

Consumption pattern and attitude towards coffee intake among working women

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Abstract: In this digital era, many good mornings are hard to imagine without a cup of coffee, as it is one of the most popular beverages preferred by people globally. This study aims to determine the consumption pattern and attitude toward the intake of coffee among working women. Background information, data regarding the preference, attitude, reasons for their preference, and frequency of coffee consumption among working females were collected using the google questionnaire and around 225 females submitted the forms completely. Incomplete forms and respondents not preferred coffee were excluded from the study. Among the coffee brands, the respondents most often chose Nescafe sunrise (33%), Bru instant (20%), Levista (19%), Narasus (17%), and Kannan Jubilee (8%). Other brands were mentioned by around 3% of the respondents. The choice of the type of coffee correlated with age, education, and workplace ($p < 0.05$). The majority of respondents (58%) consumed coffee daily either twice or thrice, 26% consumed daily once, nine percent consumed three or four times a week and seven percent consumed coffee once a week. The frequency of coffee consumption was associated with age ($p < 0.05$) and education ($p < 0.05$). Taste and aroma were considered by most of the respondents (201 ± 15.1) followed by quality and brand (185 ± 21.5), price (118 ± 35.4), packaging (96 ± 9.6), advertisements (94 ± 11.1), and others opinion (21 ± 6.2). The majority of the participants attitude toward coffee was relaxation (152 ± 12.5), trailed by feeling freeness (141 ± 18.6), boost up energy (121 ± 20.4), refresh (94 ± 16.6), boosts up the mood (56 ± 15.7) and reduces the risk of oesophageal reflux which aids for digestion (42 ± 12.5). Consumers interest in coffee products is found to be increasing day by day. The functional and emotional factors of coffee consumption contribute to supporting new coffee product development and commercialization. To increase awareness and improve knowledge among consumers, coffee marketing strategies could focus more on the health benefits and nutritional values of coffee in addition to the other positive characteristics consumers already associate with coffee.

Keywords: attitude, coffee, consumption, preference, working women

INTRODUCTION

Coffee is one of the world's most popular beverages. Some claim it is the most widely consumed liquid in the world besides water. Coffee is more than a beverage, however. It is a memory, anticipation, a lifetime of consoling moments of modest pleasure woven into our lives. Coffee's success as a beverage undoubtedly is owes to the caffeine it harbors and its sensory pleasure. Coffee lovers come to associate the energizing lift of caffeine with the richness and aroma of the beverage that delivers it.

Coffee is produced from the seeds of a small red (sometimes yellow) fruit that grows on plants halfway in size between shrub and tree. The process that turns these seeds into beverages is a long and complex process, perhaps the most complex process associated with any major beverage. Coffee was introduced into one European country after another throughout the 16th and 17th centuries. Many accounts are recorded of its prohibition or approval as a religious, political, and medical potion. By the end of the 17th century, coffeehouses were flourishing across Britain, the British colonies in America, and continental Europe.

Caffeine is a stimulant affecting the central nervous system that can cause different reactions in people. In sensitive individuals, it can irritate the stomach, increase anxiety or a jittery feeling, and disrupt sleep. Although many people appreciate the temporary energy boost after drinking an extra cup of coffee, high amounts of caffeine can cause unwanted heart palpitations in some (<https://www.hsph.harvard.edu/nutritionsource/food-features/coffee/>). Unfiltered coffee, such as French press and Turkish coffees, contains diterpenes, substances that can raise bad LDL cholesterol and triglycerides. Espresso coffee contains moderate amounts of diterpenes. Filtered coffee (drip-brewed coffee) and instant coffee contain almost no diterpenes as the filtering and processing of these coffee types remove the diterpenes. Despite these factors, evidence suggests that drinking coffee regularly may lower the risk of heart disease and stroke. Garcia et al., (2009) in their study among 83,076 women in the Nurses' Health Study, drinking 4 or more cups of coffee each day was associated with a 20% lower risk of stroke compared with non-drinkers. Decaffeinated coffee also showed an

association, with 2 or more cups daily and 11% lower stroke risk. The authors found no such association with other caffeinated drinks such as tea and soda. These coffee-specific results suggest that components in coffee other than caffeine may be protective. Many studies support the hypothesis that coffee consumption does not increase the risk of coronary heart disease (Sofi et al., 2007). In addition, increasing evidence suggests that coffee consumption may protect against type 2 diabetes (Martinez et al., 2004).

A recent study by Collado et al., (2021) assessed the association between usual coffee consumption and all-cause, cardiovascular (CV), and cancer mortality in an adult population in Spain, taking into account both the amount and type of coffee consumed. They used baseline data on coffee consumption and other personal variables, and the number of deaths during an 18-year follow-up period, for 1567 participants aged 20 years and older from the Valencia Nutrition Study in Spain. During the 18-year follow-up period, 317 died; 115 due to CV disease and 82 due to cancer. Compared with no-consumption, the consumption of ≤ 1 cup per day and >1 cup per day of coffee was associated with a lower risk of all-cause mortality, HR = 0.73 (95% CI: 0.56–0.97) and HR 0.56 (95% CI: 0.41–0.77), respectively. They concluded that the moderate consumption of coffee, particularly caffeinated coffee (range 1–6.5 cups per day), is associated with a lower all-cause and cancer mortality after a long follow-up period. No significant association was found between coffee consumption and CVD mortality.

Consumers drink coffee for its energetic and therapeutic effects. Coffee consumption is still price-driven, but consumers are interested in purchasing coffee with associated health claims. There is an opportunity to improve the perception of coffee's health benefits in consumers' minds (Samoggia and Riedel, 2019). Consumers drink coffee for its energetic and therapeutic effects. Coffee consumption is still price-driven, but consumers are interested in purchasing coffee with associated health claims. Hence the study was undertaken to analyze the consumption pattern and attitude towards coffee consumption among working women.

METHODOLOGY

The study took place at Coimbatore during the period of November 2021 to February 2022 and the study participants were working women between the age group of 20 to 60 years of age. With background information, data regarding the preference, attitude, reasons for their preference, and frequency of coffee consumption among working females were collected using the questionnaire. The questionnaire was framed in Google form and the link was sent to the working women through WhatsApp and around 225 females submitted the forms completely. Incomplete forms and respondents not preferred coffee were excluded from the study. The received responses were analyzed using Microsoft Excel sheets and the results were expressed in percentage and mean with standard deviation.

RESULTS AND DISCUSSION

1. Background information of the respondents

Among the volunteered women candidates 26% belongs to the age group between 20 to 30 years, 44% were 30 to 40 years, 21% were 40 to 50 years and 9% come under 50 to 60 years of age. All the female participants were sedentary workers. Their education qualification was analyzed as graduates (21%), post-graduation (52%), and doctorates (27%). Nearly 16% of them were employed in government sectors and 84% were employed in non-government organizations. The majority of the respondents (55%) worked eight hours a day, 26% worked 10 hours a day, 10% worked more than 10 hours a day and only nine percent worked less than eight hours per day. All the participants in the study reported drinking coffee.

2. Type of coffee consumed by respondents

Respondents mostly choose instant coffee (51%), ground roasted coffee (23%), and roasted coffee beans (17%). Few people reported consumption of decaffeinated coffee (7%) or low-acid coffee (2%). The preference of coffee brands was discussed below table.

Table 1
Preference of coffee brands among the respondents

S.No	Coffee brands	No of Respondents (n=225)	
		No	%
1	Nescafe	74	33

2	Bru instant	45	20
3	Levista	43	19
4	Narasus	38	17
5	Kannan Jubilee	18	8
6	Others	7	3
Total		225	100

Among the coffee brands, the respondents most often chose Nescafe sunrise (33%), Bru instant (20%), Levista (19%), Narasus (17%), Kannan Jubilee (8%). Other brands were mentioned by around 3% of the respondents. The large variety of coffee brands on the market means that everyone will find something for themselves, and the choice of the brand depends on consumer preferences. The choice of the type of coffee correlated with age, education, and workplace ($p < 0.05$). The ground-roasted coffee was chosen by people aged 30–40 years, while instant coffee was chosen by respondents who belonged 20 to 30 years of age.

3. The frequency and place of coffee consumption

The regularity of coffee intake among the respondents was given in the below table and also discussed with their place of coffee consumption.

Table 2

Frequency of coffee consumption among the respondents

Frequency of coffee consumption	No of Respondents	
	No	%
Twice/Thrice a day	131	58
Once a day	59	26
Three / four times a week	20	9
Once in a week	15	7
Total	225	100

The majority of respondents (58%) consumed coffee daily either twice or thrice, 26% consumed daily once, nine percent consumed three or four times a week and seven percent consumed coffee once in a week. The frequency of coffee consumption was associated with age ($p < 0.05$) and education ($p < 0.05$). People aged 40–60 and people with doctorates and postgraduation consumed coffee significantly twice to three times a day. People aged 30 to 40 years reported coffee consumption once a day.

The respondents most often drink coffee at home (74%) and at the workplace (16%). Nearly 24% of the respondents preferred coffee in the morning, 40% enjoyed coffee in the evening while 36% chosen midmorning time for coffee consumption.

4. Factors considered for coffee purchasing

Here the factors mean that the consumers are motivated to buy products by elements outside of the individual which includes socio-cultural influences and effective marketing strategies. The factors considered by our study participants have discussed in below table-3

Table 3
Frequency of coffee consumption among the respondents

Factors considered for coffee purchasing	No of responses (Mean with SD)
Taste and aroma/flavor	201 ± 15.1
Quality and brand	185 ± 21.5
Packaging	96 ± 9.6
Price	118 ± 35.4
Advertisements	94 ± 11.1
Others Opinion	21 ± 6.2

Taste and the aroma were considered by most of the respondents (201 ± 15.1) followed by quality and brand (185 ± 21.5), price (118 ± 35.4), packaging (96 ± 9.6), advertisements (94 ± 11.1), and others opinion (21 ± 6.2). Respondents also assessed these factors as important from their point of view on purchasing coffee. For most of the respondents, these factors were extremely important, but few they do not pay much attention to the above factors.

5. Attitude towards coffee consumption

There are several leading motives for coffee consumption such as functional, taste and pleasure, habit, tradition and culture, and socialization. The attitude toward coffee consumption among the participants was discussed in table 4

Table 4
Attitude towards coffee consumption

Attitude towards coffee consumption	No of responses (Mean with SD)
Relaxation	152 ± 12.5
Feel free	141 ± 18.6
Boost up energy	121 ± 20.4
Refresh	94 ± 16.6
Boosts up mood	56 ± 15.7
Reduces the risk of oesophageal reflux aids digestion	42 ± 12.5

From the above table it was clear that majority of the participants attitude towards coffee was relaxation (152 ± 12.5), trailed by feeling freeness (141 ± 18.6), boost up energy (121 ± 20.4), refresh (94 ± 16.6), boosts up the mood (56 ± 15.7) and reduces the risk of oesophageal reflux which aids for digestion (42 ± 12.5). Harith et al., (2014) reported that coffee is considered a high-quality food. In the minds of consumers, consumption of coffee is more and more often equated with pleasure and positive experiences and is related to lifestyle and social status. International Coffee Organization reports that several studies confirm that drinking a cup of coffee is associated with a personal moment of pleasure for the consumer, and characterize coffee as pleasure, health, and sustainable development.

CONCLUSION

Coffee is one of the most consumed hot beverages globally. Over the last decades, coffee has become a specialty product. Drinking a coffee beverage entails several mixed factors, such as pleasure, experience, lifestyle, and social

status. It can also provide an emotional pick-up, both mentally and physically. Consumers choose coffee since they like its taste, flavor, and the pleasure they experience while consuming it. Intake of coffee was also because of its functional benefits like relaxation, feeling of freeness, and wanting to enjoy the energizing effects. Consumers interest in coffee products is found to be increasing day by day. The functional and emotional factors of coffee consumption contribute to supporting new coffee product development and commercialization. To increase awareness and improve knowledge among consumers, coffee marketing strategies could focus more on the health benefits and nutritional values of coffee in addition to the other positive characteristics consumers already associate with coffee.

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