

# **Project Dissertation**

**““Consumer Preference about NESCAFE Coffee””**



**Delhi School of Management,  
Delhi Technological University  
Executive MBA – 4<sup>th</sup> Semester**

Under guidance of  
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Submitted by  
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## Declaration

I, Rahul Lal, student of EMBA 2017-19 of Delhi School of Management, Delhi Technological University declare that the dissertation “**Consumer Preference About NESCAFECoffee**” submitted in partial fulfilment of the requirements for the award of the *Degree of Masters in Business Administration – Executive is an original work conducted by me.*

The information and data given in this report is authentic to best of my knowledge and this report has not been submitted to any other University for award of any other degree, fellowship or diploma.

Rahul Lal,

2K17/EMBA/532

Date:

Place:

## CERTIFICATE

This is to certify that the dissertation entitled “**Consumer Preference About NESCAFECoffee**” is a work carried out by **RAHUL LAL (2K17/EMBA/532)** - EMBA 2017-19 batch and is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirements for the award of the Degree of Masters in Business Administration – Executive for 4<sup>th</sup> Semester.

Dr Rakesh Jha

Professor, DSM

Date:

Place:

## ACKNOWLEDGEMENT

The following dissertation “**Consumer Preference About NESCAFECoffee**” is successfully completed under the guidance of Dr Rakesh Jha, Professor, DSM, Delhi Technological University and would like to thank her for providing me necessary guidance, encouragement and motivation to contribute positively in completion of this project.

I would also like express my gratitude to other professors, teaching staff and other officials at DSM who directly or indirectly helped me in this project.

Rahul Lal,

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## SYNOPSIS

Marketing plays a vital role in the growth and development of the country. Growth and development always keep a pace in the economy. Now the modern marketing faces the high competition. The consumers are satisfied only when information is collected from the consumers. The marketing is a consumer oriented marketing. It begins with the consumers.

This project is about preference of Nescafe Coffee. In the big competitive market, there are majority of people who prefer only Nescafe Coffee due to its quality, good taste, quantity, availability, refreshing etc. Company image of Nescafe is very high. It is well concluded that Nescafe Coffee is excellent in quality and taste. In India, it enjoys very high brand awareness. It offers reasonable priced and good quality product, which helps her to maintain its position in the market. Nescafe should give some promotional and other offers so that price conscious people should also be attracted to purchase its product. Question on factors has been asked to identify much affecting factors in while purchasing the Nescafe Coffee. The survey revealed that two factors: Taste and Quality are the most important factors. Company must maintain this strength and try to satisfy the need by providing value and satisfaction to the consumers.

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# 1. INTRODUCTION

## 1.1 History of Coffee



“The global spread of coffee growing and consuming began in the Horn of Africa, where, according to legend, coffee plants originated in the Ethiopian province of Kaffa. It is recorded, that the fruit of the plant, known as coffee cherries, was eaten by slaves taken from present day Sudan into Yemen and Arabia through the great port of its day, Mocha. Coffee was certainly being cultivated in Yemen by the 15th century and probably much earlier. In an attempt to prevent its cultivation elsewhere, the Arabs imposed a ban on the export of fertile coffeebeans, a restriction that was eventually circumvented in 1616 by the Dutch, who brought live coffee plants back to the Netherlands to be grown in greenhouses.”[[www.henryscoffeebar.com](http://www.henryscoffeebar.com)]

“Initially, the authorities in Yemen actively encouraged coffee drinking. The first coffeehouses or kavehkanes opened in Mecca and quickly spread throughout the Arab world, thriving as places where chess was played, gossip was exchanged and singing, dancing and music were enjoyed. Nothing quite like this had existed before: a place where social and business life could be conducted in comfortable surroundings and where - for the price of a cup of coffee - anyone could venture. Perhaps predictably, the Arabian coffeehouse soon became a centre of political activity and was suppressed. Over the next few decades coffee and coffeehouses were banned numerous times but kept reappearing until eventually an acceptable way out was found when a tax was introduced on both.”[[www.henryscoffeebar.com](http://www.henryscoffeebar.com)]

“By the late 1600’s the Dutch were growing coffee at Malabar in India and in 1699 took some plants to Batavia in Java, in what is now Indonesia. Within a few years the Dutch

colonies had become the main suppliers of coffee to Europe, where coffee had first been brought by Venetian traders in 1615. This was a period when the two other globally significant hot beverages also appeared in Europe. Hot chocolate was the first, brought by the Spanish from the Americas to Spain in 1528; and tea, which was first sold in Europe in 1610. At first coffee was mainly sold by lemonade vendors and was believed to have medicinal qualities. The first European coffeehouse opened in Venice in 1683, with the most famous, Caffe Florian in Piazza San Marco, opening in 1720. It is still open for business today. The largest insurance market in the world, Lloyd's of London, began life as a coffeehouse. It was started in 1688 by Edward Lloyd, who prepared lists of the ships that his customers had insured.”[www.henrycoffeebar.com]

“The first literary reference to coffee being drunk in North America is from 1668 and, soon after, coffee houses were established in New York, Philadelphia, Boston and other towns. The Boston Tea Party Of 1773 was planned in a coffee house, the Green Dragon. Both the New York Stock Exchange and the Bank of New York started in coffeehouses in what is today known as Wall Street.

In 1720 a French naval officer named Gabriel Mathieu de Clieu, while on leave in Paris from his post in Martinique, acquired a coffee tree with the intention of taking it with him on the come back voyage. With the plant secured in an exceedingly glass case on deck to stay it heat and forestall injury from salt water, the journey proved eventful. As recorded in First State Clieu's own journal, the ship was vulnerable by Tunisian pirates. There was a atmospheric phenomenon, throughout that the plant had to be tied down. A jealous fellow officer tried to sabotage the plant, leading to a branch being torn off. once the ship was unmoving and potable distributed, First State Clieu ensured the plant’s survival by giving it most of his precious water. Finally, the ship arrived in French region and also the coffee tree was re-planted at Preebear. It grew, and increased, and by 1726 the primary harvest was prepared. it's recorded that, by 1777, there have been between eighteen and nineteen million coffee trees on French region, and also the model for a replacement harvest that would be adult within the New World was in situ.”[www.henrycoffeebar.com]

“But it was the Dutch who first started the spread of the coffee plant in Central and South America, where today it reigns supreme as the main continental cash crop.



Coffee first arrived in the Dutch colony of Surinam in 1718, to be followed by plantations in French Guyana and the first of many in Brazil in the state of Pará. In 1730 the British introduced coffee to Jamaica, where today the most famous and expensive coffee in the world is grown in the Blue Mountains.”[www.henryscoffeebar.com]

“The 17th and 18th centuries saw the establishment across Brazil of vast sugar plantations or fazendas, owned by the country’s elite. As sugar prices weakened in the 1820’s, capital and labour migrated to the southeast in response to the expansion of coffee growing in the Paraíba Valley, where it had been introduced in 1774. By the beginning of the 1830’s Brazil was the world’s largest producer with some 600,000 bags a year, followed by Cuba, Java and Haiti, each with annual production of 350 to 450,000 bags. World production amounted to some 2.5 million bags per year.”

“The fast growth of production in Brazil and Java, among others, caused a big decline in world costs. These bottomed move into the late 1840’s, from that purpose a robust upward movement occurred, reaching its peak within the 1890’s. throughout this latter amount, due chiefly to an absence of inland transport and men, Brazilian growth slowed significantly. Meanwhile, the upward movement of costs inspired the expansion of coffee cultivation in different manufacturing regions within the Americas like Guatemala, Mexico, Central American nation and Republic of Colombia.”[www.henryscoffeebar.com]

In Republic of Colombia, wherever coffee had been introduced by the Jesuits as early as 1723, civil strife and therefore the inconvenience of the most effective coffee-growing regions had hampered the expansion of a coffee trade. Following the “Thousand Days War” of 1899 to 1903, the new peace saw Colombians communicate coffee as their salvation. whereas larger plantations, or haciendas, dominated the higher Magdalena regions of Cundinamarca and Tolima, determined peasants staked new claims within the mountainous regions to the west, in Antioquia and Caldas. New railways, wishing on coffee for profit, allowed a lot of coffee to be mature and transported. The gap of the ship canal in 1914 permissible exports from Colombia’s antecedently unapproachable

seacoast, with the port of Buenaventura presumptuous increasing importance.”[www.henryscoffeebar.com]

“In 1905 Republic of Colombia exported 5 hundred thousand luggage of coffee; by 1915 exports had doubled. whereas Brazil urgently tried to manage its production, Colombian coffee became more and more fashionable yank and European shoppers. In 1914 Brazil provided three-quarters of U.S. imports with five.6 million luggage, however by 1919 that figure had fallen to four.3 million, whereas Colombia’s share had up from 687,000 to 915,000 bags. throughout identical amount Central yank exports to the U.S. had up from 302,000 to 1.2 million luggage.”[www.henryscoffeebar.com]

“In spite of political turmoil, social upheaval and economic vicissitude, the twentieth century saw associate basically continuous rise in demand for coffee. U.S. consumption continuing to grow reaching a peak in 1946, once annual per capita consumption was nineteen.8 pounds, double the figure in 1900. particularly in periods of high international costs, this steady increasing demand cause associate growth in production throughout the coffee-growing regions of the globe.”[www.henryscoffeebar.com]

“With the method of decolonisation that began within the years following the Second warfare, several new freelance nations in continent, notably African country, Kenya, Rwanda and Burundi, found themselves in varied degrees enthusiastic about coffee export revenue. For U.S.A. coffee drinkers, the country’s wettest town, Seattle, has become substitutable with a brand new style of restaurant culture, which, from its birth within the Seventies, sweptback the continent, dramatically up the final quality of the drink. This new found 'evangelism' for coffee has unfold to the remainder of the globe, even to countries with nice coffee traditions of their own, like European nation, Germany, and Scandinavia, adding new converts to the pleasures of excellent coffee. these days it's doable to search out sensible coffee in each major town of the globe, from London to Sydney to Tokyo; we tend to area unit drinking a lot of and, a lot of significantly, higher coffee.”[www.vutekk.co.uk]

“The importance of coffee to the globe economy cannot be exaggerated. it's one amongst the foremost valuable primary product in world trade, in a few years second in worth solely to grease as a supply of interchange to manufacturing countries. Its cultivation, processing, trading, transportation and promoting give employment for many immeasurable individuals worldwide. Coffee is crucial to the economies and politics of the many developing countries; for several of the world's Least Developed Countries, exports of coffee account for quite fifty p.c of their interchange earnings. Coffee may be a listed trade goods on major futures and trade goods exchanges, most significantly in London and ny.”[www.henryscoffeebar.com]

Company Profile Nescafe •

Brand worth \$17.9B of could 2019 •

Industry: Beverages • Founded: 1938 •

Country: Svizzera •

Website: web.Nescafe.com •

Sales: \$9.5 B •

#34 World's most dear Brands (According to Forbes List)

### **Introduction ToNescafe**

“Nescafe may be a whole of instant coffee created by Nestle. It comes in many various product forms. The name may be a portmanteau of the words "Nestle" and "cafe". Nestlé's flagship pulverisedcoffee product was introduced in Svizzera on April one, 1938 when being developed for seven or eight years by Georgia home boy Morgenthaler.”[www.en.wikipedia.org]

If necessity is that the mother of invention then profit is also the mother automatically. because the economic crisis gripped the u. s. within the 1930's and coffee sales

plummeted there was an explicit would like for the coffee growers to search out new ways that to sell their product. “Nescafe came to the rescue. In 1867 Henri Nestle, a German chemist living in Svizzera, had unreal a baby formula for girls WHO could not nurse”. By 1900 he had got wind of production facilities in many countries, as well as the u. s., wherever he conjointly created milk. Over consequent thirty years the corporate dilated their product to incorporate hopped-up milk combine and different confectionary product.”[www.stevenasmith.biz]

“ In 1930 the Brazilian government approached Nestle to form a brand new instant coffee that might provide the patron another choice and at identical time increase the dwindling coffee exports of Brazil. It took eight years however in 1938 Nestle introduced Nescafe. Instant coffee wasn't a brand new idea; it had been originally unreal by a Japanese chemist named enlightenment Kato in 1901 and had been marketed and oversubscribed by varied firms with unsatisfactory results.”[www.stevenasmith.biz]

“Nescafe revolutionized the method instant coffee was created. Early strategies of constructing instant coffee concerned production a batch of high-strength, targeted coffee then boiling it dry in stainless-steel drums; the residue left behind was instant coffee. the warmth concerned within the boiling method destroyed most of the aromatic and flavoursome properties of the coffee. once reconstituted in water the result was a pungent, bitter stewing that tiny resembled coffee. Nestle developed a brand new method for dehydrating the targeted coffee that immensely improved the standard. In entailed spraying a fine mist of the answer into a heated tower wherever the droplets turned to powder  
nearly  
instantly.”[www.stevenasmith.biz]



“Nestle developed a replacement method for dehydrating the focused coffee that immensely improved the standard. It entailed spraying a fine mist of the answer into a heated tower wherever the droplets turned to powder nearly instantly. They then additional carbohydrates within the kind of dextroglucose, dextrin and disaccharide that helped preserve the flavour. Nestle struggled to come back up with a reputation for this new product which might inspire the general public to shop for it.”[[www.stevenasmith.biz](http://www.stevenasmith.biz)]



They combined the word Nestle and also the Italian word for coffee, *caffee*, or restaurant in hopes that the Italian logical thinking would produce AN aura of romance and capture the imagination. Apparently it worked; through AN aggressive, and valuable, effort that targeted the yank wife Nescafe became a large success for Nestle and doubled its world market share. WWII rebounded the country from Depression and did abundant to more the Nescafe name as instant coffee became a staple of the soldiers' ration kits. While instant coffee accounts for less than concerning twenty fifth of coffee sales world-wide. Nescafe is bar way the dominate player within the arena. Nescafe remains the second most recognized brand within the world, second solely to Coca-Cola.

### **Branding and marketing**

“Nescafe, a complete introduced by the Nestlé Company, will be derived back to the Thirties. within the u. s., the Nescafe name was used on its merchandise till the late Sixties. Later, Nestlé introduced {a new|areplacement|a complete new} brand within the United States of America known as "Taster's Choice", that supplanted Nescafe for several years. Taster's selection was conjointly introduced into North American nation at constant time, and continues to be sold as a separate product, branded as superior to Nescafe, and is higher priced. In the uk, a tvadvertizement campaign, the Gold mix couple prima Anthony Head and Sharon Maughan ran in twelve installments between 1987 and 1993.”[www.en.wikipedia.org]

“The first eleven episodes were discharged as a promotional compilation video known as Love Over Gold in 1993. A novelization of constant name written by Susan Moody (under the name Susannah James) was discharged within the same year. In 2003, the corporate reintroduced the Nescafe complete within the United States of America, and therefore the product is currently called Nescafe Taster's selection. it's sold in United States of America supermarkets in each glass and plastic packaging. While the Nescafe complete was created for soluble coffee, it's later been used as associate umbrella complete on variety of instant coffee merchandise, including, in the UK, Gold mix and mix thirty seven freeze-dried coffees. In 2006, Nescafe launched the new coffee machine system "Dolce Gusto" ("sweet taste" in Italian).”[www.en.wikipedia.org]

“The system permits customers to form varied kinds of coffees themselves (cappuccino, espresso macchiato, espresso, lungo, etc.). to boot, potable and cold drinks will be ready with the machine. The machines square measure currently sold in additional than sixty countries worldwide. in contrast to alternative Nescafe merchandise, most Dolce zest beverages use cooked and ground coffee, rather than instant coffee. Other promoting activity enclosed experiential promoting/relationship marketing, that diode Nescafe to become the headline sponsor of excellent Food Show 2008 at Birmingham necrotizing enterocolitis as a part of their campaign to drive awareness of the redoubled Nescafe assortment. regarding ninety fifth of customers at this widespread event rated the Nescafe assortment stand the simplest at the show. Nescafe used advanced 3D technology to interact their customers, diode by iD Experiential. In the Britain in August 2009, Nescafe

disclosed a £43 m advertising campaign for Nescafe, that specialize in the purity of its coffee and that includes the strapline "Coffee at its brightest". Nestlé claims that three,000 cups of Nescafe square measure drunk each second.”[www.en.wikipedia.org]

### “Products of Nescafe

Nescafe products include:

- Nescafe Original Blend
- Nescafe Classic
- NescafeClasico
- NescafeDolca
- Nescafe Gold Blend, (in Sweden called 'Lyx' as in 'Luxury')
- Nescafe Gold Blend Decaf, (in Sweden called 'Lyx' as in 'Luxury')
- Nescafe Gold Blend Half Caff
- Nescafe Black Gold
- NescafeSpécialFiltre (in France)
- Nescafe Blend 43
- Nescafe Blend 37
- NescafeDecaff
- Nescafe Half Caff
- Nescafe Partners Blend (Fairtrade)
- Café Parisien (The Paris experience)
- NescafeSuraya
- Nescafe Alta Rica
- Nescafe Alta Rica Decaff
- Nescafe Allen
- Nescafe Espresso
- Nescafe Red Cup (available in several European countries)
- Nescafe Green Blend (with more antioxidants, available in Sweden)

- Nescafé Azera (barista style instant coffee)

Nescafé Café de Olla”[en.wikipedia.org]

“Nescafé has a speciality range which includes:

- Nescafé Cappuccino
- Nescafé Cappuccino Unsweetened
- Nescafé Cappuccino Skinny
- Nescafé Cappuccino Decaffeinated
- Nescafé Decaffeinated
- Nescafé Latte Macchiato
- Nescafé Latte
- Nescafé Latte Skinny
- Nescafé Ice Java Coffee Syrup

Nescafé has a Café Flavours range which includes:

- Vanilla
- Irish Cream
- Mocha
- Double Choca Mocha
- Mocha Skinny”[en.wikipedia.org]



## **1.2OBJECTIVES OF STUDY:-**

- ▶ To study the consumer preference about NescafeCoffee in Delhi City.
- ▶ To know consumers (users & non-users) reactions towards the product.
- ▶ To know where the company stands in the minds of customer.

### **1.3 IMPORTANCE OF THE STUDY:-**

- The study will help to understand the preference of customer while purchasing NescafeCoffee.
- Information about the major competitors of the business to help the firm to identify the threats of business.
- The firm will come to know the needs of customers and will be able to fulfill the needs.
- The study will help to know where the company stands in the mind of customer.
- The suggestions given by respondents can help us to make changes according to the demand of people.
- To know the consumption pattern of customers.

## **1.4 Research Methodology**

### 1.4.1 Introduction

“Research may be a careful inquiry or examination to find new data or relationship and to expand and to verify existing data.” According to academic Gifford Moody, analysis may be a methodology of discovering truth, through important thinking. He says” analysis contains process and redefining problems; formulation hypothesis or steered resolution, collecting, organizing and evaluating information creating deductions and creating conclusions; and eventually rigorously testing the conclusions to see whether or not they work the developed hypothesis.”

### 1.4.2 Research design:

Research style is vital primarily owing to the magnified complexness within the market likewise as promoting approaches on the market to the researchers. it's a very important tool to review buyer's behavior, consumption pattern, complete loyalty, and focus market changes. a look style specifies the strategies and procedures for conducting a specific study. in step with Kerlinger, “Research style may be a arrange, abstract structure, and strategy of investigation planned on acquire answers to analysis queries and to manage variance. Types of analysis are: • Descriptive analysis The type of analysis adopted for study is descriptive. Descriptive studies area unit undertaken in several circumstances once the researches is interested to understand the characteristic of sure cluster like age, sex, education level, occupation or financial gain. A descriptive study is also necessary in cases once a scientist is inquisitive about knowing the proportion of individuals in an exceedingly given population UN agency have specifically manner, creating projections of a precise factor, or crucial the link between 2 or a lot of variables. After reading a

several analysis paper and books, scientist realised that there area unit several issues accrued in past studies on client preference towards NescafeCoffee. therefore scientist has elite a general public or customers of urban center town for the analysis. they solely need to understand that however shoppers happy a lot of and what area unit the essential factors influencing customers for buying Nescafecoffee and overcome mistakes that sub existing study. So scientist has adopted Descriptive analysis. 1.4.3 Sources of data: There area unit 2 varieties of information assortment, 1. Secondary information 2. Primary information

1. SECONDARY information : “Any data, that are gathered earlier for a few different purpose, area unit referred to as secondary information.” Secondary information area unit already gathered by the other or some other person. Like magazines, books etc. Researcher has used secondary information like websites, magazines, and books. Websites like,  
business.usi.edu/cashe/241/text%20files/CONSUMER.pdf  
www.ihmctan.edu/PDF/notes/Research\_Methodology.pdf
  - [www.slideshare.net/anilkumarkhadka/research-methodology-notes](http://www.slideshare.net/anilkumarkhadka/research-methodology-notes)
  - [www.icap.org/PolicyTools/.../4DataAnalysisandInterpretation](http://www.icap.org/PolicyTools/.../4DataAnalysisandInterpretation)
  - [www.sagepub.in/upm-data/18534\\_Chapter5.pdf](http://www.sagepub.in/upm-data/18534_Chapter5.pdf)
  - [www.strativity.com](http://www.strativity.com)
  - [www.slideshare.net/.../a-project-report-on-consumer-preferences.com](http://www.slideshare.net/.../a-project-report-on-consumer-preferences.com)

So scientist has used in particular web site for analysis paper and different data.

## 2. PRIMARY DATA :

Primary information area unit those that area unit collected at the primary hand either by the scientist or by some other person particularly for the aim of the study is understood as primary information. form is to be stuffed up by an off-the-cuff instead of by the scientist. Tool or instrument for primary information is form that is employed by scientist during this analysis report.

#### **1.4.4 RESEARCH INSTRUMENTS:**

For collecting the primary data “Questionnaire” is to be taken as research instrument. A questionnaire consist a set of questions presented to respondents for their answer. It is most common instrument use to collect primary data. Here from collecting primary data structured questionnaire is taken for research as research instrument.

Sampling is a process of obtaining the information about the entire population by examining a part of it. The effectiveness of the research depends on the sample size selected for the survey purpose.

#### **SAMPLING:**

1) **Sampling Unit:**

Sampling Unit refers to the questions “who is to be surveyed?”

Before conducting the market survey, it is necessary to decide the target population that will be sample would cover under market survey for effective market research. So Researcher have survey the various customers of major areas of Delhi city.

Researcher selects a sample unit between 15 to 45 age people from different areas of Delhi city.

2) **Sample Size:**

It refers to the question “How many people should be surveyed?”

3) **Sampling Plan:**

Sample Element : Customers

Sampling Method : Convenience Sampling Method

Extent : Delhi city

## **2. LITERATURE REVIEW**

“A. Kyle” researcher of USA had made research on AWASOME INSTANT COFFEES on December 31<sup>st</sup>, 2011. He find out in his research that coffee is only in the market which can instantly prepared. There is no comparison for this product. It saves time.”[www.coffeemaker4u.com]

“EddieE” (2011) from Geecheeland had made research on Amazon Verified Purchase. In that he found that it has a very good flavor. Researcher has ratted this very good. Researcher also research that when he need a cup and do not want to brew an entire pot but want a I've gotten myself into while preparing the drink, and then push another few seconds worth of espresso out of the capsule. Does this make a world of difference in strength? I doubt it...but it gives me just that much darker of a drink and it makes me feel like I'm getting the most bang for my buck.”[www.coffeemaker4u.com]

“Offcourse, the fact that I can get that much more espresso out of the capsule by waiting a bit isn't necessarily all the capsule's fault, but it is truly my only caveat (I also wonder if it's possible to make recyclable capsules...). Either way, unless I've really overdone the amounts of milk or espresso (or haven't gotten back to the machine in time to turn it off), getting a 'watered-down' cappuccino is not possible and, in my opinion, purely an 'operator problem' (see tip above).”[www.coffeemaker4u.com]

“Also something to note: a generally accepted typical single shot of espresso is made up of 8g of ground coffee and the final product shouldn't be any more than 35mL. The instructions on the package tell you to pour about 40mL (and there is exactly 8g of espresso in the capsule). In other words, if you overdo the espresso capsule, you'll be getting a noticeably watered down espresso (as for the whole cappuccino, I usually can't tell if I've overdone it a touch).”[www.coffeemaker4u.com]

“Guests have always commented on the excellent look (use clear glasses for quite the show), feel, and taste of the foam and milk. I have to agree that compared to using other capsule-based machines where one has to purchase an extra milk-frother (and deal with the clean-up, supplies, etc), this system easily produces a comparable (at least) milk and foam experience, with very little hassle (if any).”[www.coffeemaker4u.com]

“When it comes to flavors, there's been a long-standing tie between Cappuccino and the Latte Macchiato in my household. We tend to always have a supply of Cappuccino around with the occasional box of Macchiato every month or two. Cappuccino is definitely a favorite. Top notch. Never had a problem with a bad after-taste, or at least nothing but the great taste of good espresso.”[www.amazon.com]

“For those who like to know where their coffee comes from: the milk is from France and the coffee capsules are from England (although the actual 100% ground and roasted arabic beans themselves, I don't know).”[www.amazon.com]

Also, there's 8g of ground coffee in the espresso capsules (the Latte Macchiato has less -- in fact, the Macchiato box recommends 50mL of espresso for a capsule that contains 6.5g...in other words, the amount of espresso that you'd find in a fairly small single shot with the amount of water reserved for a small double shot...perhaps one of the reasons I tend to prefer the Cappuccino).”[www.amazon.com]

And off-course, buying the boxes from Amazon.com with the subscribe and save is the most inexpensive option I've found.

“Also, make sure to sign-up online at Dolce Gusto's website for the award points you get with every box. With a box of three from Amazon (through subscribe and save), AND factoring in the 10 award points you get with every box (with which you can redeem Amazon gift cards), the price per box drops to a little over 7 dollars (compared to ~9 dollars a box at Sur la Table and other retailers).”[www.amazon.com]

And since I'm a money-saving statistics addict, I'm especially happy about the fact that the online rewards program keeps track of all the points you've ever recorded (thus telling

me how many boxes I've ever purchased). This helps me calc. how much money I've saved in total in comparison to, say, Starbucks.

All in all, if you're not quite willing to shell out major bucks for a real espresso machine, and have limited counter-space to begin with, the Dolce Gusto machine is an easy choice (they just released new and improved versions, too). And, as of early October '10, they've revamped their boxes, giving them a classier, more matte-like finish (along with a recycle symbol on the bottom) and a cleaner look in terms of pictures and text. Great improvement to the design, and a fun, refreshing face-lift.” [www.amazon.com]

“Greg Márquez (OC, California) has make an research on Verified Purchase I have both a Dolce Gusto "Piccolo" machine, and the Tassimocoffee maker. I have tried making cappuccinos on both machines, and by far I prefer the Dolce Gusto. For my palate, it has a much more authentic cappuccino test. I think that this is because the Dolce Gusto machine uses a high pressure, 15 bar system and the Tassimo does not.”[www.amazon.com]

“The Tassimo does make a delicious drip style coffee, especially from the Starbucks selections. I generally do not like sweetened coffee drinks, and again for me, the main difference between the Dolce Gusto "Cappuccino" and the "Skinny Cappuccino" seems to be the sweetner added to the milk capsule of the regular cappuccino. I really look forward to my daily Dolce Gusto Skinny Cappuccino and highly recommend this product.”[www.amazon.com]

“Greg Márquez (OC, California) has made an research on cappuccino delicioso on December 30,2010. I have both a Dolce Gusto "Piccolo" machine, and the Tassimocoffee maker. I have tried making cappuccinos on both machines, and by far I prefer the Dolce Gusto. For my palate, it has a much more authentic cappuccino taste. I think that this is because the Dolce Gusto machine uses a high pressure, 15 bar system and the Tassimo does not. The Tassimo does make a delicious drip style coffee, especially from the Starbucks selections. I generally do not like sweetened coffee drinks, and again for me, the main difference between the Dolce Gusto "Cappuccino" and the "Skinny Cappuccino" seems to be the sweetner added to the milk capsule of the regular



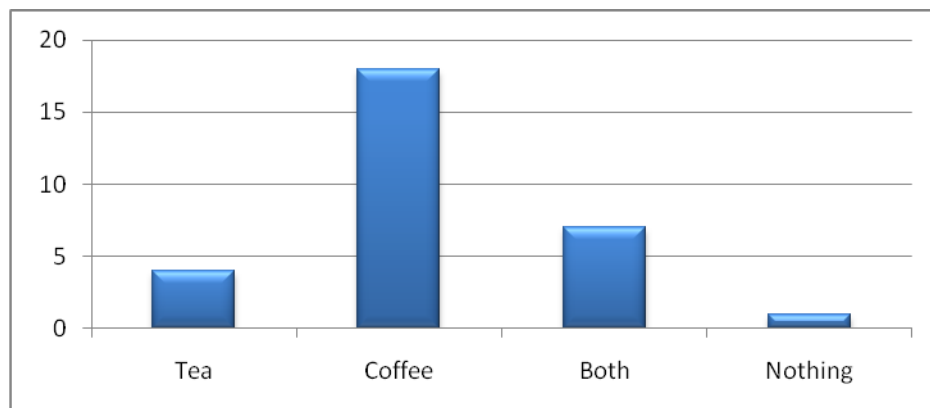
cappuccino. I really look forward to my daily Dolce Gusto Skinny Cappuccino and highly recommend this product.”[[www.amazon.com](http://www.amazon.com)]

“Jacob Hantla (Chandler, AZ United States) ha made an research on Great Cappuccino! Easy to Make, Fine-tune to your taste, on April 28, 2009 The cappuccino and the Latte Macchiato are where the Dolce Gusto machine really shines. On the cappuccino, I get a great cup of cappuccino with perfect foam, perfect flavor. I did not expect such quality when I got the machine. The plain espresso & coffee lived up to those expectations; the cappuccino and macchiato blew them away. I have begun to fine-tune the drink to my flavor preference. A little less milk, a little more espresso for some extra strength. Or for a little later in the afternoon, when I want a lighter beverage, I can do more milk less espresso. I like the free that Dolce Gusto gives to make me feel like a barista and have some control over my drink. The cost, since each beverage takes 2 pods, is about a dollar a piece .A bargain, considering the great taste, convenience, and ease of preparation.”[[www.coffeespressomakers.net](http://www.coffeespressomakers.net)]

### 3 DataAnalysis

**Que 1.** What no. of responses do you prefer?

Responses	No. of Responses
Tea	4
Coffee	18
Both	7
Nothing	1
Total	30

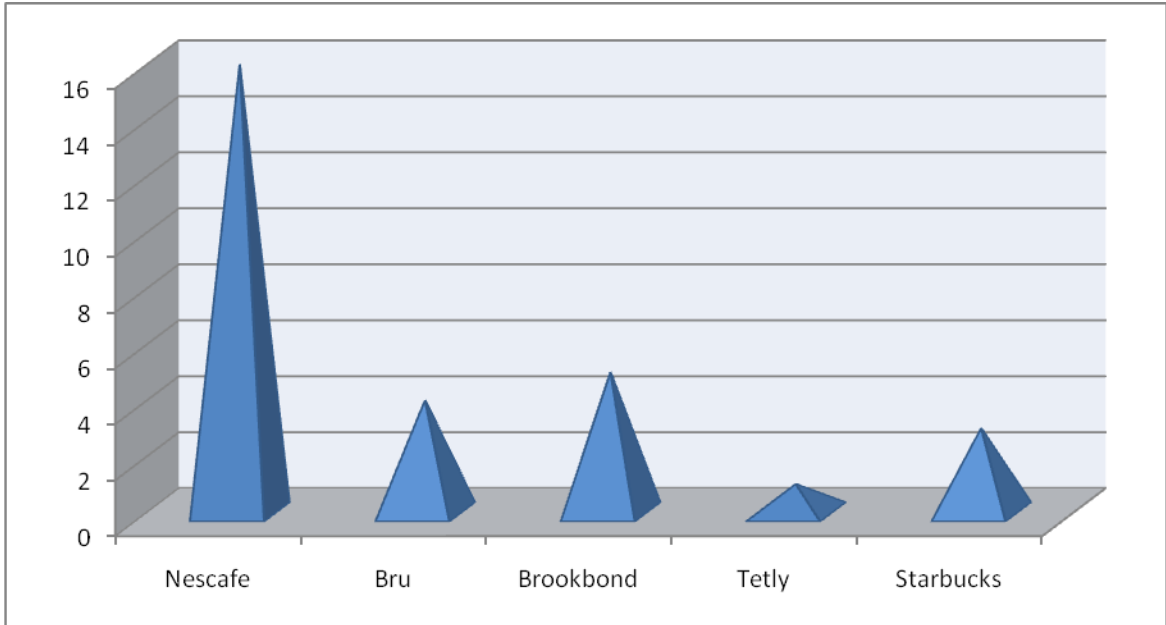


## **Interpretation**

Survey is conducted of the people who prefer tea, coffee, both and nothing and the above graph shows that 13.33% of respondents prefer tea, 60% prefer coffee, 23.33% prefer both and 3.33% of respondents prefer neither tea nor coffee. It is good for Nescafe that more customer are prefer coffee as compare to other drinks so company take advantages by more attracting them.

## **Que.2) If coffee than of which brand you like most?**

Responses	No. of Responses
Nescafe	16
Bru	4
BrookBond	5
Tetly	2
Starbucks	3
Total	30

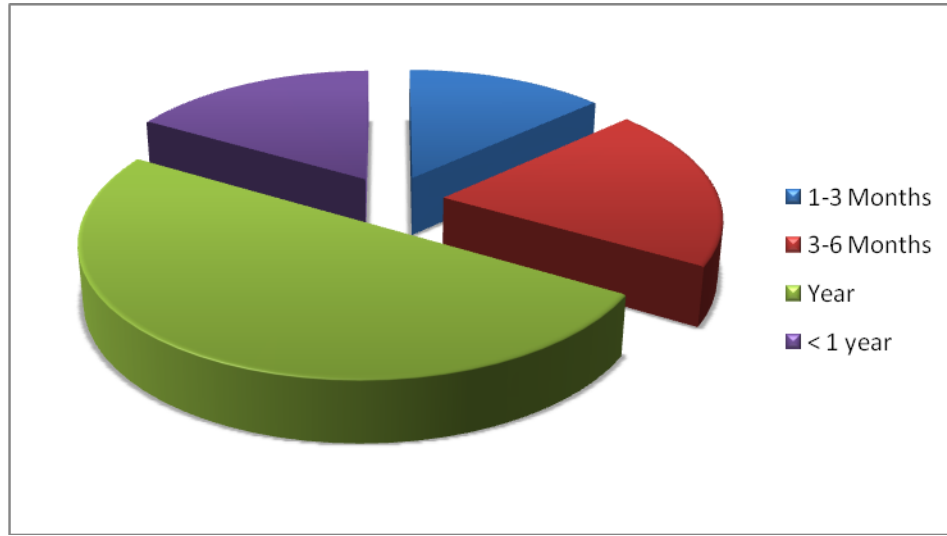


### **Interpretation**

From the above survey done, 16 respondents from 30 were like most Nescafe means more than half of total mostly prefer Nescafe brand. (Approximately 54%). So company can attract customer by providing new products compare to other competitors.

### **Que.3) Since how many months/year you are preferring coffee?**

Responses	No. of Responses
1-3 months	4
3-6 months	6
year	15
> 1 year	5
Total	30

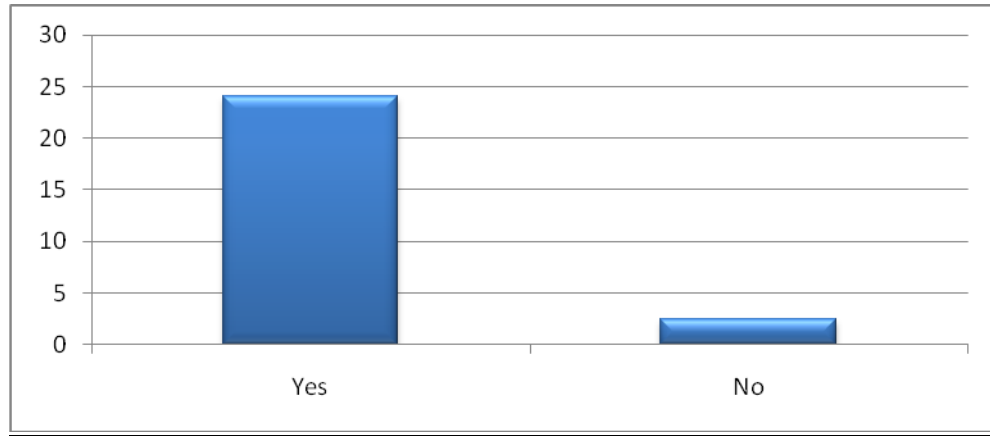


### **Interpretation**

From the survey, 13.33% proportion of respondents is preferring coffee from 1-3 months. 20% people prefer coffee from 3-6 months. So the customer who are using in last 6 month, company has to make promotional activity to make more users.

### **Que.4) Do you purchase NescafeCoffee?**

Responses	No. of Responses
Yes	24
No	06
Total	30



**Interpretation**

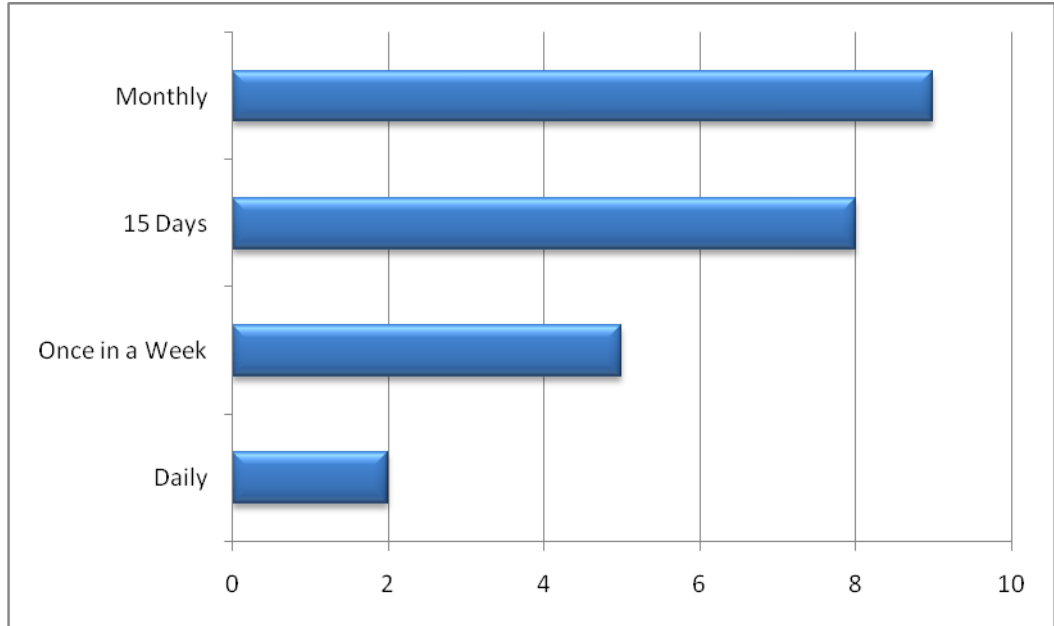
The above graph shows that 80% respondents purchase NescafeCoffee and 20% people intake other brands coffee. So it is very good point for Nescafe that high number of customer preferring this brand.

**Que.5)If yes, how often do you purchase NescafeCoffee?If no then why?**

Responses	No. of Responses
Daily	2
Once In a Week	5
15 Days	8
Monthly	9

Total	24
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**If No, why?**



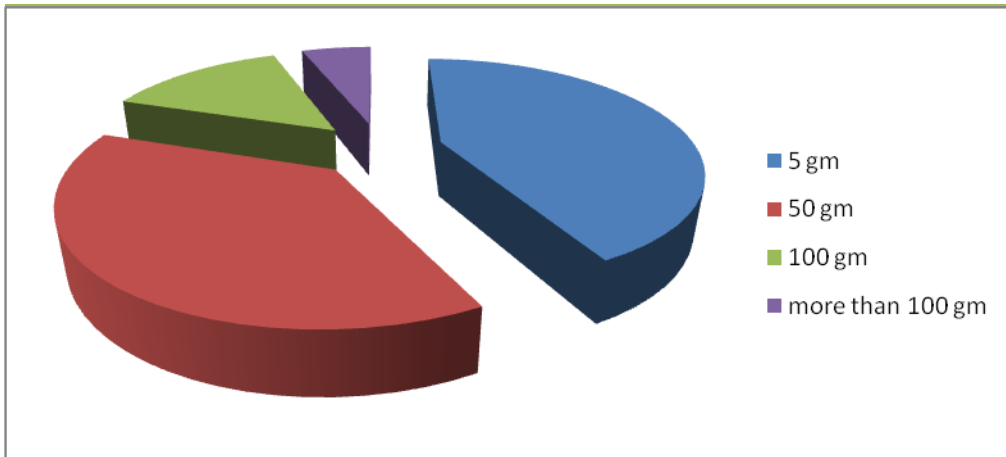
**Interpretation**

According to bar graph,9 was highest amount of responses from 24respondents, who purchasing NescafeCoffee in every month.Only 2 persons purchasing NescafeCoffee daily. So company has to make that type of offer that customer prefer to take coffee every day.

**Que.6) How much gram packet of Nescafecoffee you prefer?**

Responses	No. of Responses
5 gram	9
50 gram	8
100 gram	3

More Than 100 gram	4
Total	24



**Interpretation**

37.5% respondents prefer packet of 5 gm and 33.33% respondents prefer packet of 50 gm of Nescafe Coffee. So company has to increase the packet size of less gram packets to consume more coffee.

**Que.7) Mostly through which source do you know about Nescafe coffee?**

Responses	No. of Responses
Friends	8
Advertisements	10



Relatives	4
Others	2
Total	24



### **Interpretation**

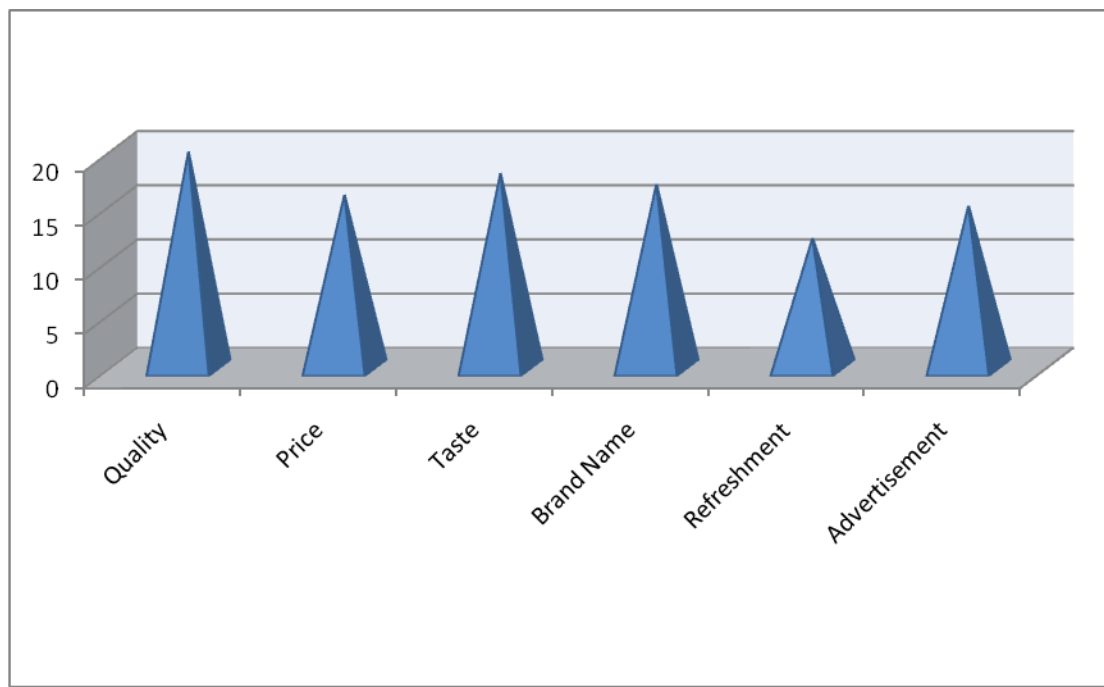
From the above chart, it is concluded that people get source of Nescafe coffee from any areas. So it can be said that Nescafe is popular among people.

**Que.8) Which are those factors that force you to prefer Nescafe coffee?**

**(Tick mark any two factors on which you think more while purchasing)**

**(Table 10)**

Responses	No. of Responses
Quality	20
Price	16
Taste	18
Brandname	17
Refreshment	12
Advertisement	15



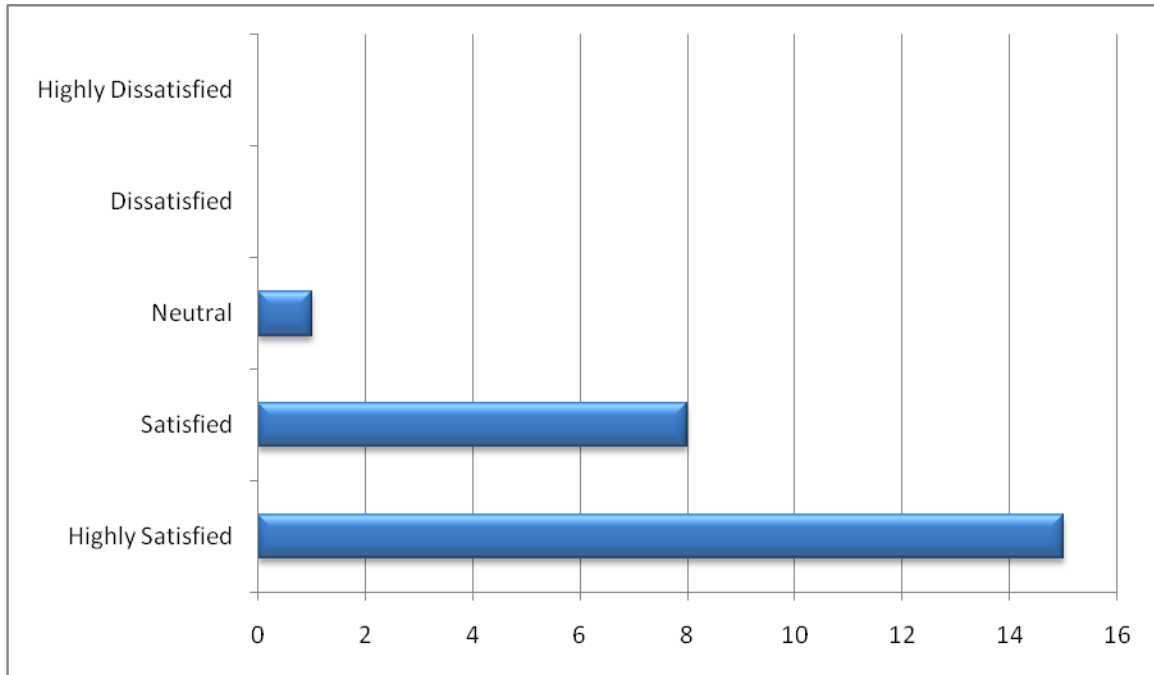
### **Interpretation**

20 respondents think more about quality of coffee while purchasing coffee. 16 respondents think more about taste of coffee while purchasing coffee. So company has to concentrate on increase quality and taste to attract more customers.

### **Que.9) How much you are satisfied with NescafeCoffee?**

Responses	No. of Responses
Highly Satisfied	15

Satisfied	8
Neutral	1
Dissatisfied	0
Highly Dissatisfied	0
Total	24



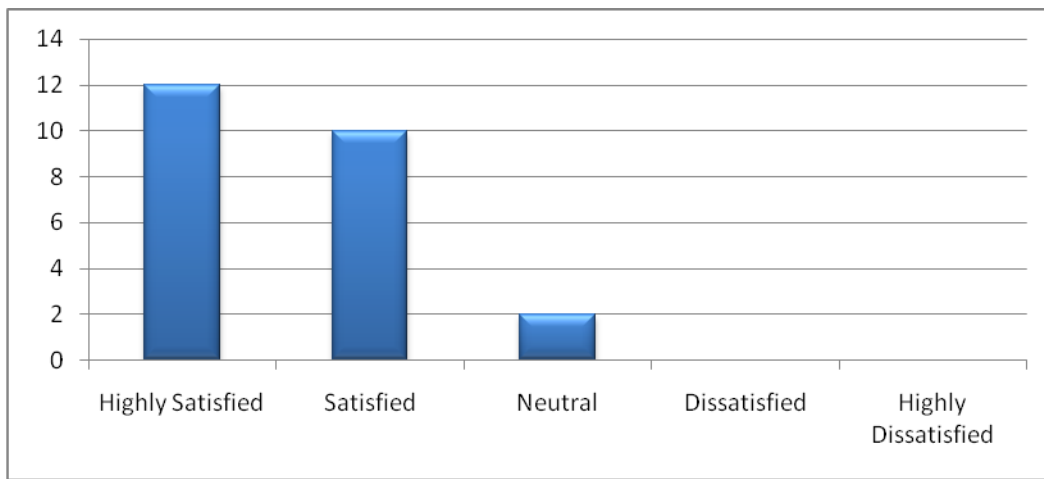
**Interpretation**

62.5% respondents are highly satisfied with NescafeCoffee and 33.33% respondents are satisfied with NescafeCoffee. So company reputation will increase in market through word of mouth by satisfied people and company doesn't require making advertisement.

**Que.10) Are you satisfied with the quantity given in the place of price you pay?**

Responses	No. of Responses
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Highly Satisfied	12
Satisfied	10
Neutral	2
Dissatisfied	0
Highly Dissatisfied	0
Total	24

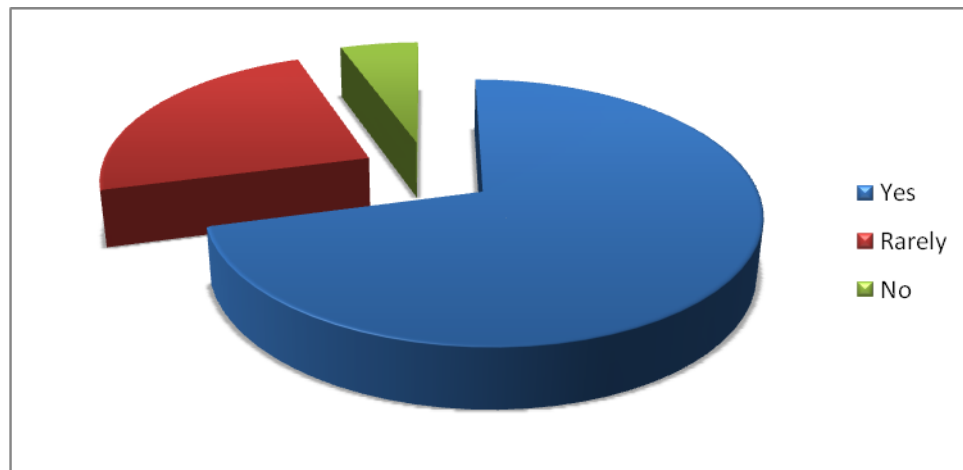


### **Interpretation**

12 respondents are highly satisfied and 10 respondents are satisfied with the quantity given in place of price they pay. So it is interpreted that customers are satisfied with the quantity given so they have to work on other criteria like price, quality and so on to make them satisfied.

**Que.11) Would you suggest other people to have Nescafe coffee?**

Responses	No. of Responses
Yes	18
Rarely	6
No	0
Total	24



### **Interpretation**

18 respondents say that they will suggest other people to have NescafeCoffee. So it is interpreted that more customer will recommend other to have NescafeCoffee, so company's market share will increase by joining new customers.

### **4.Findings**

- ❖ It clearly shows that mostly all people prefer coffee than tea.
- ❖ Among the total respondents, majority of respondents are consuming coffee since one year.
- ❖ According to analysis it has been observed that maximum important factors for coffee have been given to quality and taste.
- ❖ Mostly all the people in India which are middle or higher class are consuming NescafeCoffee.
- ❖ Departmental stores are mostly situated in each area of Delhi city and so even maximum people are aware of NescafeCoffee.
- ❖ According to the survey maximum respondents finds proper quantity of NescafeCoffee in place of price given.
- ❖ Even the maximum respondents are satisfied with the NescafeCoffee.
- ❖ Approximately 75% respondents are well satisfied the NescafeCoffee so they are sure that they will suggest other people to have NescafeCoffee.

## **5 LIMITATIONS:-**

- As the sample size is very small so project may not give perfect result.
- It is very difficult to collect all information for future in short time.
- Information is collected only from customers.
- Respondent's answers might have influence or bias.
- Survey is limited only for some areas of Delhi city.

## **6. Suggestions**

Currently, small amount of people consumed nothing i.e. tea and coffee, so there will be chance for Nescafe to convert those people into consumer of coffee of their brand. Bru is the upcoming competitor for Nescafe, so Nescafe should try to provide best products for maintain good image. There were requirement of promotional activity by Nescafe in few rural or under developed area like varachha, kamrej and rander. The company can maintain their best position in market by providing more flavor of coffee and promotional activities. According to survey, few respondents were dissatisfied with Nescafe Coffee, so meet those persons and know the actual problem for their dissatisfaction and solve out the problem and try to convert them from satisfied customer to loyal customer.

## **7. Conclusion**



Marketing plays a vital role in the growth and development of the country. Growth and development always keep a peace in the economy. Now the modern marketing faces the high competition. The consumers are satisfied only when information is collected from the consumers. The marketing is a consumer oriented marketing. It begins with the consumers.

It is well concluded that Brand Image of NescafeCoffee is good. In the big competitive market, there are majority of people who still prefer only NescafeCoffee. Company image of Nescafe is very high.It is well concluded that NescafeCoffee is excellent in quality and taste. The findings of the study reveals that consumer preference on NescafeCoffee usually consumed by everyone due to its quality, good taste, quantity, availability, refreshing etc. Nescafe is an old and trusted brand and caters to the need of every consumer. In India, it enjoys very high brand awareness. It offers reasonable priced and good quality product, which helps her to maintain its position in the market. Nescafe should give some promotional and other offers so that price conscious people should also be attracted to purchase its product. Question on factors has been asked to identify much affecting factors in while purchasing the NescafeCoffee. The survey revealed that two factors: Taste and Quality are the most important factors. The findings of the study reveals that consumer preference on NescafeCoffee usually consumed everyone due to its quality, good taste, quantity, availability, refreshing, etc. hence company must maintain this strength and try to satisfy the need by providing value and satisfaction to the consumers.

## **8.Bibliography**

**The above information was gathered through the following sources :-**

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- Philip Kotler “Marketing Management” 13th edition, Pearson education publisher, Third Indian re-prints, to 003.

❖ **Links of Websites :**

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## **9. Questionnaire**

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Instruction: Use tick mark (✓) for your favourable answer.

1. What do you prefer?

- Tea
- Coffee
- Both
- Nothing

2. If coffee than of which brand you like most?

- Nescafe
- Bru
- Brook bond
- Tetly
- Starbucks

3. Since how many months/year you are prefering coffee?

- 1-3 months
- 3-6 months
- 1 year
- More than 1 year

4. Do you purchase Nescafe coffee?

- Yes

No

5. If yes, how often do you purchase NescafeCoffee?

Daily

Once in a week

15 days

Monthly

6. How much gram packet of NescafeCoffee you prefer?

5 gram,

50 gram

100 gram

More than 100 gram

7. Through which source do you know about NescafeCoffee?

Friends

Advertisements

Relatives

Others

8. Which are those factors that force you to prefer NescafeCoffee?

(Tick mark any two factors on which you think more while purchasing)

Factors	Quality	Price	Taste	Brand Name	Refreshment	Advertisement
Tick mark						

9. How much you are satisfied with NescafeCoffee?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- d Highly dissatisfied

10. Are you satisfied with the quantity given in the place of price you pay?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

11. Would you suggest other people to have Nescafecoffee?

- Yes
- Rarely
- No

**Any Suggestions:-**

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