

BIBLIOGRAPHY

LOGRO, RAM C. APRIL 2008. Coffee Consumption Preferences of Benguet State University Employees (BSU Main Campus). Benguet State University, La Trinidad Benguet.

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ABSTRACT

The study was conducted to the employees of Benguet State University to identify and determine their coffee consumption preferences. A total of 100 respondents were equally distributed questionnaires, 50 from teaching employees and 50 from non-teaching employees designated from different colleges and offices of the university.

From the gathered data, most of the age group described were middle aged, this were under age bracket 26 – 35, 35 – 45 both with twenty eight respondent or 28% each and then followed by 45 – 55 (20%). Ninety six respondents or 96% are college graduates. On their consumption preferences on coffee, eighty eight respondents (88%) drink coffee everyday, 11% drink occasionally. Most daily drinkers prefer to drink two times a day (30%) followed by three times a day(19%) and then four times a day (18%). Forty one respondents (41%) preferred instant coffee, thirty three respondents (33%) preferred brewed coffee and twenty four respondents (24%) preferred both brewed coffee and instant coffee. The most popular choices of brands preferred by instant coffee drinkers are Nescafe Classic (25%) followed by San Mig Coffee (13%). The brands are followed by Nescafe Decaf and Jimm's 5 in one coffee both with 9% each. For brewed

coffee the most preferred was barako coffee with 36.67% respondents, this was followed by Benguet coffee (24.44) and then Arabica coffee (17.77%). Instant coffee was a popular choice among respondents for the reason that the taste satisfies them followed by easiness to prepare and by availability of the product. Most of the respondents prefer to drink at home (56.20%) during breakfast time and at the office (38.18%) during snack times. Majority of the respondents preferred coffee+ sugar+ creamer (64%). Majority of the respondents (86%) are the ones who decide on the brand or variety of coffee to consume for family use and often purchase it at grocery stores. Most respondents (42%) prefer or are willing to spend P10.00-P15.00 per cup of coffee followed by 24% respondents prefer on P20.00+.

Factors influencing the consumption preferences of respondents on coffee include; the availability, the effect derived from drinking, the perception on health value of coffee and the influence of family members.

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INTRODUCTION

Rationale

The Philippines is undeniably a coffee culture country. A day typically begins with steaming cup of coffee and offering coffee to guests any time of the day is second nature to the Filipinos (Philippine Star, 2006). Only few number of homes from north to south of the country are with out coffee to grace their tables. This prestige of coffee among Filipinos stems from its invigorating effects and medicinal value (Bulaay, 1980). The Benguet Arabica belongs to the heirloom typical variety sought by local and international gourmet buyers. Grown in the temperate uplands like Benguet and Mountain Province, Arabica coffee promises a good potential in the local as well as world market (Sun Star, 2005).

Consumer pattern changes for both micro and macro reasons. At the micro level, changes are attributable to individual's consumer's changing tastes. At the macro level, such changes occur because of structural shifts in the environment (Venkatesh, 1990). The promotion of organic agriculture is a response to the changing mindset of consumers who have become more conscious of their health (Sun Star, 2007).

The study of consumer helps firms and organization improve their marketing strategies by understanding issues such as; the psychology of how consumer think, psychology of how the consumer is influenced by his or her environment (e.g., culture, family, sign, media); the behavior of consumer while shopping or making other marketing decisions. Understanding these issues help us adapt our strategies by taking the consumer into consideration (Perner, 1998). On the other hand, marketing strategies



recognize that consumer decision making is subject to three core factor; the aging effect, the generation effect and the time effect. Aging effect pertains to individual's age in affecting purchasing decisions. Generation effect represents the impact exerted on members of the same generation who supposedly share common traits and belief that were shaped by the social environment in which they were raised. And the third relates to the given era (fashion) regardless of an individual age (Nitto and Shiozaki, 2001).

The Benguet State University has a total of 309 faculty members. Of these, 89 have earned their Phd/EdD degrees, 128 their MS/MA. The remaining numbers of ninety two (92) are pursuing their MS/MA. Their degrees were earned through local and international scholarship. With regard to their academic rank, there is one College Professor, 46 Professors, 72 Assistant Professors and 131 Instructors. From the ranks of the faculty members, there are recipients of national and local awards sponsored by both the private and government sector.

This study was conducted to describe the coffee consumption preferences of Benguet State University employees. This study also aims to identify important factors influencing their consumption preferences.

Statement of the Problem

This study aimed to answer the following questions.

1. What is the profile of the respondents?
2. What are the coffee consumption preferences of Benguet State University employees?



3. What are the important factors influencing the coffee consumption preferences of Benguet State University employees?

Objectives of the Study

The following are the objectives of the study

1. To identify the profile of respondents.
2. To identify the coffee consumption preferences of Benguet State University employees.
3. To determine the important factors influencing the coffee consumption preferences of Benguet State University employees.

Importance of the Study

The study on consumption preferences provides information particularly on consumer behavior. Knowing consumer behavior is an important ingredient in the successful operation and management of business.

Equipped with this set of information, an entrepreneur can determine his target customer and will be able to formulate an effective marketing strategy to raise demand or influence buying decision.



REVIEW OF LITERATURE

Profile of Coffee Consumer

A study on relationship between coffee and dietary conducted by researchers from the University of Osto for over 24,000 subjects, aged 35 to 49 years indicated that in both sexes, dietary patterns of heavy coffee drinkers differed from light consumers. Heavy coffee drinkers ate more bread, potatoes, and butter or margarine and used hard margarine (saturated fat) more frequently. These findings suggest a higher calorie intake and a higher intake of fat among heavy coffee consumers. Dietary variables and lifestyles variables, however explained only 20% of the variation in coffee consumption (Nutrition Research Newsletter, 1989). Coffee bars attract a young, affluent and educated crowd. Coffee bar patrons are 22% more likely than all consumers to be aged 18-24 and 65% more likely to have an annual household income of \$ 100K +. They are 28 % more likely than the American adults to be single and 70% more likely to have a post graduate degree (Scarborough Research, 2004).

Coffee Consumption Preferences

The National Coffee Association and The Specialty Coffee Association of America conduct annual surveys regarding coffee consumption each year. The example gathered data can be extremely beneficial to anyone wishing to start a business or just have an insight on coffee consumption. Nearly 52% of Americans over 18 years of age drink coffee every day. This represents over 100 million daily drinkers. Thirty million American adults drink specialty coffee beverages daily; which include a mocha, latte, espresso, café mocha, cappuccino, frozen/iced coffee beverages, etc. Men drink as much



coffee as women; each consuming an average of 1.6 cups per day. Women seem to be more concerned about the price than men. Among coffee drinkers, the average consumption in the United States is 3.2 cups of coffee per day. Thirty percent (30%) of the population drinks coffee occasionally. Sixty five (65%) of all coffee is consumed during breakfast hours, 30% between meals, and 5% with other meals. From their preferences, 35% of coffee drinkers prefer black coffee and 60% prefer to add sugar and/or cream. Women indicated that drinking coffee is a good way to relax. Men indicated that coffee helps them get the job done (National Coffee Association of USA, 2008).

Types of Coffee

Coffee, the drink made from the roasted and ground beans of a coffee plant, is a favorite hot drink in almost every country in the world. According to legend, coffee was discovered in Ethiopia when goat herds notices that their flocks stayed awake all night after feeding on coffee leaves and berries. Coffee reached Arabia in the 1200's. Before its use as a beverage 700 years ago, coffee was a food, then wine, and then a medicine (The World Book Encyclopedia, 1992).

Barako, named after the wild boar that is particularly fond of bean, as it is the most popular coffee variety and the only one that is uniquely Filipino (Dumlao, 2005). Barako also known as Liberica, has a strong taste. The other main species of coffee plant are the arabica, the robusta, and the excelsa. The robusta makes up to 50 percent of total production in the Philippines. It is used for instant coffee. It has more caffeine. It is used in some expresso blend too. Arabica is the most widely known coffee. It is more aromatic and superior in flavor. Excelsa, on the other hand is an exotic bean with a taste



reminiscent of jackfruit. In the Philippines, these species comprise 20 percent of the production (Lee, 2006).

Factors Affecting the Consumption of Coffee

The promotion of organic agriculture is a response to the changing mindset of consumers who have become more conscious of their health (Anonymous, 2007).

Studies have shown that coffee is significant source of antioxidants in people's diet precisely because drinking it is such a constant in our daily routine (Vicente, 2006). Although no similar study has been conducted in the Philippines, there is considerable evidence to suggest that Filipinos also receive significant amount of an antioxidant from coffee (Anonymous, 2006).

Drinking coffee is not bad. In fact, researchers have shown that a dose of 3 cups of coffee a day can promote better health. It reduces the risk of asthma, sharpens the mind, improves the mood and may even protect the drinker from Alzheimer's, Parkinson's and Cirrhosis of the liver. Actually drinking excessive coffee isn't all bad either, that is if you can handle palpitations, sleepless nights and being extra jumpy, (Anonymous, 2007).

As cited by Perner (1998), consumer behavior involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decision, interpret information, make plans, and implement plans. The consumer faces numerous sources of influences, often, we take cultural influences for granted, but they are significant. Culture is a part of external influences that impacts the consumer (Perner, 1998). Cultural influences have broad effect on buying behavior because they permeate our daily lives. Our culture determines what we wear and eat,



where we reside and travel. It broadly affects how we buy use products, and influences our satisfaction from them (Pride and Ferrel, 1989).

A person's self-image will also tend to influence what she or he buy – an up ward mobile manger may buy a flashy car to project an image of success. Social factors also influence what the consumers buy – often, consumers seek to imitate other whom they admire, and may buy the same brands. Finally, consumer behavior is influenced by learning – you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger (Perner, 2007).

Subculture often significantly influences the consumer. People in similar age groups tend to have more influence on each other. This is particularly evident in the spread of fashion. Social status may also have some influence, as group may tend to imitate others in similar occupations or neighborhoods (Perner, 2007).

Advertising is just one of the many factors that influence choices. It both stimulates consumption and economic activity and model lifestyles and a certain value orientation consumer are confronted with substantial daily does on advertising in multiple media. Everyone seems to hold an opinion about various aspects of advertising, ranging from amusement and admiration to cynicism and condemnation (Pollay and Mittal, 1993).

Family may influence the consumer's choices a great deal. Research has shown, for example, that there is a tendency for adult children to use the same brands that their parent used overtime (Perner, 2007).

The study of how the consumer is influenced by his or her environment helps firm and organization improve their marketing strategies (Perner, 1998). In defining target



market, marketing managers must have a though knowledge of consumer behavior (Berkman, 1994).



METHODOLOGY

Locale and Time of Study

This study was conducted in Benguet State University, La Trinidad Benguet in December 2007.

Respondent of the Study

The respondents of the study consisted of 100 employees from Benguet State University Main Campus. Fifty was chosen from the teaching staffs and fifty from the non-teaching staffs.

Research Instruments and Method of Data Collection

Questionnaires were distributed to the respondents and retrieved by the researcher.

Data Analysis

The data collected was analyzed using simple statistical tools such as frequency counts, percentages and ranking.



RESULTS AND DISCUSSION

Profile of Respondents

Table 1 presents the personal profile of 100 employees of Benguet State University main campus. The profile of the respondents was described in terms of position/ designation, office/college of respondents, age, gender, civil status, educational attainment and provincial origin of respondents.

Position/ Designation. The table presents shared equal distribution of respondents from teaching and non-teaching, 50 respondents taken from teaching employees and 50 respondents from non- teaching employees.

Office/Unit/ College. The table shows the respective offices, units, or colleges of the respondents.

Age. The table shows that the respondents belong to different age brackets, age 20-25 years old makes up 12% respondents while ages 26- 35 years old compose of 28% respondents, ages 36- 45 years old also makes up 28% respondents. Moreover ages 46-55 years old makes up 20% of the respondents followed by 56 – 65 years old compose 12% respondents. The result showed that all different ages were coffee consumers however most of them belong to ages 26-35, 36-45 and 45-55 or were middle aged. This finding collaborates the study of Scarborough research (2004).

Gender. The table presents that sixty eight respondents (68%) are female and thirty two respondents (32%) are male.

Civil Status. The table presents that sixty five respondents (65%) are married and thirty respondents (35%) of the respondents are single.



Education Attainment. The table shows that 96% respondents graduated from college. From these college graduates respondents, thirty six earned master degree, and sixteen respondents pursued doctoral degree. On the other hand only few of the respondents are college undergraduate (1%), high school graduate (2%) and Elementary graduate (1%). This finding agree on research found by Scarborough research (2004) where they said that 70% of coffee drinkers are more likely to have post graduate degree.

Provincial/ Regional Origin. The table presents different provincial or regional origin where the respondents originated. Most respondents originated from Benguet composed of 44% followed by Mountain Province with 21% respondents; Ilocos makes up 11%, Pangasinan (4%), Ifugao (2%), Tagalog region with 2%, Isabela with 1%, and Northern Mindanao with 1%. Respondents originated from both highland and lowland composed of 9% respondents.



Table 1. Profile of the respondents

PARTICULARS	FREQUENCY (f)	PERCENTAGE (%)
Position		
Teaching	50	50
Non-Teaching	50	50
TOTAL	100	100
Office/ College/Unit		
College of Arts and Science	15	15
Colleges of Teacher Education	12	12
College of Nursing	10	10
Office of the Student affairs	6	6
College of Agriculture	6	6
Horticulture Research and Training Institute	5	5
BSU Secondary Laboratory School	5	5
Administrative Service Division	4	4
Budget Division Office	4	4
Planning Division Office	4	4
College of Engineering and Applied Technology	3	3
College of Home Economics and Technology	3	3



Table 1. *Continued.* . .

PARTICULARS	FREQUENCY (f)	PERCENTAGE (%)
Institute of Physical Education Sports	3	3
BSU Philippine Inter- University Cooperation Program	3	3
Human Resources Management Office	2	2
BSU Garments	2	2
Graduate School	2	2
Private Sector	1	1
Intellectual Property Rights	1	1
BSU Marketing	1	1
University Business Affairs Office	1	1
Extension research	1	1
BSU Post Office	1	1
College of Veterinary Medicine	1	1
BSU Library	1	1
Accounting Office	1	1
Land Reservation Office	1	1
Income Generating projects	1	1
TOTAL	100	100



Table 1 *Continued.* . .

PARTICULARS	FREQUENCY (f)	PERCENTAGE (%)
Age (Years)		
20-25	12	12
26-35	28	28
36-45	28	28
46-55	20	20
56-65	12	12
TOTAL	100	100
Sex		
Female	68	68
Male	32	32
TOTAL	100	100
Civil Status		
Married	65	65
Single	35	35
TOTAL	100	100



Table 1 *Continued.* . .

PARTICULARS	FREQUENCY (f)	PERCENTAGE (%)
Educational Attainment		
College Graduate	96	96
High Graduate	2	2
College Undergraduate	1	1
Elementary Graduate	1	1
TOTAL	100	100
Provincial/ Regional Origin		
Benguet	44	44
Mountain Province	21	21
Ilocos Region	11	11
Highland and lowland origins	9	9
Benguet and Mountain Province	5	5
Pangasinan	4	4
Ifugao	2	2
Tagalog Region	2	2
Isabela	1	1
Northern Mindanao	1	1
TOTAL	100	100



Coffee Consumption Preferences

Place where respondents often drinks coffee. The Table 2 shows that seventy seven respondents (56.20%) often drink at home, fifty three respondents (38.68%) drink in the office, and seven respondents (5.10%) often drink in restaurant or coffee shops. The results confirm that respondents more often drink at home however the respondents also drink at the office and outside premises.

Table 2. Place where respondents often drink coffee

RESPONSE	FREQUENCY (F)	PERCENTAGE (%)
At home	77	56.20
Office	53	38.68
Restaurant/ Coffee Shops	7	5.10
TOTAL	137	100

*Multiple response

Frequency of drinking coffee. Table 3 shows that drinking coffee two times a day is done by thirty respondents (30%), other respondent drink three times a day (19%) followed by four times a day (18%), once a day (17%) sometimes (7%) more than four times a day (4%) only drink occasionally (3%) and once a week (2%). The result also implies that majority of the respondents are daily drinkers.



Table 3. Frequency of drinking coffee

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Once a day	17	17
Twice a day	30	30
Three times a day	19	19
Four times a day	18	18
More than four times a day	4	4
Sometimes/ when feels like want to drink	7	7
Only during occasions	3	3
Once a Week	2	2
TOTAL	100	100

This result collaborates with the findings of National Coffee Association of USA in 2008 where in it states that nearly 52% of Americans are daily drinkers of coffee.

Coffee preferences. Table 4 shows that instant coffees are preferred for consumption by most of the respondents as shown by forty one respondents (41%), twenty four respondents (24%) prefer instant coffee however they consume both with brewed coffee. On the other hand thirty three respondents (33%) preferred only brewed coffee.



Table 4. Coffee Preferences

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Instant coffee	41	41
Brewed coffee	33	33
Both instant and brewed coffee	24	24
TOTAL	100	100

Reasons for Preferences on Coffee

Table 5 shows multiple responses for the reasons for the preference of coffee drinkers. From the instant coffee drinkers, most reason for preference is they like the taste and the aroma (31.42%). This was followed easy to prepare (25.75%), then availability of the product (20%).

From the brewed coffee drinkers, the taste and aroma was the main reason for choice (63.25%), this was followed by perceive health value of the product (24.48%) then naturalness of the product (12.24%).



Table 5. Reasons for preference on coffee (response from instant coffee drinkers)

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Like the taste and aroma	22	31.42
Easy to prepare	18	25.71
Availability of the product	14	20
Perceived health value of the product	8	11.42
Cheaper in price	5	7.14
Effects derived from drinking	2	2.85
Based on testimony of a friend who have tried the product	1	1.12
TOTAL	70	100

*Multiple response

Table 5 *Continued.* . . (response from brewed coffee drinkers)

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Like the Taste and Aroma	31	63.26
Perceive Health Value of the product	12	24.48
Naturalness of the Taste	6	12.24
TOTAL	49	100

*Multiple response



Brand or Variety of Coffee Consumed by Respondents

Table 6 indicates choices of brands or varieties of coffee the respondents prefer. From the instant coffee consumers thirty six respondents or (32%) preferred Nescafe Classic, this was followed by San Mig coffee preferred by nineteen respondents or (17%), This brand was followed by Nescafe Decaf and Jimm's 5 in 1 coffee, there were 13 respondents each or 11%.

Table 6. Brand of coffee consumed by instant coffee consumers

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Nescafe classic	36	32
San Mig Coffee	19	17
Nescafe Decaf	13	11
Jimm's 5 in one Coffee	13	11
Maxwell House rich	9	8
Nescafe Original	8	7
Blend 45 Coffee	4	4
Brewed Taste Café Puro	3	3
Premium Great Taste	3	3
Kopiko	3	3
Gano Coffee	2	2
Jimm's 7 in one coffee	1	1
TOTAL	114	100

*Multiple response



Table 6 *Continued.* . .

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Barako coffee	33	36.66
Arabica coffee	16	17.77
Benguet coffee	22	24.44
Kalinga coffee	5	5.55
Mountain grown Arabica	4	4.44
Mixture of barako and Arabica	3	3.33
Flavored brewed coffee	3	3.33
Any available brewed coffee	3	3.33
Robusta Coffee	1	1.11
TOTAL	90	100

*Multiple response

For brewed coffee, the most preferred was barako coffee with 36.66% respondents. This was followed by Benguet coffee (24.44%), and then Arabica coffee (17.17%). The least preferred was Robusta coffee where there were 1.1% respondents.

Coffee Taste Preferences of Respondents

Table 7 shows that most respondents prefer coffee+ sugar+ creamer (64%) followed by coffee+ sugar (18%), creamed coffee without sugar (10%), coffee without sugar (6%), and other respondents prefer Mocha flavor (2%). This result shows different taste preference by the respondents however most respondents preferred coffee+ sugar+ creamer.



Table 7. Coffee taste preferences of respondents

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Coffee +sugar+ creamer	64	64
Coffee + sugar	18	18
Coffee+ creamer	10	10
Coffee without sugar and creamer	6	6
Mocha	2	2
TOTAL	100	100

Time of the Day Respondents Drink Coffee

Table 8 shows multiple responses on the time of the day respondents drink coffee. Result shows that most of the respondents drink at breakfast time as shown by 40.09%, followed by snack time or in between meals with 25.74% respondents, dinner shown by 20.39%, lunch with 9.4% respondents and the least response is drinks anytime or when feels like want to drink (4.45%). The finding collaborates with a result of anonymous researchers in 2008 who stated that 65% of coffees were consumed during breakfast hours and 30% in between meals.



Table 8 Time of the day respondents drink coffee

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Breakfast	81	40.09
Snack time	52	25.74
Dinner	41	20.29
Lunch	19	9.40
Anytime /when feels like want to drink	9	4.45
TOTAL	202	100

*Multiple Response

Decision on Brand or Variety of Coffee for Family Use

Table 9 shows response from the respondents if they are the ones who decide on coffee to consume for family use. The result shows that majority (86%) of the respondents said they are the ones who decide and only few (14%) respondents do not decide on the coffee to consume.

Table 9. Ones who decides on coffee for family use

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Yes	86	86
No	14	14
TOTAL	100	100



Source of Coffee

Table 10 shows that most of the respondents buy their brand or variety of coffee from grocery stores (69.42%), followed by processors coffee bean store (17.36%), sari-sari store (10.74%) and other specified brought by relatives (2.47%). Some respondents have multiple responses so the total of the frequency exceeds 100.

Price Preferences per Cup of Coffee

Table 11 shows that most respondents are willing to spend prices P10.00-P14.00 per cup of coffee with 42% respondents, followed by P20.00+ with 23% respondents, P16.00-20 with 16% respondents. The least preferred was P50.00+ with 8%.

Table 10. Source of coffee

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Grocery	84	69.42
Processor/ Coffee Beans Store	21	17.35
Sari-sari store	13	10.44
Brought by Relatives	3	2.47
TOTAL	121	100

*Multiple response



Table 11. Price preferences per cup of coffee

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Less than P10.00	11	11
P10.00- P15.00	42	42
P16.00- P20.00	16	16
P20.00+	23	23
P50.00+	8	8
TOTAL	100	100

Factors Influencing Consumption Preferences of Coffee

Table 12 shows different factors influencing the consumption preferences of respondents on coffee. Availability of the product at home tends to influence most respondents as showed by 28.78%. As cited by Bulaay (1980), coffee is considered as on the most prestigious beverages by Filipinos. Only few number of homes from north to south of the country are without coffee to their tables, starting the day by drinking coffee and offering coffee to guest, relatives and family members are also nature to Filipinos (Anonymous, 2006).

The second influences was the effect derives from drinking with twenty 26.56%. The common reason by respondents includes; taste satisfies them, make them awake and alert, and revitalize their body, moreover hot coffee are preferable for them to keep their body warm during cold seasons.

The third influence was the perception on the health value of the coffee with 21.77%. Respondents who are conscious of their health may have been aware of the



health benefits derived from drinking giving them courage to consume coffee constantly. As cited by Vicente, studies have shown that coffee is significant source of antioxidants in peoples drinking constantly, or a daily routine. Moreover, it also reduces the risk of Asthma, sharpens the minds, improves mood and may even protect the drinkers from Alzheimer's, Parkinson's and Cirrhosis of liver (Anonymous, 2007).

The fourth influence is the preference by the family with 16.36%. As cited by Perner, one particular evident by researchers has shown that there is a tendency for adult children to use the same brand that their parents use overtime.

Table 12 Factors influencing consumption preferences of coffee

RESPONSE	FREQUENCY (f)	PERCENTAGE (%)
Availability of the products at home	78	28.78
The effect derived from drinking	72	26.56
Perception on the health value of the product	59	21.77
Preferred by the Family	45	16.60
Suggestion of friend	7	2.58
Influence by advertisement	3	1.10
Way of socializing with friends or member of the family	5	1.84
Easily Available in the market	3	0.73
TOTAL	271	100

*Multiple response



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to the Benguet State University employees to identify and determine their coffee consumption preferences.

A total of 100 respondents were given questionnaire. Questionnaires were equally distributed from 50 teaching employees and 50 non-teaching employees designated from different colleges and offices of the University.

From the gathered data most of the age group described were middle aged, this were under age bracket 26 – 35, 35 – 45 both with twenty eight respondent or 28% each and then followed by 45 – 55 (20%). Ninety six respondents or 96% accomplished their post graduate degree. On their consumption preferences on coffee, eighty eight respondents (88%) drink coffee everyday, 11% drink occasionally. Most daily drinkers prefer to drink two times a day (30%) followed by three times a day (19%) and then four times a day (18%). Forty one respondents (41%) preferred instant coffee, thirty three respondents (33%) preferred brewed coffee and twenty four respondents (24%) preferred both brewed coffee and instant coffee. The most popular choices of brands preferred by instant coffee drinkers are Nescafe Classic (32%) followed by San Mig Coffee (17%). The brands are followed by Nescafe Decaf and Jimm's 5 in one coffee with 11% each. For brewed coffee the most preferred was barako coffee with 36.67% respondents, this was followed by Benguet coffee (24.44) and then Arabica coffee (17.77%). Instant coffee was popular choice among respondents for the reason that the taste satisfies them followed by easiness to prepare, and availability of the product.



Most of the respondents prefer to drink at home (56.20%) during breakfast time and at the office (38.18%) during snack times. Majority of the respondents preferred coffee + sugar + creamer (64%). Majority of the respondents (86%) are the ones who decide on the brand or variety of coffee to consume for family use and often purchase it at grocery stores. Most respondents (42%) prefer or willing to spend P10.00 - P15.00 per cup of coffee followed by 24% respondents prefer on P20.00+.

The factors influencing the coffee consumption preferences of the respondents includes the availability of the product with 28.78% followed by the effect derived from drinking coffee with 26.56%, and then perceive health value of coffee with 21.77%. Other influence to the respondents includes the influence of family preference.

Conclusions

1. Based on the study, coffee is a popular choice of beverage among group of employees particularly middle aged or under age bracket 26-35, 35-45, and 45-55.
2. Instant coffee beverages are more preferable to respondents than brewed coffee. Instant coffee was described by the respondents by having a preferable taste as brewed coffee however it is easily available and easily prepared compared to brewed coffee.
3. Based on the study, the availability of the product is one of the factors that influence the preference of the consumers. This is followed by the effect derived from drinking and then the perception on the health value of coffee. The family preference is also one influence to the consumers.



Recommendations

1. Study shows that employees can be an opportunity target consumers of coffee beverage.
2. Study must be conducted for processing locally grown coffee like Benguet grown coffee into instant coffees because instant coffee are more preferable or demanded for consumption.
3. The study derived from this study especially on the factor influencing consumption preferences can be used as information to marketing researchers to determine consumer preferences.



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APPENDICES

Appendix A. Letter to the Respondents

Republic of the Philippines
Benguet State University
DEPARTMENT OF AGRICULTURAL ECONOMICS
AND AGRIBUSINESS MANAGEMENT
La Trinidad, Benguet

Sir/Madam:

Greetings!

I am Ram C. Logro, an Agribusiness student of Benguet State University majoring in Enterprise Management. I am a graduating student; however I need to complete my thesis entitled Coffee Consumption Preferences of Benguet State University Employees.

In connection with this, I am requesting for your assistance to complete my thesis by answering questionnaires. Rest assured that all data gathered will be used only to serve the purpose of my study.

Thank you very much for your cooperation.

Respectfully yours,

RAM C. LOGRO
Researcher

Noted:

MR. LUKE E. CUANGUEY
Thesis Adviser



Appendix B. Survey Questionnaire

Coffee Consumption Preferences of BSU Employees Survey Questionnaire

I. Profile of Respondent

Department/ Office/ College/ Unit: _____

Position/ Designation: Teaching: () Non-teaching: ()

Age: _____ Sex: _____ Civil Status: _____

Highest education attained:

- () Elementary
 () High school
 () College
 () Vocational
 () Masteral
 () Doctoral

Ethnic Affiliation/ Origin

- () Benguet () Kalinga
 () Mt. Province () Tagalog Region
 () Ilocos Region () Pangasinan
 () Ifugao () Others, Pls. Specify: _____

II. Coffee Consumption Preferences

1. Do you drink coffee?

- () Yes () No

2. Where do you spend most of your time drinking coffee?

- () At home () Office
 () Restaurants, pls. specify: _____
 () Coffee shops, pls. specify: _____

3. How often do you drink coffee?

- () Daily () Others
 ___ Once a day Pls. specify: _____
 ___ 2X a day
 ___ 3X a day
 ___ 4X a day

4. What type of coffee do you prefer or drink most of the time?

- () Instant coffee () Brewed coffee
 Why? _____



- a. What instant coffee do you drink?
 Nescafe, Pls. specify: _____ Others, Pls Specify: _____
 Jimm's 5in one coffee
 Benguet blend
 Blend 45 Coffee
 Maxwell house rich 3 in one
 San Mig coffee
 Brewed Taste Café Puro
 Premium Great Taste
- b. If you prefer brewed coffee, what variety do you consume?
 Barako coffee
 Arabica coffee
 Benguet coffee
 Kalinga brew ground coffee
 Others, Pls. specify: _____
5. Why do you prefer this brand or type of coffee?
 Endorsed by my favorite movie star.
 Based on the testimony of a friend who have tried the product.
 Cheaper price
 Promotes better health
 Like the taste/ aroma
 Other reasons, pls. specify: _____
6. What taste do you prefer on the following?
 Coffee with sugar
 Coffee without sugar
 Coffee+ creamer+ sugar
 Coffee+ creamer, no sugar
 Others, Pls. specify: _____
7. What time of the day do you drink coffee?
 Breakfast Dinner
 Lunch Snack time/ In between meals
 Others, Pls. specify _____
8. Are you the one who decide on buying brand of coffee for your family use?
 Yes
 If no, who does: _____
9. Where do usually buy brand of coffee?
 _____ Grocery store
 _____ Sari sari store
 _____ Producer/ Processor
 _____ Others Pls.specify: _____



12. How much are you willing to spend for a cup of coffee?

- P 10.00+
- P 15.00+
- P 20.00+
- P 50.00+
- Others: pls. specify

III. Factors Influencing Coffee Consumption

1. What factors influences you to drink coffee?

Choose the answer which you think gives you the right answer.

- Availability of the product
- Preferred by the family
- Suggestion of friend, family member and relative
- Perceive of health value of the product
- Influence of advertisement
- As an image of success

Other reasons, Pls. Specify: _____

2. What do you think is your main reason for drinking coffee?



