

# A Comparative Study on Consumption Pattern of Coffee and Tea Drinkers in Pollachi Taluk

**Dr. V. Suganthi**

Guest Lecturer, Department of Commerce with Professional Accounting, Government Arts and Science College, Pollachi

## **ABSTRACT**

Coffee and Tea are the most enjoyed hot drinks around the world. Drinking Coffee and Tea is quite common among the people in modern days. Different types of coffee and tea drinkers are there in India. But to know how they consume is a matter of fact. So an attempt is made to study the comparative consumption pattern of coffee and tea drinkers in Pollachi Taluk of Tamil Nadu. A pilot study was conducted with 60 coffee and tea drinkers to know their consumption pattern. Simple percentage tools are used for analyzing the demographic profile and their consumption pattern. It was found that Male drinkers between the age group of 31 to 40 years drank black coffee and tea without milk at workplace. Freshness was the factors considered for consuming coffee and tea.

**KEYWORDS:** Coffee, Tea, Consumption, Pattern.

## **Introduction**

Drinking Coffee and Tea become extremely popular among the people in modern days. Different types of coffee and tea drinkers are there in India. But to know how they consume is a matter of fact. Coffee and Tea intakes differ from one person to another. This study confines in comparing the consumption pattern of coffee and tea drinkers with regards to type, time, form, frequency and place etc.

## **Statement of the problem**

Consumption pattern differs from one consumer to another consumer. They differ in type, time, place, form and level of consumption. As Coffee and Tea are consumed frequently, there is a need to make a comparative study on the consumption pattern. Hence an attempt is made to study

1. The consumption pattern of coffee and tea drinkers.
2. To make a comparative study on consumption pattern of coffee and tea drinkers

## **Objectives of the study**

To determine the consumption pattern of coffee and tea drinkers

To perform the comparative study on the consumption pattern of coffee and tea drinkers.

## **Methodology**

A pilot study was conducted in Pollachi Taluk. Convenience sampling of 60 coffee and tea drinkers were selected to collect the data. The data collected was analyzed using simple percentage for demographic profile of coffee and tea drinkers and scoring scheme of five point techniques is used to find the factors considered for satisfaction level.

**Significance of the study**

In modern days consuming anyone of the drinks in our daily life becomes part of our life. The main significance of the study is to find the consumption pattern of coffee and tea drinkers. Thus the comparison should be made between coffee and tea drinkers in Pollachi Taluk.

**Limitations of the study**

The study is restricted to Pollachi Taluk in Coimbatore District. The sample size is collected who consume both Coffee and Tea and is collected from 60 drinkers of both. The results may diverge according to the opinion of the different Coffee and Tea drinkers.

**Review of literature**

1. 1.Dr .Savita Hanspal in her study of “Consumer Survey on Sustainable Tea & Coffee consumption”
2. finds that the consumption of both the tea and coffee declined with age. More people in the age group of 45-55 years drank tea as compared to coffee. Very few people consumed more than four cups of tea & coffee.
3. Colin W Binns\*, Andy H Lee and Michelle L Fraser in their study of “Tea or coffee? A case study on evidence for dietary advice” reveals that Coffee and tea are both consumed in most countries. In Worldwide, approximately three cups of tea are drunk for every cup of coffee.
4. Islam Md. Monirul & Jang Hui Han, “Perceived Quality and Attitude Toward Tea & Coffee by Consumers” in their finds that the overall attitudes of consumers’ about the quality of coffee is different from the tea and their overall attitude towards coffee is better than tea.
5. Shao-Wen Su\* in his study of “Tea or Coffee: A Study of the Beverage Choice Pattern and its Affecting Factors at Teatime in Kaohsiung, Taiwan” finds that male participants in our study were older and had higher incomes than the females; also, males were involved in teatime activity more frequently than their female counterparts.
6. T.C.Varun, M.G. Kerutagi, L.B.Kunnal, H.Basavaraja, K.V.Ashalatha And M.T. Dodamani in their study of “Factors influencing the consumption behaviour of coffee and tea in Karnataka” state that The present pattern of coffee consumption is influenced by income per capital and that of tea is not.

**Analysis and Interpretation**

**TABLE:1 Demographic Profile of Coffee and Tea drinkers**

Particulars	Frequency	Percentage
<b>GENDER</b>		
Male	38	63.33
Female	22	36.67
<b>AGE</b>		
Below 30 Years	14	23.33
31 To 40 Years	28	46.67
41 To 50 Years	10	4.17
Above 50 Years	8	13.33
<b>EDUCATIONAL QUALIFICATION</b>		
Under Graduate	18	30
Post Graduate	20	33.33
Professionals	12	20

Others	10	16.67
<b>PLACE OF RESIDENCE</b>		
Rural	22	36.67
Urban	26	43.33
Semi Urban	12	20
<b>OCCUPATION</b>		
Employees	22	36.67
Professionals	18	30
Students	10	16.67
Others	10	16.67
<b>MONTHLY INCOME</b>		
Less Than Rs.10000	10	16.67
Rs.10001 To Rs.20000	6	10
Rs.20001 To Rs.30000	14	23.33
Rs.30001 To Rs.40000	12	20
Above Rs. 40,000	18	30
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary Data

Table 1 shows that 63.33 are male coffee and tea drinkers, 46.67 % drinkers age is between 31 to 41 years, 33.33 % are post graduate, 43.33 % place of residence is urban, 36.67% are employees and 23.33% drinkers have monthly income between Rs.20,001 to Rs. 30,000.

### CONSUMPTION PATTERN

The consumption patterns of coffee and tea drinkers are analyzed by the type of coffee and tea consumed, form, time, frequency, place and factors considered for consumption of coffee and tea.

The results are presented for consumption of coffee and tea from Table: 2 to 6.

### 2. TYPE OF COFFEE AND TEA PREFERRED

TABLE :2 .1 Type of coffee preferred

Type of coffee Preferred	Number of Respondents	percentage
Instant Coffee	20	33.33
Black Coffee	24	40.00
Filter coffee	16	26.67
Total	60	100

Table 2.1 shows that 24 drinks black coffee, 20 drinks Instant coffee and 16 drinks filter coffee.

TABLE :2 .2 Type of Tea preferred

Type of Tea Preferred	Number of Respondents	percentage
Green Tea	12	20
Black Tea	36	60
Ginger & Herbal Tea	12	20

Total	60	100
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Table 2.2 shows that 36 drinks green tea , 12 drinks black and ginger and herbal tea.

### 3. FORM OF CONSUMPTION OF COFFEE AND TEA

TABLE :3.1 Form of consumption of coffee

Form of coffee consumption	Number of Respondents	percentage
With Milk	20	33.33
Without Milk	40	66.67
Total	60	100

Table 3.1 shows that 20 drinkers consume coffee with milk and 40 drinkers consume coffee without milk.

TABLE :3.2 Form of consumption of Tea

Form of Tea consumption	Number of Respondents	percentage
With Milk	12	20
Without Milk	48	80
Total	60	100

Table 3.2 shows that 12 drinkers consume tea with milk and 48 drinkers consume tea without milk.

### 4 .CONSUMPTION TIME OF COFFEE AND TEA

TABLE: 4.1 Consumption Time of Coffee

Time of Consumption	Number of Respondents	percentage
Morning	22	36.67
Afternoon	10	16.67
Evening	20	33.33
Night	8	13.33
Total	60	100

Table 4.1 shows that 22 drinks coffee in morning, 10 drinks coffee in afternoon, 20 drinks coffee in evening and 8 drinks coffee in night.

TABLE :4.2 Consumption Time of Tea

Time of Consumption	Number of Respondents	percentage
Morning	12	20
Afternoon	12	20
Evening	26	43.33
Night	10	16.67
Total	60	100

Table 4.2 shows that 12 drinks coffee in morning, 12 drinks coffee in afternoon, 26 drinks coffee in evening and 10 drinks coffee in night.

**5.FREQUENCY OF CONSUMPTION OF COFFEE AND TEA**

TABLE: 5.1 Frequency of Consumption of Coffee

Frequency of Consumption	Number of Respondents	percentage
Once in a day	18	30
Twice a day	26	43.33
Thrice a day	12	20
More than thrice	4	6.67
Total	60	100

Table 5.1 shows that 18 consume coffee once in a day, 26 consume twice in a day, 12 consume thrice in a day and 4 consume coffee more than three times in a day.

TABLE: 5.2 Frequency of Consumption of Tea

Frequency of Consumption	Number of Respondents	percentage
Once in a day	10	16.67
Twice a day	12	20
Thrice a day	28	46.67
More than thrice	10	16.67
Total	60	100

Table 5.2 shows that 10 consume tea once in a day, 12 consume twice in a day, 28 consume thrice in a day and 10 consume tea for more than three times in a day.

**6.VENUE OF CONSUMPTION OF COFFEE AND TEA**

TABLE: 6.1 Venue of Consumption of Coffee

Venue of consumption	Number of Respondents	percentage
Workplace	22	36.67
Home	20	33.33
Hotel	12	20
Coffee Stall	6	10
Total	60	100

Table 6.1 shows that 22 coffee drinkers consume coffee in workplace, 20 in home, 12 in hotel and 6 consume coffee in coffee stall.

TABLE: 6.2 Venue of Consumption of Tea

Venue of consumption	Number of Respondents	percentage
Workplace	26	43.33
Home	14	23.33
Hotel	12	20
Tea Stall	8	13.33
Total	60	100

Table 6.2 shows that 26 tea drinkers consume tea in workplace, 14 in home, 12 in hotel and 8 tea drinkers consume tea in tea stall.

**7.Factors considered for level of satisfaction for consumption of coffee and tea Drinkers**

TABLE:7.1 Factors considered for level of satisfaction for consumption of coffee Drinkers

Factors	Highly satisfied	Satisfied	Medium	Highly dissatisfied	Dissatisfied	Total
Taste	4	2	2	2	2	12
Aroma	2	4	-	2	-	8
Relaxation	-	-	2	2	2	6
Memory Boost	6	6	-	2	2	16
Freshness	12	4	-	2	-	18
Total	24	16	4	10	6	60

Table 7.1 shows that 4 coffee drinkers are highly satisfied with taste , 4 coffee drinkers are satisfied with aroma ,6 coffee drinkers are highly satisfied and satisfied with memory boost and 12 coffee drinkers are highly satisfied with freshness are the factors considered for satisfaction level of coffee consumption .

TABLE: 7.2 Factors considered for level of satisfaction for consumption of Tea Drinkers

Factors	Highly satisfied	Satisfied	Medium	Highly dissatisfied	Dissatisfied	TOTAL
Taste	-	2	2	-	-	4
Aroma	2	4	2	-	-	8
Relaxation	6	-	2	2	2	12
Memory Boost	8	6	-	-	-	14
Freshness	14	4	-	4	-	22
Total	30	16	6	6	2	60

Table 7.2 shows that 2 tea drinkers are satisfied with taste, 4 tea drinkers are satisfied with aroma, 6 tea drinkers are highly satisfied with relaxation , 8 tea drinkers are highly satisfied with memory boost and 14 tea drinkers are highly satisfied with freshness are the factors considered for satisfaction of tea consumption.

**FINDINGS**

Majority 63.3 % of the coffee and tea drinkers are male.

Majority 46.67 % are under the age group of 31-40 years.

Majority 33.3% of the coffee and tea drinkers are Post Graduate.

Majority 43.3 % of the coffee and tea drinkers’ residential area is urban area.

Majority 36.67 % of the coffee and tea drinkers are employees.

Majority 23.33% have monthly income between Rs.20001 to Rs.30,000.

Majority 40% prefer black coffee . Similarly 60% Prefer black tea.

Majority 66.67% consume coffee without milk. Similarly 80% consume tea without milk.

Majority 36.67% consume coffee in morning time where as in case of tea majority 43.33% drinks tea in the evening time.

Majority 43.33% consume coffee twice a day whereas in case of Majority 46.67% consume tea thrice in a day.

Majority 36.67% Consume coffee at workplace similarly in case of tea also Majority 43.33%consume tea at workplace only.

Majority of coffee and tea drinkers considered freshness as highly satisfied for the factors considered for consumption of coffee and tea.

## CONCLUSION

Coffee and Tea are the most loved hot drinks in India. However with the changing trend in the consumption pattern of coffee and tea drinks, more research can be done with lot of changes in future. But one thing is sure that there is a place for coffee and tea drinks as consumption of drinker's increases day by day.

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