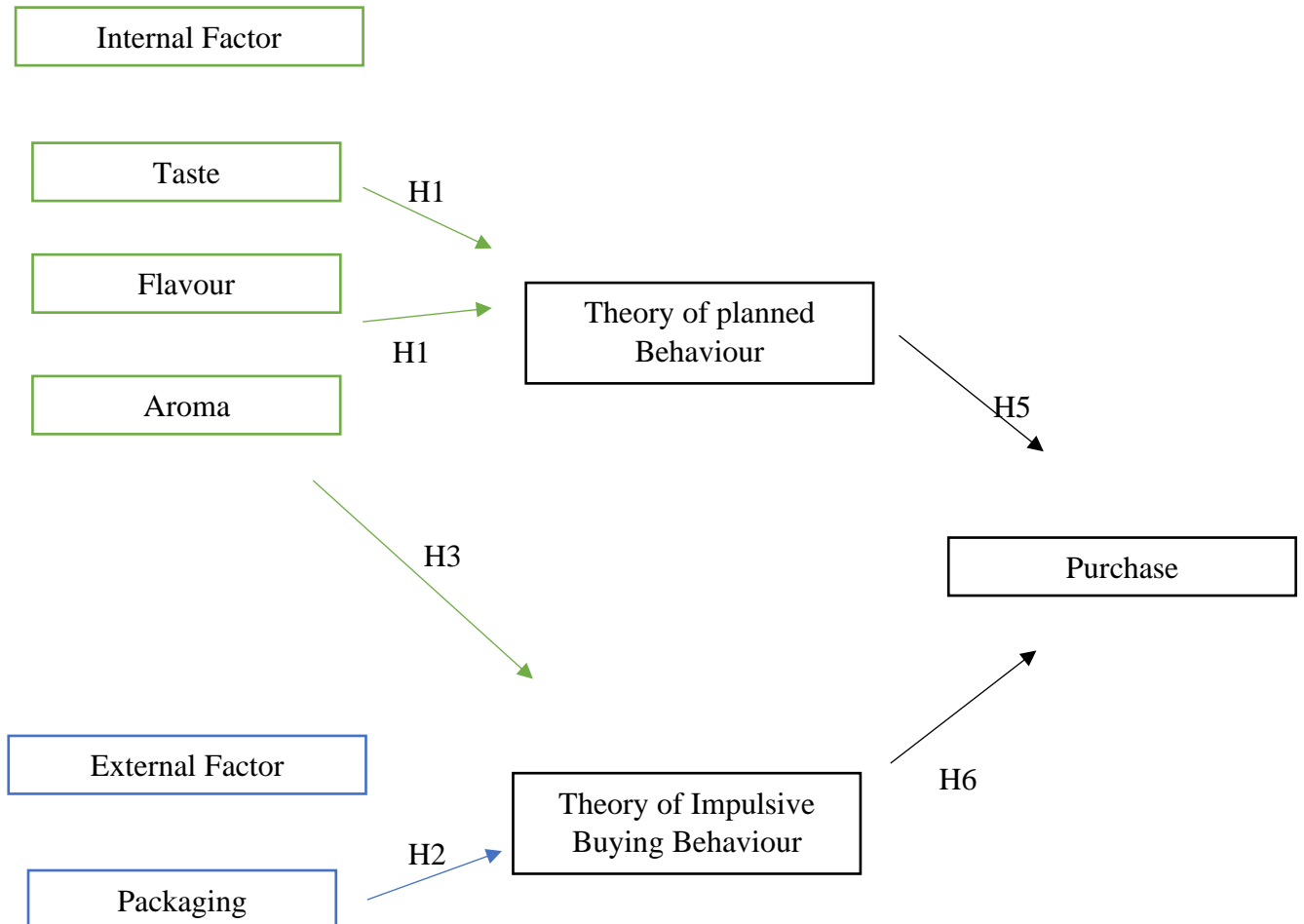

Figure No. 12 - Conceptual Model explained

(Source – Own study).

According to researcher designed hypothesis, 2 major factors which are internal based, Taste and Flavour follows the H1 path and suffices the hypothesis by also following the H5 path and influencing to make a purchase.

Whereas, the least influential factor viz External based triggers the H2 path and following the H6, allows the customer to make a purchase.

But the interesting part is the Aroma viz is an Internal based factor follows the H3 path and triggers the theory of impulsive buying behaviour of customer and influences to make a purchase by following the H6 path.

Hence, the results from the above framework prove that Internal factor can help customer buy coffee with the support of "Theory of planned buying behaviour" and "Theory of impulsive buying behaviour" Whereas, External factors does not influence to make a purchase with the support of "Theory of planned buying behaviour" other than "Theory of impulsive buying behaviour" This clears that H1, H2, H3, H5 and H6 support and proves the hypothesis and theoretical framework whereas the researcher didn't find any responses or result which could prove H4's statement.

In general, the researcher synthesised all the findings from the survey and presented how they were connected to the literature provided. Also, the researcher discovered two other factors which weren't described in the questionnaire but got acknowledge about them through the feedback question. Finally, the researcher also explains how companies and other coffee sellers can imply this data to enrich their marketing, advertising, and product development strategies.

Chapter -7 Conclusion and Recommendations.

7.1 <u>Introduction</u>

The following chapter at first will discuss the literature connection with results and background of the research. Secondly, the findings and analysis are discussed along with proving the research's purpose. Later, practical implications and evidence to support the argument are presented as well as answers to every research question. Finally, recommendations according to research are mentioned below viz followed by future scope of research.

This research was carried out to fill the gap as there has been no study conducted on coffee's purchase behaviour particularly "takeaway". The research is not focused on marketing strategy but wants to identify the factor which is related to the customer's purchase behaviour. Coffee has evolved from a normal beverage to a speciality beverage with innovative ideas of consumption and its purchase. Thus, the study was conducted to identify the factor which can influence and alter purchase decisions. To identify the factor, the researcher noted down three specific objectives which could fulfil the gaps detected in the literature review. Using the two theories of consumer's purchase behaviour and decision-making model, the researcher was able to construct a hypothesis model for study.

After gathering maximum responses in 5 weeks from Irish resident and genuine coffee consumers researcher descriptively noted down the results. After the analysis of results research identified "**<u>AROMA</u>**" as a major external factor and "**<u>TASTE</u>**" and "**<u>FLAVOUR</u>**" as major internal factors. <u>Recommendation for coffee takeaway business.</u>

Results from the study discovered factors which influence customer's buying decision in Dublin. Hence, business development managers and business owners can utilize and add this study to capitalize on the market.

Coffee chains which provide takeaway service can utilize the results of the study in advertising and attracting customers. For e.g. A social media ad which shows that a customer misses their coffee and its specific feature - aroma as he passes the shop which is relocating. Such creative and fascinating advertisements can help managers to achieve the maximum potential of the market.

According to this study, packaging was the least influential factor and hence business owners can stop emphasising over the packaging and focus over taste, aroma and flavour of the coffee. Also, question no. 19's feedback can be an important section for the business owners. Business

owners can provide different combos, deals or rewards in order to attract customers. In addition to this, a no. of open-ended question were answered as "Brand image". Hence, coffee chains need to see that their image is maintained in the market in respect to quality and offers. In focus to business revenue growth and according to responses, Irish customers and heavy consumers of coffee are ready to pay € 3.00- 4.00 for a cup of coffee.

In line with price, this study can also help entrepreneurs to explore the Irish market before setting the price for their product. When prices are set higher than customer's expectation, they probably would not choose the takeaway and will find an alternative where they can find cheaper options or products from brands.

7.2 Recommendations for future areas of research.

Though, this research provided numerous significant contributions to existing and available literature in references to Irish coffee takeaway market, still researcher finds some gaps which can be filled through exponential working support.

1- The data gathered in this research was through an individual source which was customers. If this research could be expanded and reviews of store assistant, store managers, marketing managers and business development managers can be gathered it will be easy by business owners to understand the customer's purchasing behaviour.

2- This research can be further investigated by prospective researchers comparing the opinions of different generations, occupation etc. there is a possibility that the researcher could have received responses from "Millennials".

3- This study can also be used for comparing Irish coffee consumption with some other markets in order to understand buying behaviour. As there aren't enough studies regarding Irish coffee purchase behaviour, especially about Coffee Take-away.

4- As "**MOOD**" was one of the most replied answers to Q.19, further research can be done on the "how human behaviour can be targeted to attract customers towards them."

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Self- administered questionnaire.

Factors influencing customer's coffee purchase decision for takeaway.

The following survey is a part of my master thesis at the National College of Ireland. This will take 5 minutes of your time and your results will stay completely confidential and anonymous. This survey is about the factors that influence customer's coffee purchase decision for takeaway.

If you are not a coffee consumer, please do not proceed with the survey, or do not respond to any of the questions. But you can forward the link of the survey to someone who you know as a genuine coffee drinker. These results will play a critical role in my thesis. Do read all the questions wisely and respond accordingly.

1. Are you a coffee drinker?
   - Yes
   - No

2. How often do you drink coffee?
   a. Daily
   b. Weekly
   c. Monthly
   d. Occasionally

3. What time of the day do you prefer for coffee? (You can select more than 1)
   a. Morning
   b. Afternoon
   c. Evening
   d. Late evening

4. For what reasons would you drink coffee? (You can select more than 1)
   a. Craving
   b. Refreshing
   c. Stress relief
   d. Habit
   e. Other- Please specify _____

5. Please select the most favoured type of coffee drink.

    a. Latte

    b. Americano

    c. Cappuccino

    d. Flat white

    e. Macchiato

    f. Espresso

6. How much do you think before making the decision of buying coffee?

    a. Always

    b. Usually

    c. Sometimes

    d. Rarely.

    e. Never.

7. Please rate which of these factors have a chance to influence your purchase decision of coffee. (On a scale of 1 -5 (1- lowest and 5- Highest)).

    a. Flavour

    b. Taste

    c. Aroma

    d. Texture

    e. Health benefits

    f. Convenience

    g. Ecological issues

    h. Packaging

    i. Price

    j. Recommendation

    k. Habit

8. Please select one of these as your consumption in a day.

    a. 1-2 cups

    b. 3-4 cups

    c. 4-5 cups

    d. 5 or more.

9. According to your coffee drinking habit, how much coffee do you think you consume?

    a. A lot

    b. A moderate amount

    c. A little

10. What location do you prefer to drink your takeaway coffee?

    a. Home

    b. In car

    c. Walking

    d. Other (Please specify) _____

11. How much do you normally wish to spend on a cup of coffee?

    a. € 1.00 – 2.00

    b. € 2.00 - 3.00

    c. € 3.00 – 4.00

    d. € 4.00 – 5.00

    e. € 5.00 or more

12. How important is a recommendation to you while buying coffee?

    Answer on a Likert scale of 1 to 100.

13. Whose recommendation do you usually rely on before buying coffee?

    a. Family

    b. Friends

    c. Close ones

    d. Advertisements.

    e. Discounts or offers.

    f. Internet ratings and review

    g. Other (Please specify) _____

14. Whom do you usually recommend your favourite coffee?

    a. Family

b. Friends

c. Close ones

d. Internet reviews

e. Other (Please specify) _____

15. Please select your range of age

    a. 18-30

    b. 31-45

    c. 46-60

    d. 61 and more

16. Please select your gender.

    a. Male

    b. Female

    c. Other

17. Please select your occupation.

    a. Student

    b. Unemployed

    c. Employed

    d. Self-employed

    e. Others

18. Individual Income (annually).

    a. € 10,000 - € 25,000

    b. € 25,000 - € 40,000

    c. € 40,000 - € 55,000

    d. € 55,000 and more

19. Please write down any other factor that influences your coffee buying decision

_____

Thank you for your contribution,

Regards,

Adarsh Shrivastav.