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Apurva Ashok Patel

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AN ANALYSIS OF NESCAFE IN THE  
UNITED STATES AND INDIA

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A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino

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In Partial Fulfillment  
of the Requirements for the Degree  
Master of Business Administration

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by  
Apurva Ashok Patel

December 2003

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by  
Apurva Ashok Patel  
December 2003

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## ABSTRACT

This project focuses on Nescafe's advertising in two main markets, namely the United States and India, and it analyzes the similarities and differences of a global brand across different markets.

Folgers, Starbucks and Maxwell House are the three main competitors of Nescafe that were identified in the United States. On the other hand in India, Bru and Barista are the main brands that compete against Nescafe.

Nescafe targets the upper middle class population in the United States. The reason for this hypothesis is because Nescafe is priced at a premium compared to other instant coffees. Nescafe also targets young, single people within the age category of approximately 18 to 35 years, because they want convenience and tend to spend their money without doing a budget. Nescafe in India targets the SEC A1/A2 category. SEC stands for Socio Economic Classification and is used to classify people based on various criteria with maximum consideration given to educational level attained and work type and level attained in the work arena.

Nescafe's advertising is handled by the McCann-Erickson Advertising Agency worldwide.

A primary research was conducted with a semi-structured survey questionnaire and 314 survey questionnaires were administered at random to the students, staff and faculty of CSUSB. The research revealed that Nescafe is not the preferred brand. The reasons for this appear to be many, but the primary reason is most likely Nescafe's non-appealing advertising campaigns.

## ACKNOWLEDGMENTS

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I am also thankful to Dr. Eric Newman and Dr. Vic Johar for the contribution of their valuable time to my project.

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## CHAPTER ONE

### BACKGROUND

#### History of Nescafe

Nescafe's (world's leading brand in instant coffee) roots can be traced back to 1930. It is considered by some to be the world's first instant coffee. The marketing research team of Nestle wanted to find out how to make instant coffee by adding water and yet preserve the same taste and natural flavor of ground coffee. After seven years of research, Nescafe was introduced on April 1<sup>st</sup>, 1938, in Switzerland.

The new product introduced in 1938 was called Nescafe, a combination of Nestlé's cocoa and coffee. Nescafe was later launched in America in September 1939, in New York and Philadelphia. In the same year a factory was constructed in Sunbury, Ohio, to produce Nescafe. It was produced by spray-drying brewed coffee and also by adding carbohydrates in it so that consumers could smell the aroma of the natural coffee.

For the first half of the next decade, Nescafe's success was hindered in Europe due to World War II. Nescafe was later exported to France, Great Britain and the United States. For the latter part of the decade

Nescafe became very popular and by 1950, instant coffee had become a beverage of choice among teenagers.

On an average today, about 3,000 cups of Nescafe is consumed worldwide every second ([http://www.nescafe.com/main\\_nest.asp](http://www.nescafe.com/main_nest.asp) date June 10th, 2003).

### Purpose of the Project

This project focuses on Nescafe's advertising in two main markets, namely the United States and India, and it analyzes the similarities and differences of a global brand's communication across different markets. I have selected the U.S. market because of its relevance to me and the reader, both being present here, we should be able to relate to this market; and India because it is relevant to me in the long run as it is my home country and I plan to go back and pursue my career there.

This project was selected because it might be interesting to know how Nescafe's brand image appears to be the same across the globe even though their advertising is developed to address the nuances of the local markets. The intention is to find out what strategies Nescafe is using to become successful as a brand in India and the United States with their vastly different cultures.

CHAPTER TWO  
COMPETITOR ANALYSIS

Nescafe's Competitors in the United States

Starbucks

Starbucks was introduced in 1971, and its corporate headquarters was based in Seattle. In 1982, Howard Schultz joined the Company as a manager of the retail and marketing division and thereafter Starbucks started offering coffee to restaurants and bars. In 1983, Howard visited Italy and was amazed to see the espresso bars there and so he decided to have a similar atmosphere and culture back in Seattle. This culture was introduced in Seattle in 1985 and was a huge success.

Its first international coffee house was introduced in Tokyo in 1996 and then it started going global.

We have been amazed by the global acceptance and visibility of our brand in all our international markets. (Maslen, 2003, p. 6)

Today, Starbucks buys and roasts premium coffee beans. It also sells Italian beverages, cakes, pastries and other coffee products through its company operated retail shops.

Starbucks has 31 branches in different countries worldwide (see complete list in Appendix). Currently it is

so successful because of its high values, devoted human resources, its superior brand - quality image, outstanding knowledge of local and international cultural differences and lastly its strong financial base.

It provides three different kinds of coffees - mild, smooth and bold. It also offers ten different kinds of mild coffees, 11 kinds of smooth coffees and 13 different bold coffees. Therefore, customers have a wide variety to choose from.

Instead of buying their morning coffee at a fast food place, people stop at Starbucks. They are conveniently located and set up so that customers can walk in directly from the street and be served right away. The customer then walks out with not only a cup of coffee but also with an ad shown on the cup for Starbucks, which carries the same cache as other famous brand logos.

Starbucks sells and distributes its products through their company operated retail stores, a direct response business, supermarkets, membership warehouse outlets such as Costco for example, online through its Website at [www.starbucks.com](http://www.starbucks.com), and whole bean coffees through a specialty sales group.

Moreover, Starbucks manufactures and sells bottled Frappuccino coffee drink and a line of top quality ice

creams through its joint venture partnerships, and it offers a line of original and innovative premium teas manufactured by its owned subsidiary at Tazo Tea Company.

The main motivation behind customers buying Starbucks coffee is its ambience and taste. The ambience inside Starbucks is very lively, yet it has a "laid-back" atmosphere. Students and other young people go there to socialize, listen to music and sip their coffee. Additionally, they also go there to study or do their homework. The major competitive advantage for Starbucks is again its ambience, which I guess no other competitor offers. Another advantage for Starbucks is its good customer service. People think they are not buying just a cup of coffee, but the experience. People who are non-alcoholics or want to move away from bars can go to Starbucks and socialize. Moreover you don't need to be 21 years or more to enter Starbucks. The barrier to entry in this market is very high as Starbucks is a known and established Company. Starbucks has unique brand - awareness, and therefore, it would be difficult for a new or potential entrant to find a niche in this market.

Starbucks provides for its customers a Starbucks card, where the customer can credit money to his/her card and use it at any Starbucks store to purchase coffee or



any other beverages or products it offers. When the money is exhausted, the customers can add more money online by giving details of their card number and pin and then crediting money to their account using a credit card.

### Folgers

Folgers Coffee was introduced in 1850 in San Francisco as a leader in steam coffee and spice mills. James A. Folgers had a partnership with William Bovee and they both purchased a mill to grind roasted coffee beans, tea and spices. Folgers sold his products all over California and finally took over the entire business in 1859 as his partner left him to enter another business.

Proctor & Gamble (a leader in manufacturing, distributing and marketing of home care, family care and health care products across 160 countries around the globe) took over Folgers Coffee Company in 1963 and since then Folgers coffee has been a favorite choice of beverage among many American families ([http://www.pg.com/about\\_pg/overview\\_facts/history.jhtml?document=/content/en\\_US/xml/corporate/corporate\\_history\\_folgers1963.xml](http://www.pg.com/about_pg/overview_facts/history.jhtml?document=/content/en_US/xml/corporate/corporate_history_folgers1963.xml)).

Folgers is one of Proctor & Gamble's five biggest brands. Folgers offers six different coffees, which include Caffé Latte, Cappuccino, ground, decaffeinated, instant, and whole bean coffee. Caffé Latte and Whole Bean

have six different flavors of coffee, Cappuccino has four, ground coffee has nine different choices of coffee, two flavors in decaf coffee and instant varieties. Folgers brewed coffee has less than five calories for each serving. They add no sweeteners or sugars to their coffee.

The market trend is growing towards creamy coffee, so Folgers introduced another Cappuccino on May 13, 2003. Its ingredients include additives such as milk and sweeteners. This is a motivation factor among consumers as Folgers takes care of its customers by keeping up with the latest trends and they innovate new coffees that meet customers' needs and their busy lifestyles.

Folgers sells its coffee through a variety of different channels. The coffee is mainly distributed through wholesalers to retail stores, supermarkets and grocery store chains, drug stores, shopping malls, gas stations and other online e-tailers.

Folgers selects models for advertising from Proctor & Gamble's advertising agency in New York. They conduct extensive scientific research and laboratory testing to make sure that their advertisements are realistic. In addition to television advertising, Folgers advertises in newspapers, magazines, dangler's in grocery stores and big

billboards seen on freeways as part of their outdoor advertising.

### Maxwell House

In 1873, Joel Cheek left his family in Kentucky and got a job as a salesman in a grocery store in Tennessee where he focused on selling coffee. Soon, in 1882, Joel became the partner of a wholesale grocery store and began to develop his own mix of coffee. His coffee became so popular that customers ordered no coffee other than his and later he called this famous coffee Maxwell House.

Thereafter, Joel, and his partner John Neal, started making different flavored coffees. In 1983, General Foods Corporation launched Maxwell House decaffeinated coffee on the East coast. Later, in 1989, Kraft Foods and General Foods Corporation merged to form Kraft General Foods. In 1995, Kraft General Foods became one company and called itself Kraft Foods, Inc.

Kraft Foods is largest food company in the United States. Maxwell house offers 22 different kinds of coffee which include ground coffee, decaffeinated ground coffee, Rich French Roast ground coffee, Rich French Roast decaffeinated coffee, Colombian Supreme Coffee, Colombian Supreme decaffeinated coffee, Master Blend ground coffee, Master Blend decaffeinated ground coffee, 1892 Coffee,

Maxwell House Lite ground coffee, Italian Espresso Roast Coffee, Sanka ground decaffeinated coffee, instant coffee, decaffeinated ground coffee, Rich French Roast ground coffee, Master Blend ground coffee, Master Blend decaffeinated ground coffee, Maxwell House Lite ground coffee, Sanka ground decaffeinated coffee, filter packs coffee, filter packs decaffeinated coffee, Coffee Singles, and decaffeinated Coffee Singles. Maxwell House's slogan is "Good to the last drop". In fact they became very well known during an extensive advertising campaign, which featured a percolator that kept the rhythm to a famous song. Through this song, Americans actually were brainwashed to sing the jingle subconsciously. This marketing strategy was so effective that it increased the sales of Maxwell Coffee to a large extent. The slogan and the song established Maxwell House as a household name in America.

Maxwell House distributes its coffee through wholesalers to retail stores, supermarkets and grocery store chains, drug stores, shopping malls, gas stations, other online e-tailers and directly through its company website at [www.shopkraftfoods.com](http://www.shopkraftfoods.com).

## Nescafe's Competitors in India

### Bru

Hindustan Lever Ltd., a subsidiary of Unilever Ltd., is India's largest, fast moving consumer goods company and Broke Bond's Bru is one of their many products.

Bru instant coffee was introduced in 1969 and thereafter it became very successful in India, especially in South India. In India, the South Indians are typically coffee drinkers, but now with the passage of time, coffee has become a favorite beverage in all parts of India.

Hindustan Lever Ltd. believes that the right people are the most important assets in their company. The Chairman believes that they are so successful today is because of their values which include truth, action, courage and caring. Their motto is to meet the needs of people everywhere around the globe (<http://www.hll.com/HLL/knowus/peoplenculture.html>; [http://www.hll.com/HLL/knowus/peoplenculture\\_ourpeople.html](http://www.hll.com/HLL/knowus/peoplenculture_ourpeople.html)).

The main sustainable competitive advantage for Bru is the corporate image as it is Hindustan Lever's brand, so customers do not have to worry about quality. Another success factor is its strong distribution system. Bru instant coffee is sold to customers through its direct selling channel, in grocery stores and in discount stores

called Sahakari Bhandar, which are located in areas easily accessible for customers. In addition, they sell directly through the Internet where the company has started an e-tailing service called Sangam from which the customers can order the product either via telephone or online. Then the product is delivered to the customer's house. "The need for a strong distribution network is imperative, since HLL's corporate purpose is to meet the everyday needs of people everywhere" (Banga, 2002, p. 3).

Brooke Bond Bru is advertised on television where the company uses celebrity endorsers to make consumers aware of its brand, on the radio, danglers in grocery stores, print advertising in newspapers, and in certain calendar quarters and at seminars where it gives out free samples of Bru Instant coffee.

#### Barista

Barista (bartender in English) is an Italian coffee chain shop. It was introduced in India in 2000 and its first Espresso bar was opened in New Delhi (the capital of India). Since then it has become very successful especially among the teenagers. Just as you find STD/ISD booths at every place around the country, Barista coffee shops have opened like mushrooms as one can find a Barista store within 20 kilometers or less from the place where

one is located. STD means an individual can make telephone calls in India to some other cities from where they are located.

Barista is a very trendy and young place to hang out. Barista defines itself as talented, young and passionate. Students, teenagers and young and old couples go there to socialize. The ambience is extremely good and friendly with soft music playing in the background. The lighting is very nice which makes people want to sit down. Barista offers entertainment games like scrabble, so if customers are bored, they can drink coffee and get involved in playing the game. They also provide guitars, so if anyone is in the mood to play, they can do so.

The menu at Barista is very exciting. They have various different kinds of coffees such as café mocha, California cappuccino, Milky Way Latte and snacks like donuts and pastries. They also provide soda oriented drinks like lime ice, strawberry ice and ginger fizz. This kind of concept using lighting, music, games and a variety of products has now been introduced in India for the very first time, and so it has become very successful. The key success factors for Barista are its amazing ambience, refreshing taste, keeping good customer service, having brand equity, and an excellent distributing network. Since

Barista stores are located in easily accessible places, coffee lovers do not have trouble reaching them. Barista has more than 50 outlets across India.



CHAPTER THREE  
CUSTOMER ANALYSIS

United States

Nestlé's success today is due to the quality of products it offers and the wide range of consumers it addresses. In fact, Nestle addresses the entire population all throughout the world with various product offerings. For example, Nestle Cerelac (infant cereals) is advertised for babies and their mothers. The advertising targets mothers because they are the ones who make these purchase decisions.

Based on the information available, it appears that Nescafe targets the upper middle class population in the United States. The reason for this hypothesis is because Nescafe is priced at a premium compared to other instant coffees. Additionally, the instant coffee category itself is priced at a premium although not unreasonable, compared to the ground coffee category.

As a premium coffee, Nescafe also targets young, single people within the age category of approximately 18 to 35 years, because they want convenience and tend to spend their money without doing a budget. Nescafe is also

convenient because it is instant and this motivates young buyers.

A key motivator for customers is the Nestle brand name. As Peter Brabeck, the CEO of Nestle mentions

A Nestlé brand name on a product is a promise to the customer that it is safe to consume, that it complies with all regulations and that it meets high standards of quality. Customers expect us to keep this promise every time. (Brabeck, 2003, p. 2 - Success is built on quality)

Peter Brabeck emphasizes that he would not disappoint customers' expectations and would guarantee that every effort is made to ensure the high quality of their products. The company feels that quality is its most important asset and that is the main factor why Nescafe and all the brands of Nestle are successful today. The company follows the philosophy that customer satisfaction is the top priority in their list of goals to meet.

The managers at all levels in the company understand that every customer needs value for what they are purchasing and the product should have excellent quality. Furthermore, their products must be reasonably priced. Customers are the most precious part of their business and the managers value and respect all their needs.

Nescafe's main competitive advantage is its quality of the product and being a brand of Nestle, which is

considered a world-class company. This is united with continuous improvement in quality and reduction in cost that keeps the brand in high demand. Lastly, the company keeps looking for what customers want and how to fulfill their unmet needs. The Company has provided a toll free number on the company Website, so customers can call for any information they want. Moreover, the Website also has a customer comment page where customers can give their feedback or ask any questions they want to, and the company guarantees a response to their customers within 48 hours.

#### India

Nescafe in India targets the SEC A1/A2 category. SEC stands for Socio Economic Classification and is used to classify people based on various criteria with maximum consideration given to educational level attained and work type and level attained in the work arena. A1/A2 are upwardly mobile people who live a fast paced life. They are likely to consume Nescafe in the morning, when they are planning their day and are ready to leave for work. In the office, they usually insist that their in-house company pantries serve them Nescafe. They are able to differentiate between filter coffee and instant coffee and

are likely to drink filter coffee when they are in a more relaxed mood.

Instant coffee is preferred for in-office consumption because it can be prepared instantly, and still fresh whereas filter coffee takes time to prepare or if prepared earlier, is not fresh. In addition, instant coffee is addressed to the upper echelons of the society, as coffee itself is more expensive compared to tea, and instant coffee is expensive compared to regular filter coffee. Drinking Nescafe is a status symbol in India.

## CHAPTER FOUR

### MARKET ANALYSIS

#### Market Analysis

Competitors face many barriers especially in markets in which Nescafe has been operating for a long time. The first and main barrier has to do with the company's brand recognition. This has been achieved by Nestle through heavy expenditures in advertising over a long period of time, especially in India and the United States. Heavy advertising expenditures have helped the company build a strong and positive brand equity that has become Nestle's and Nescafe's strongest Sustainable Competitive Advantage (SCA). Nestle is the fifth largest advertiser in the United States and seventh largest in India.

Another barrier to entry has to do with the availability of raw materials. In many countries farmers work exclusively for Nestle making key ingredients for their products. It would be very difficult for a potential competitor to find additional sources for the raw materials. While exhausting the supply alone might not be enough because most raw materials are quite cheap, the machinery required to manufacture, prepare, package and distribute these products is very costly, and Nescafe has

the advantage over its competitors because it has many facilities and adequate equipment to produce a dominant presence in the manufacturing end of the industry. In addition to production, Nestle has a well-established distribution system, which will be a daunting task for a new entrant to achieve.

In the United States and India, Nescafe is sold in many forms, which include jars in various sizes ranging from small, medium and large. However, there are many suppliers for packaging and this will not be a formidable barrier for entry.

Nescafe offers a wide variety of flavors that include Captivating Caramel, Enchanting Vanilla, Divinely Mocha, Mystical Hazelnut Mocha, Butterfinger and Silky White Chocolate. These flavors are replicable and do not pose a major entry barrier to existing or new competitors.

Most existing players have developed their own distribution systems servicing identical retail channels. Many brands in the United States are available in all the supermarkets and grocery stores such as Albertsons, Safeway, Food Lion on the northeastern seaboard, Winn Dixie in the South, wholesale warehouses such as Costco as well as department chains like Walmart. They are also

available in shopping malls, gas stations and online through their individual company websites.

As the Nescafe people say, "immediate consumption" of Nescafe is available "Wherever, Whenever, However" (Tegstam, 2001, p. 24 - Coffee). Nescafe is distributed through coffee vending machines, other locations in the country like portable carts, kiosks, corners, implants and café's. Basically these "immediate consumption" coffees are also available at youthful spots.

In India, Nescafe and other major competitors like Bru are virtually sold across the entire retail channel system including local grocery stores (AKA Kirana stores), department stores, and discount stores such as Sahakari Bhandar. Considering the price dynamics Nescafe and other coffee brands have also introduced "1 - rupee - ready - to - mix" sachet packs. These are packs sold for single time consumption as the Indian consumer is going through this price-point-preference mindset. Most marketers are trying to make their products available at strategic cost categories like 1 rupee, 5 rupee and so on.

#### Inputs - People/ Mission and Objectives

Nestle believes that one of its most important inputs (and its assets too) is its people. Nestle seeks to be the

main ingredient in its customer's life, but the Company believes that its people are its most important elements.

The Company strongly believes that it is its people, and not technology that has made Nestle today such a great organization. The Company also believes that its strength is established by the variety of, and the dependence upon their employees, who come from many different cultures and have varied talents helping to get the work done.

Actually, the composition of its staff is so diverse, that in the head office at Nestlé, where there are so many employees coming from different cultures in the Nestle cafeteria, one can listen to different languages that include French, English, German, Spanish, Italian, Japanese, and even Urdu a relatively unknown language spoken by a small population in India and Pakistan!!! The employees at Nestle are motivated to perform better as the Company provides them an environment where they can learn and deliver innovative ideas on a professional as well as on a personal level. This leads to an improvement in the quality of life of its staff, generation after generation.

Nestle not only believes in its people, but also on their suppliers and partners. The Company strongly supposes that its suppliers and partners are also people whose contributions are very critical to the business.



They feel that it is essential to have a continuous, long-lasting rapport with its suppliers and partners. And at Nestle, faithfulness is a two-way affair.

The contribution of the Nestle staff has increased the Company's worth. The Canning Operations Manager of Nestlé's PetCare Division, Mr. Mike Roach, has put a quote on the Nestle website. When he was questioned about how Nestle was different from their competitors and other companies, he answered that it was obvious as it was Nestle's people or employees, Nestlé's brand name, and Nestlé's culture. What Nestlé's philosophy says, it is people, who he always speaks first about.

An interesting feature about Nestle is that although the Company has many strategies and philosophies, in conducting the operations of its business, Nestle lacks a mission statement. In fact, Nestle believes that having a phrase in three or four lines of corporate jargon is an insult to any person's intelligence. And it is perhaps this lack of a mission statement that has directed Nestle to build such a varied business portfolio. However, Nestle has integrated what would be its mission statement into the pulse of the Corporation.

With the passage of time, Nestle has developed the following set of values and standards to create the unusual power that instills the entire Nestlé Group.

- We believe in people, rather than systems
- We are committed to creating value for our shareholders, but we will not favor short-term profits at the expense of long-term business development
- We are as decentralized as our basic policy and strategy decisions will allow
- We are committed to continuous improvement rather than dramatic, one-off changes. Above all, we are pragmatic and not dogmatic - (The Nestle Spirit, 2002 p. 2)

#### Interventions

To ensure that each brand including Nescafe is doing well, Nestle conducts regular training workshops for all their employees. They believe that by having continuous training workshops, all the employees can handle the corporate brands effectively and can develop the necessary skills to carry out their tasks successfully. The company is a strong believer of teamwork, and they feel that in order to achieve higher customer satisfaction, working in teams is more advantageous than working individually. As a result, employees are motivated to perform better as the company assigns them challenging objectives to achieve, and once they fulfill them, they give their employees praise and recognition. The company feels that by making

employees involved in company tasks, they can achieve their desired goals in a very short span of time.

Nescafe's manufacturers are progressing because they know what their customers' expectations are. At the same time, the Company continuously measures employee performance, always searching for areas to improve it. Nescafe strives for a continuous refinement in every area of customer relations and because of these positive developments, today they have achieved a customer-developed market share.

Nestle has commenced the Aspen Learning Content Management System (LCMS). This system offers a learning environment and provides courses and training materials for the Nestle employees, so that they can enhance their knowledge of conducting regular routine activities. Adhering to this system will improve the efficiency of the company and aid Nestle meet their international business objectives effectively. With LCMS, Nestle will easily be able to cost-effectively produce and handle big projects.

CHAPTER FIVE  
CULTURE OF NESCAFE

United States

In the United States culture, the Company makes its employees utilize their skill and potential to the maximum. Employees can use their creativity and originality to a large extent and are always welcome to give their suggestions and comments. Nestle gives credit for its success to each employee of the company, and the employees also feel that they are indeed a close and essential part of the Nestle group.

The Nestle culture in the United States firstly believes in teamwork. They feel that it is important to know not only whether the Company accomplished its goals, but also how they have accomplished them. The employees treat one another with respect.

Secondly, they believe in alignment; that is, the employees cannot begin work on any project unless all the goals and objectives of the projects are shared.

The third Nestle culture is passion. The company has a training center called the Nestle University. This University offers all the required courses to help people grow and advance in the company.

Fourthly, Nestle believes in balancing life. That is one of the reasons why Nestle does not hold any company meeting after 10:00 a.m. on Fridays and they follow this rule carefully.

Lastly, the culture of the company is its diverse background. Nestle is a global Corporation and therefore has customers from all over the world with different ethnicities, nationalities, cultures, and lifestyles. In addition, Nestle has a very diverse staff, who speak many different languages.

Unlike India, Americans usually consume coffee when they get up in the morning. This is apparent, as there are so many coffee houses established in the United States and they have become a part of the American culture.

As coffee has become a habit for Americans in the morning and throughout the day, training sessions have become a habit with the Nestle Company. Thus, training is given to employees on a regular basis, to improve and upgrade its employee abilities to handle a given task in a professional manner. Nestle's managers are imbued with specific qualities that include giving its employees individual responsibility, strong leadership principles, and dedication and involvement to constant learning.

## Culture of the Nescafe Market in United States

It is generally agreed that the United States is predominantly a filter coffee drinking market. Most homes and offices have their own filter coffee machines that make fresh filter coffee continuously. Instant coffee consumption is primarily limited to coffee dispensing machines.

Unlike India, purchase decisions in the United States are not restricted to women. Both men and women participate in the grocery shopping "ritual". For the past 15 to 20 years they have played a more equal role in taking care of the household chores. As Americans have split household chores, the decision to purchase coffee has fallen more equally upon both men and women.

## India

Nestlé's success lies in the fact that in all the countries in which it is located, it has understood each country's culture. Nestle follows the Global Consumer Culture (GCC) positioning. It means having the same brand logo, but marketing differently to meet local consumers' needs. Nestle has followed the "Think Global, Act Local" philosophy. The Nestle logo is the image of the nest, which represents a sense of caring, nurturing family

morals and affection. Every company and brand has a Nestle name behind it.

When Nescafe was introduced in India in approximately 1942, India had a very unstable government. But that did not keep Nestle from not quitting. Instead they believed in long-term investment and cared for their goodwill.

The Company has recognized the Indian tastes, its pricing strategy, and the ease of distribution, which has resulted in higher profits.

#### Culture of the Nescafe Market in India

Usually women make purchase decisions for the household and they are the ones who play a major role in the upbringing of children and taking care of the daily household chores. Men take care of the finances.

The typical buying behavior of a majority of Indian women in the coffee and other food segments is to make purchase decisions only after a careful thought process. They do not believe in impulse buying. A majority of the Indian women believe in value for rupees spent. They feel that if they can get a good substitute at a lower price, then it is preferable to purchase that product. Through Nescafe's advertising and excellent product quality, they have convinced the upper class Indian audience to try

Nescafe, which has led to repeated purchases among the Indian women who believe that they are getting a good quality product (value) for the right price. In this way Nestle has been very successful in carving a niche for itself in a triumphant manner in the Indian market.

In India, the entire coffee culture is very different. When one gets up in the morning he or she would generally have something hot like chai (tea) or coffee, but when they go to a restaurant they will generally order a cup of coffee and not tea. So, Nestle took into account the consumption culture of the Indians, keeping the consumers' thoughts in mind.



## CHAPTER SIX

### ADVERTISING

#### United States

Nescafe's advertising is handled by the McCann-Erickson Advertising Agency worldwide. All Nescafe commercials reveal a strong promotion and competitive strategy that undoubtedly makes Nescafe one of the leading brands all over the world.

Nescafe's leadership is shown through their universal television advertising campaign called "Open Up." The ad's aim is to make consumers aware of the important role that coffee plays today in every individual's life.

Usually individuals are induced to buy a product when they get some incentives. In 1980, Nescafe gave out free Nescafe mugs and a thank you message attached at the bottom of the mug, conveying the company's appreciation to customers for purchasing Nescafe, thereby, inducing them to continue to buy the product.

In 1991, Nescafe came up with a different strategy. It renamed itself as Nescafe Classic. Possibly Nescafe was renamed because other leading brands in the market at that time were also renaming their brands with a "classic" label. For example the new formula of Coca Cola was not

very successful, so the Company went back to the previous formula and renamed it as Coca Cola "Classic". The television advertisements of Nescafe featured middle-aged individuals who were single and were dating each other for the first time in many years. The theme of the advertisement at that point of time was "Make a fresh start" (Lewis, p. 396-398).

Nescafe has introduced its new summer drink, Nescafe "Ice Java" in 2003. The Nescafe Ice Java syrup has three flavors - Chocolate Mocha, Coffee Cooler and French Vanilla Café. Their main target is college students who are often too busy to go out for coffee. The strategy they are using is to make customers enjoy the drink without causing inconvenience to them. They are promoting this drink as a convenient drink. According to the advertisement, there is no need to go out of the house and stand in long queues at various coffee shops. Instead, buy the Nescafe "Ice Java" syrup, mix it with chilled milk and enjoy it instantly.

To make consumers aware of the product, the company has decided to tour the whole of the United States from the start of June 2003, until the end of August, 2003. Nescafe will have a "Nescafe Ice Java chill out lounge" where customers can come and relax. They can experience a

coffee house lounge ambiance. Nescafe has also arranged for a satellite radio to entertain the customers while they are trying out the Nescafe "Ice Java" cool beverage. Moreover, customers, who "hang out" at the lounge will have an opportunity to win free gifts that include hats and "Ice Java" shakers. For further information about the products and contests, customers can go to the company website at <http://www.nescafeusa.com/>.

In addition, Nescafe advertisements are presented in magazines, journals and at times in newspapers like *Los Angeles Times*, *New York Times*, and other leading newspapers. The company sometimes gives out coupons to their customers as part of the promotion package.

#### India

All Nestle commercials show that they are the leader for their products by providing the benefits of using the product and by demonstrating the ease of using it. For example, in India when Nestle came out with Maggie noodles (a brand similar to Top Ramen in the United States), they stressed the good taste and the short amount of time it would take to make those noodles. They advertised Maggie as the "Bas Do Minute", which means that it will take "only two minutes" to prepare.

Through many other commercials like the previous one, Nescafe claims to be the best. According to the company, undoubtedly Nestle's Nescafe is one of the leading brands in the beverage segment all over the world including India (Ratna, p. 3).

The communication or advertising of Nescafe in India is targeted at the upper middle-class, since Nescafe is a premium brand and known internationally through their brand name image. The advertising here is an adaptation of the much awarded international campaign "Open Up." In India, Nescafe titles this campaign "Taste that gets you started out." This Nescafe Classic campaign was aired on Music television (MTV) and featured popular celebrity Indian actor, Vivek Oberoi, (the current heartthrob among women in India) and a very famous director, Karan Johar.

To capture the Indian audience's attention in an ad there should be a jingle or a tune so that the consumers can address or remember that product when they see it on the shelves at the grocery stores. Moreover, the Indian culture is orthodox and if sex is the medium to attract their attention, then the advertisement will not be successful, as Indians believe that the ads should be made in such a way that they can be presented when the whole

family is seated around without causing any embarrassment to anyone.

Nescafe understands the Indian culture, so historically, none of their ads blatantly display forms of sexuality, not even a kissing scene which might offend the audience. The jingle, "Taste that gets you started out", has become so famous that even small children sing the jingle while doing other activities. The ad "Taste that gets you started out" shows a woman who is alone at home in the morning and has just gotten out of bed. She is feeling so refreshed after sipping Nescafe that she is dancing around, all charged up and ready for the day.

Another previous Nescafe ad, which had become very popular, is the "Coffee Bean Tortured" advertisement (see the TVC Storyboard in Appendix). The advertisement is very creative and is really appreciated by the Indian audience, even today.

Another promotion, in 1985, that became popular was the free Nescafe "shake can" to make coffee milkshakes. The free Nescafe "shake can" was distributed along with the purchase of the Nescafe pack. The commercial featured the jingle most consumers remembered called "shake shake" and it motivates the customers to use them, eliminating the need to plug in and later clean an electrical

appliance like a mixer-grinder. Because the Nescafe "shake can" is equally as good as a mixer, the consumers were induced to buy the product. When Nescafe is mixed with cold milk and sugar, the whole mixture is added inside the Nescafe "shake can". After the mixture is shaken for a minute, the same froth and taste would be developed, as it would be when the Nescafe coffee milkshake is prepared in a mixer-grinder. In the wake of this successfully run campaign, sales for Nescafe increased to an even larger extent.

Additional promotions include giving 25 percent extra Nescafe free with every purchase of a large pack of Nescafe. Through successfully promoted "gimmicks" like the can and additional free product, the marketing managers at Nestle greatly demonstrate their philosophy to "renovate and innovate" (Bhushan, p. 1).

Part of Nescafe's successful innovation has to do with the timing of their ads. Nescafe specifically telecasts its advertisements either immediately before or immediately after popular soap operas, renowned serials, and other trendy programs on television to catch maximum attention of the viewers.

Nescafe is advertised in various parts of different cities on billboards to seize travelers' attention when they are either walking or driving around.

Apart from that, Nescafe ads appear in magazines such as *Stardust*, *Showbiz*, *Cine Blitz*, *India Today* and local newspapers like *The Times Of India*, *Asian Age* and other leading newspapers.

Nescafe ads are also seen in the form of danglers (shelf talkers) in grocery stores (AKA kirana stores), posters in department stores, medical stores and discount stores like Sahakari Bhandar to publicize itself.

#### Packaging of Nescafe

Packaging is an essential component at Nestle. All of Nestle's products around the world are packaged for the comfort of their customers in ease and convenience of use. They guarantee safety and quality of all their products from production to storage, and from distribution to consumption. Their packaging provides information and product splendor by using colors and sizes that appeal to the eye.

Additionally, since the packaging can also be re-used and re-cycled, waste is decreased. Indians especially

believe in re-using. So if the jar is a throw away, it would be considered a waste.

Environmental considerations are an important in Nestlé's renovation and innovation of packages and packaging materials. Reducing the amount of packaging material needed for a product, while safeguarding safety and quality, is a continuing key objective and priority. (The Nestle Sustainability Review - Packaging, 2003, p. 3)

An example of Nestle's packaging can be seen in the Nescafe Instant Coffee. The packaging of Nescafe is self-explanatory, as the coffee is stored in a transparent glass jar, so the granules of the coffee are visible.



## CHAPTER SEVEN

### METHODOLOGY

#### Primary Research (Survey) Design

A semi-structured survey questionnaire with both open and closed questions relating to the demographics (age, sex, level of education and annual household income), and brand perceptions of Nescafe was prepared. It was then submitted to the Institutional Review Board (IRB) at CSUSB for approval. IRB formally approved the questionnaire on July 22, 2003. Post approval, 314 survey questionnaires were administered at random to the students, staff and faculty of CSUSB of age more than 18 years for completion. The survey questionnaires were distributed to the individuals at various places on campus including the cafeteria, Jack Brown Hall, University Hall and the PFAU Library. A data file was created in SPSS from the completed questionnaires assigning numerical values to the variables.

After creating a data file in SPSS, descriptive statistics were used to find the frequencies of both categorical and continuous variables. Further, cross tabulation was used to find the correlation between different variables.

## Findings and Results

Table 1. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 24	132	42.0	42.0	42.0
25 - 34	83	26.4	26.4	68.5
35 - 44	40	12.7	12.7	81.2
45 - 54	39	12.4	12.4	93.6
55 - 64	16	5.1	5.1	98.7
65 and over	4	1.3	1.3	100.0
Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Of all the 314 survey questionnaires answered by the CSUSB students, faculty and staff, 40.8 percent are males and 59.2 percent are females. Among these 42.0 percent are within the age of 18 to 24, 26.4 percent are between the age of 25 and 34, and the remaining participants are above the age of 35 years.

Table 2. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid males	128	40.8	40.8	40.8
females	186	59.2	59.2	100.0
Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Table 3. Highest Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some college	145	46.2	46.2	46.2
	College Graduate	74	23.6	23.6	69.7
	Some Graduate Work	32	10.2	10.2	79.9
	Post-Graduate Degree	63	20.1	20.1	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

In the educational status category, 46.2 percent are in "some college", 23.6 percent are college graduates, 10.2 percent of the individuals have some graduate work and the remaining 20.1 percent of the participants have post-graduate degrees.

Table 4. Annual Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	138	43.9	43.9	43.9
	\$25,000-\$39,999	60	19.1	19.1	63.1
	\$40,000-\$54,999	32	10.2	10.2	73.2
	\$55,000-\$74,999	24	7.6	7.6	80.9
	\$75,000-\$84,999	17	5.4	5.4	86.3
	\$85,000-\$94,999	11	3.5	3.5	89.8
	Over \$95,000	32	10.2	10.2	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

In the annual household income category, 43.9 percent of the candidates have income less than \$25,000, 19.1 percent are within the range of \$25,000 to \$39,999, 10.2

percent are within the range of \$40,000 to \$54,999, 7.6 percent are within the income range of \$55,000 to \$74,999, 5.4 percent people had income between \$75,000 and \$84,999, 3.5 percent are in the income bracket of \$85,000 to \$94,999 and 10.2 percent participants have income over \$95,000.

Table 5. "How Often do you Drink Coffee?"

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never	105	33.4	33.4	33.4
1-2 cups a day	174	55.4	55.4	88.9
3-4 cups a day	25	8.0	8.0	96.8
5-6 cups a day	2	.6	.6	97.5
Over 6 cups a day	8	2.5	2.5	100.0
Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

From the individuals interviewed on campus, 33.4 percent of them never drink coffee, 55.4 percent drink 1 - 2 cups of coffee a day, 8.0 percent drink 3 - 4 cups a day, and the remaining 3.1 percent consume over 5 cups of coffee a day.

Table 6. "Heard of Nescafe?"

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	289	92.0	92.0	92.0
no	25	8.0	8.0	100.0
Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Of all the respondents, 92.0 percent are aware of the brand Nescafe.

Table 7. "Nescafe is a Famous Brand"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	108	34.4	34.4	34.4
	Somewhat Agree	109	34.7	34.7	69.1
	Neither Agree, nor Disagree	75	23.9	23.9	93.0
	Somewhat Disagree	15	4.8	4.8	97.8
	Strongly Disagree	7	2.2	2.2	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Nearly 70 percent (69.1%) of the respondents agree that Nescafe is a famous brand, and only 27.0 percent of them disagree.

Table 8. "I prefer Nescafe to Other Brands of Coffee"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	19	6.1	6.1	6.1
	Somewhat Agree	22	7.0	7.0	13.1
	Neither Agree, nor Disagree	188	59.9	59.9	72.9
	Somewhat Disagree	40	12.7	12.7	85.7
	Strongly Disagree	45	14.3	14.3	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Approximately 13.1 percent of the respondents agree that they prefer Nescafe to other brands of coffee and 27.0 percent respondents disagree. About 59.9 percent of them feel neutral about this statement. The people who are

neutral are an untapped potential market and Nescafe can help convert brand loyalty amongst these customers as they hold no negative perceptions towards the brand.

Table 9. "Nescafe is Expensive"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	1.9	1.9	1.9
	Somewhat Agree	33	10.5	10.5	12.4
	Neither Agree, nor Disagree	238	75.8	75.8	88.2
	Somewhat Disagree	25	8.0	8.0	96.2
	Strongly Disagree	12	3.8	3.8	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Only 12.4 percent of the respondents feel that Nescafe is expensive and 75.8 percent of them are neutral to this stand.

Table 10. "Nescafe is too Strong in Taste"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	1.6	1.6	1.6
	Somewhat Agree	18	5.7	5.7	7.3
	Neither Agree, nor Disagree	234	74.5	74.5	81.8
	Somewhat Disagree	33	10.5	10.5	92.4
	Strongly Disagree	24	7.6	7.6	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Only 7.3 percent respondents feel that Nescafe is too strong in taste, 74.5 percent of them are neutral, as

probably they have never tasted Nescafe, and 18.1 percent disagree that Nescafe is too strong in taste.

Table 11. Regular Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	104	33.1	33.1	33.1
	1	85	27.1	27.1	60.2
	2	40	12.7	12.7	72.9
	3	35	11.1	11.1	84.1
	4	25	8.0	8.0	92.0
	5	15	4.8	4.8	96.8
	6	10	3.2	3.2	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Comparing different styles of coffee, 27.0 percent feel that regular coffee is their favorite beverage style.

Table 12. Espresso Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	126	40.1	40.1	40.1
	1	13	4.1	4.1	44.3
	2	34	10.8	10.8	55.1
	3	42	13.4	13.4	68.5
	4	46	14.6	14.6	83.1
	5	35	11.1	11.1	94.3
	6	18	5.7	5.7	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Only 4.1 percent prefer espresso as their favorite style of coffee.

Table 13. Cappuccino Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	120	38.2	38.2	38.2
	1	44	14.0	14.0	52.2
	2	61	19.4	19.4	71.7
	3	42	13.4	13.4	85.0
	4	38	12.1	12.1	97.1
	5	7	2.2	2.2	99.4
	6	2	.6	.6	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Approximately 14.0 percent like cappuccino coffee.

Table 14. Mocha Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	122	38.9	38.9	38.9
	1	43	13.7	13.7	52.5
	2	46	14.6	14.6	67.2
	3	42	13.4	13.4	80.6
	4	31	9.9	9.9	90.4
	5	23	7.3	7.3	97.8
	6	7	2.2	2.2	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Only 13.7 percent prefer mocha coffee than other styles of coffee.



Table 15. Instant Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	127	40.4	40.4	40.4
	1	24	7.6	7.6	48.1
	2	17	5.4	5.4	53.5
	3	19	6.1	6.1	59.6
	4	27	8.6	8.6	68.2
	5	61	19.4	19.4	87.6
	6	39	12.4	12.4	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

About 7.6 percent of the respondents feel that instant coffee is their most preferred style of coffee.

Table 16. Other Styles Of Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	142	45.2	45.2	45.2
	1	19	6.1	6.1	51.3
	2	5	1.6	1.6	52.9
	3	10	3.2	3.2	56.1
	4	8	2.5	2.5	58.6
	5	25	8.0	8.0	66.6
	6	105	33.4	33.4	100.0
	Total	314	100.0	100.0	

Source: Nescafe Study, July 2003

Approximately 6.1 percent like other styles of coffee as their favorite beverage style.

Table 17. Styles Of Coffee.

Styles of Coffee	Number of Coffee	Percent
Regular	85	37.2
Espresso	13	5.7
Cappuccino	44	19.2
Mocha	43	18.8
Instant	24	10.5
Other	19	8.3
	228	100.0

Overall, 37.2 percent like regular coffee, 5.7 percent like espresso coffee, 19.2 percent prefer cappuccino coffee, 18.8 percent are fonder of mocha

Table 18. Crosstabulation: "Heard of Nescafe" with "How Often Drink Coffee?"

			1-2 cups a day	3-4 cups a day	Over 5 cups a day	Total	
		never					
Heard of Nescafe?	Yes	Count	93	163	24	7	289
		% within Heard of Nescafe?	32.2%	56.4%	8.3%	2.4%	100.0%
		% within How often drink coffee?	88.6%	93.7%	96.0%	87.5%	92.0%
	no	Count	12	11	1	1	25
		% within Heard of Nescafe?	48.0%	44.0%	4.0%	4.0%	100.0%
		% within How often drink coffee?	11.4%	6.3%	4.0%	12.5%	8.0%
Total		Count	105	174	25	8	314
		% within Heard of Nescafe?	33.4%	55.4%	8.0%	2.5%	100.0%
		% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

coffee, 10.5 percent of them like instant coffee and 8.3 percent prefer other styles of coffee than the ones mentioned above.

Of all the respondents 88.6 percent of them have heard of Nescafe, but never drink coffee and 11.4 percent neither have heard of Nescafe nor drink coffee. Among the consumers who consume 1 - 2 cups of coffee a day, 93.7 percent of them have heard of Nescafe and the remaining 6.3 percent have not heard of Nescafe. From the respondents consuming 3 - 4 cups of coffee a day, 96.0 percent of them have heard of Nescafe and the remaining 4.0 percent are ignorant of the brand. Respondents consuming over 5 cups of coffee a day nearly 87.5 percent have brand perceptions of Nescafe and only 12.5 percent of them are not aware of Nescafe. Therefore, Nescafe does not lack brand awareness.

The respondents who never drink coffee, 64.8 percent of them feel that Nescafe is a famous brand and 5.7 percent of them disagree that Nescafe is a famous brand. Among the consumers who drink 1 - 2 cups of coffee a day, approximately 70.7 percent of them feel that Nescafe is a famous brand and 7.5 percent of them disagree on that. Respondents consuming 3 - 4 cups of coffee a day, nearly 76.0 percent agree that Nescafe is a famous brand and only

Table 19. Crosstabulation: "Nescafe is a Famous Brand"  
with "How Often Drink Coffee"

		How often drink coffee?					Total	
		never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day		
NESCAF1	Strongly Agree	Count	36	57	11	0	4	108
		% within NESCAF1	33.3%	52.8%	10.2%	.0%	3.7%	100.0%
		% within How often drink coffee?	34.3%	32.8%	44.0%	.0%	50.0%	34.4%
	Somewhat Agree	Count	32	66	8	1	2	109
		% within NESCAF1	29.4%	60.6%	7.3%	.9%	1.8%	100.0%
		% within How often drink coffee?	30.5%	37.9%	32.0%	50.0%	25.0%	34.7%
	Neither Agree, nor Disagree	Count	31	38	4	1	1	75
		% within NESCAF1	41.3%	50.7%	5.3%	1.3%	1.3%	100.0%
		% within How often drink coffee?	29.5%	21.8%	16.0%	50.0%	12.5%	23.9%
	Somewhat Disagree	Count	4	9	2	0	0	15
		% within NESCAF1	26.7%	60.0%	13.3%	.0%	.0%	100.0%
		% within How often drink coffee?	3.8%	5.2%	8.0%	.0%	.0%	4.8%
Strongly Disagree	Count	2	4	0	0	1	7	
	% within NESCAF1	28.6%	57.1%	.0%	.0%	14.3%	100.0%	
	% within How often drink coffee?	1.9%	2.3%	.0%	.0%	12.5%	2.2%	
Total	Count	105	174	25	2	8	314	
	% within NESCAF1	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

Table 20. Crosstabulation: "I Prefer Nescafe to Other Brands of Coffee" with "How Often do you Drink Coffee?"

			How often drink coffee?					Total
			never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day	
NESCAF2	Strongly Agree	Count	0	15	3	1	0	19
		% within NESCAF2	.0%	78.9%	15.8%	5.3%	.0%	100.0%
		% within How often drink coffee?	.0%	8.6%	12.0%	50.0%	.0%	6.1%
	Somewhat Agree	Count	0	20	0	0	2	22
		% within NESCAF2	.0%	90.9%	.0%	.0%	9.1%	100.0%
		% within How often drink coffee?	.0%	11.5%	.0%	.0%	25.0%	7.0%
	Neither Agree, nor Disagree	Count	101	78	8	0	1	188
		% within NESCAF2	53.7%	41.5%	4.3%	.0%	.5%	100.0%
		% within How often drink coffee?	96.2%	44.8%	32.0%	.0%	12.5%	59.9%
	Somewhat Disagree	Count	1	29	7	1	2	40
		% within NESCAF2	2.5%	72.5%	17.5%	2.5%	5.0%	100.0%
		% within How often drink coffee?	1.0%	16.7%	28.0%	50.0%	25.0%	12.7%
Strongly Disagree	Count	3	32	7	0	3	45	
	% within NESCAF2	6.7%	71.1%	15.6%	.0%	6.7%	100.0%	
	% within How often drink coffee?	2.9%	18.4%	28.0%	.0%	37.5%	14.3%	
Total	Count	105	174	25	2	8	314	
	% within NESCAF2	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

8.0 percent do not agree. Almost 50.0 percent of the respondents who drink 5 - 6 cups of coffee a day, agree that Nescafe is a famous brand and the remaining 50.0 percent feel neutral about the prominence of the brand. Consumers drinking over 6 cups of coffee a day, roughly

75.0 percent agree that Nescafe is a famous brand and approximately 12.5 percent disagree that Nescafe is a famous brand.

The respondents who never drink coffee, none of them agree that they prefer Nescafe to other brands of coffee and 3.9 percent of them disagree on that statement. Nearly 96.2 percent of them are neutral to that statement. Among the consumers who drink 1 - 2 cups of coffee a day, approximately 20.1 percent of them agree that they prefer Nescafe to other brands of coffee and 35.1 percent of them disagree on that. Respondents consuming 3 - 4 cups of coffee a day, nearly 12.0 percent agree that they prefer Nescafe to other brands of coffee and 35.1 percent of them do not agree. Almost 50.0 percent of the respondents, who drink 5 - 6 cups of coffee a day, agree that they prefer Nescafe to other brands of coffee and the remaining 50.0 percent disagree about the positive preference of the brand. Consumers drinking over 6 cups of coffee a day, approximately 25.0 percent agree that they prefer Nescafe to other brands of coffee and nearly 62.5 percent disagree that they prefer Nescafe to other brands of coffee. Bulk of the coffee-consuming respondents is in the 1 - 2 cups a day segment and nearly 80 percent of them prefer other

Table 21. Crosstabulation: "Nescafe is Expensive" with "How Often do you Drink Coffee?"

			How often drink coffee?					Total
			never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day	
NESCAF3	Strongly Agree	Count	1	3	1	1	0	6
		% within NESCAF3	16.7%	50.0%	16.7%	16.7%	.0%	100.0%
		% within How often drink coffee?	1.0%	1.7%	4.0%	50.0%	.0%	1.9%
	Somewhat Agree	Count	5	25	3	0	0	33
		% within NESCAF3	15.2%	75.8%	9.1%	.0%	.0%	100.0%
		% within How often drink coffee?	4.8%	14.4%	12.0%	.0%	.0%	10.5%
	Neither Agree, nor Disagree	Count	96	119	15	1	7	238
		% within NESCAF3	40.3%	50.0%	6.3%	.4%	2.9%	100.0%
		% within How often drink coffee?	91.4%	68.4%	60.0%	50.0%	87.5%	75.8%
	Somewhat Disagree	Count	2	19	3	0	1	25
		% within NESCAF3	8.0%	76.0%	12.0%	.0%	4.0%	100.0%
		% within How often drink coffee?	1.9%	10.9%	12.0%	.0%	12.5%	8.0%
Strongly Disagree	Count	1	8	3	0	0	12	
	% within NESCAF3	8.3%	66.7%	25.0%	.0%	.0%	100.0%	
	% within How often drink coffee?	1.0%	4.6%	12.0%	.0%	.0%	3.8%	
Total	Count	105	174	25	2	8	314	
	% within NESCAF3	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

brands of coffee to Nescafe. So they do not have a positive disposition towards Nescafe. Therefore, Nescafe should build brand equity in this particular segment.

The respondents who never drink coffee, 5.8 percent of them agree that Nescafe is expensive and 2.9 percent of

them disagree on that statement. Nearly 91.4 percent of them are neutral to that statement. Among the consumers who drink 1 - 2 cups of coffee a day, approximately 16.1 percent of them agree Nescafe is expensive and 15.5 percent of them disagree on that. Respondents consuming 3 - 4 cups of coffee a day, nearly 16.0 percent agree that Nescafe is expensive and 24.0 percent of them do not agree. Almost 50.0 percent of the respondents, who drink 5 - 6 cups of coffee a day, agree that Nescafe is expensive and the remaining 50.0 percent are neutral about the costliness of the brand. Consumers drinking over 6 cups of coffee a day, approximately 87.5 percent are neutral to the statement that Nescafe is expensive and nearly 11.8 percent disagree that Nescafe is costly. Price does not seem to be a concern among consumers and hence the reason people are not buying Nescafe is not price.

The respondents who never drink coffee, 99.0 percent of them are neutral to the statement that Nescafe is too strong in taste and 1.0 percent of them disagree on that statement. Among the consumers who drink 1 - 2 cups of coffee a day, approximately 10.3 percent of them agree Nescafe is too strong in taste and 27.6 percent of them



Table 22. Crosstabulation: "Nescafe is too Strong in Taste" with "How Often do you Drink Coffee?"

			How often drink coffee?					Total
			never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day	
NESCAF4	Strongly Agree	Count	0	3	2	0	0	5
		% within NESCAF4	.0%	60.0%	40.0%	.0%	.0%	100.0%
		% within How often drink coffee?	.0%	1.7%	8.0%	.0%	.0%	1.6%
	Somewhat Agree	Count	0	15	2	0	1	18
		% within NESCAF4	.0%	83.3%	11.1%	.0%	5.6%	100.0%
		% within How often drink coffee?	.0%	8.6%	8.0%	.0%	12.5%	5.7%
	Neither Agree, nor Disagree	Count	104	108	15	1	6	234
		% within NESCAF4	44.4%	46.2%	6.4%	.4%	2.6%	100.0%
		% within How often drink coffee?	99.0%	62.1%	60.0%	50.0%	75.0%	74.5%
	Somewhat Disagree	Count	0	31	2	0	0	33
		% within NESCAF4	.0%	93.9%	6.1%	.0%	.0%	100.0%
		% within How often drink coffee?	.0%	17.8%	8.0%	.0%	.0%	10.5%
Strongly Disagree	Count	1	17	4	1	1	24	
	% within NESCAF4	4.2%	70.8%	16.7%	4.2%	4.2%	100.0%	
	% within How often drink coffee?	1.0%	9.8%	16.0%	50.0%	12.5%	7.6%	
Total	Count	105	174	25	2	8	314	
	% within NESCAF4	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

disagree on that. An overwhelming 62.1 percent are neutral to this statement. Respondents consuming 3 - 4 cups of coffee a day, nearly 16.0 percent agree that Nescafe is too strong in taste and 24.0 percent of them do not agree. Almost 50.0 percent of the respondents, who drink 5 - 6

cups of coffee a day, are neutral to the statement that Nescafe is too strong in taste and the remaining 50.0 percent are disagree that the taste of Nescafe is too strong. Consumers drinking over 6 cups of coffee a day, approximately 75.0 percent are neutral to the statement that Nescafe is too strong in taste and nearly 12.5 percent disagree and 12.5 percent that Nescafe's taste is strong. Taste does not seem to be an issue among the respondents and hence can be ruled out as a factor restricting sales.

Among the respondents who never drink coffee, around 1.9 percent feel that regular coffee is the best, individuals who consume 1 - 2 cups of coffee a day nearly 35.1 percent prefer regular to other coffees, consumers who consumer 3 - 4 cups of coffee a day approximately 64.0 percent like regular coffee more than any other style of coffee, 100.0 percent of the users who drink 5 - 6 cups a day best like regular coffee and 12.5 percent of them who drink over 6 cups of coffee a day like regular coffee as their favorite beverage style. Regular coffee seems to be the most preferred brand.

Table 23. Crosstabulation: Regular Coffee with "How Often do you Drink Coffee?"

			How often drink coffee?					Total
			never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day	
SREGULAR	0	Count	97	6	0	0	1	104
		% within SREGULAR	93.3%	5.8%	.0%	.0%	1.0%	100.0%
		% within How often drink coffee?	92.4%	3.4%	.0%	.0%	12.5%	33.1%
	1	Count	2	61	16	2	4	85
		% within SREGULAR	2.4%	71.8%	18.8%	2.4%	4.7%	100.0%
		% within How often drink coffee?	1.9%	35.1%	64.0%	100.0%	50.0%	27.1%
	2	Count	0	34	3	0	3	40
		% within SREGULAR	.0%	85.0%	7.5%	.0%	7.5%	100.0%
		% within How often drink coffee?	.0%	19.5%	12.0%	.0%	37.5%	12.7%
	3	Count	1	30	4	0	0	35
		% within SREGULAR	2.9%	85.7%	11.4%	.0%	.0%	100.0%
		% within How often drink coffee?	1.0%	17.2%	16.0%	.0%	.0%	11.1%
	4	Count	1	23	1	0	0	25
		% within SREGULAR	4.0%	92.0%	4.0%	.0%	.0%	100.0%
		% within How often drink coffee?	1.0%	13.2%	4.0%	.0%	.0%	8.0%
	5	Count	2	13	0	0	0	15
		% within SREGULAR	13.3%	86.7%	.0%	.0%	.0%	100.0%
		% within How often drink coffee?	1.9%	7.5%	.0%	.0%	.0%	4.8%
6	Count	2	7	1	0	0	10	
	% within SREGULAR	20.0%	70.0%	10.0%	.0%	.0%	100.0%	
	% within How often drink coffee?	1.9%	4.0%	4.0%	.0%	.0%	3.2%	
Total	Count	105	174	25	2	8	314	
	% within SREGULAR	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

Table 24. Crosstabulation: Espresso Coffee with "How Often do you Drink Coffee?"

		How often drink coffee?					Total	
		never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day		
SESPRESS	0	Count	98	22	3	0	3	126
		% within SESPRESS	77.8%	17.5%	2.4%	.0%	2.4%	100.0%
		% within How often drink coffee?	93.3%	12.6%	12.0%	.0%	37.5%	40.1%
	1	Count	0	10	2	0	1	13
		% within SESPRESS	.0%	76.9%	15.4%	.0%	7.7%	100.0%
		% within How often drink coffee?	.0%	5.7%	8.0%	.0%	12.5%	4.1%
	2	Count	1	25	6	2	0	34
		% within SESPRESS	2.9%	73.5%	17.6%	5.9%	.0%	100.0%
		% within How often drink coffee?	1.0%	14.4%	24.0%	100.0%	.0%	10.8%
	3	Count	2	31	7	0	2	42
		% within SESPRESS	4.8%	73.8%	16.7%	.0%	4.8%	100.0%
		% within How often drink coffee?	1.9%	17.8%	28.0%	.0%	25.0%	13.4%
	4	Count	2	39	4	0	1	46
		% within SESPRESS	4.3%	84.8%	8.7%	.0%	2.2%	100.0%
		% within How often drink coffee?	1.9%	22.4%	16.0%	.0%	12.5%	14.6%
	5	Count	0	32	2	0	1	35
		% within SESPRESS	.0%	91.4%	5.7%	.0%	2.9%	100.0%
		% within How often drink coffee?	.0%	18.4%	8.0%	.0%	12.5%	11.1%
6	Count	2	15	1	0	0	18	
	% within SESPRESS	11.1%	83.3%	5.6%	.0%	.0%	100.0%	
	% within How often drink coffee?	1.9%	8.6%	4.0%	.0%	.0%	5.7%	
Total	Count	105	174	25	2	8	314	
	% within SESPRESS	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

Among the respondents who never drink coffee, none of them feel that espresso coffee is the best, individuals who consume 1 - 2 cups of coffee a day nearly 5.7 percent

prefer espresso to other coffees, consumers who consumer 3 - 4 cups of coffee a day approximately 8.0 percent like espresso coffee more than any other style of coffee, none of the users who drink 5 - 6 cups a day best like espresso coffee and 12.5 percent of them who drink over 6 cups of coffee a day prefer espresso coffee as their favorite beverage style.

Among the respondents who never drink coffee, only 1.0 percent of them feel that cappuccino coffee is the best, individuals who consume 1 - 2 cups of coffee a day nearly 20.1 percent prefer cappuccino to other coffees, consumers who consumer 3 - 4 cups of coffee a day approximately 28.0 percent like cappuccino coffee more than any other style of coffee, none of the users who drink 5 - 6 cups a day, best like cappuccino coffee and 12.5 percent of them who drink over 6 cups of coffee a day prefer cappuccino coffee as their ideal beverage style.

Among the respondents who never drink coffee, only 3.8 percent of them feel that mocha coffee is the best, individuals who consume 1 - 2 cups of coffee a day nearly 21.3 percent prefer mocha to other coffees, consumers who consumer 3 - 4 cups of coffee a day approximately 4.0 percent like mocha coffee more than any other style of coffee, none of the users who drink 5 - 6 cups a day, best

Table 25. Crosstabulation: Cappuccino Coffee with "How Often do you Drink Coffee?"

		How often drink coffee?					Total	
		never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day		
SCAPUCCI	0	Count	97	17	4	0	2	120
		% within SCAPUCCI	80.8%	14.2%	3.3%	.0%	1.7%	100.0%
		% within How often drink coffee?	92.4%	9.8%	16.0%	.0%	25.0%	38.2%
1		Count	1	35	7	0	1	44
		% within SCAPUCCI	2.3%	79.5%	15.9%	.0%	2.3%	100.0%
		% within How often drink coffee?	1.0%	20.1%	28.0%	.0%	12.5%	14.0%
2		Count	4	53	2	0	2	61
		% within SCAPUCCI	6.6%	86.9%	3.3%	.0%	3.3%	100.0%
		% within How often drink coffee?	3.8%	30.5%	8.0%	.0%	25.0%	19.4%
3		Count	1	35	5	0	1	42
		% within SCAPUCCI	2.4%	83.3%	11.9%	.0%	2.4%	100.0%
		% within How often drink coffee?	1.0%	20.1%	20.0%	.0%	12.5%	13.4%
4		Count	1	27	6	2	2	38
		% within SCAPUCCI	2.6%	71.1%	15.8%	5.3%	5.3%	100.0%
		% within How often drink coffee?	1.0%	15.5%	24.0%	100.0%	25.0%	12.1%
5		Count	0	6	1	0	0	7
		% within SCAPUCCI	.0%	85.7%	14.3%	.0%	.0%	100.0%
		% within How often drink coffee?	.0%	3.4%	4.0%	.0%	.0%	2.2%
6		Count	1	1	0	0	0	2
		% within SCAPUCCI	50.0%	50.0%	.0%	.0%	.0%	100.0%
		% within How often drink coffee?	1.0%	.6%	.0%	.0%	.0%	.6%
Total		Count	105	174	25	2	8	314
		% within SCAPUCCI	33.4%	55.4%	8.0%	.6%	2.5%	100.0%
		% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

Table 26. Crosstabulation: Mocha Coffee with "How Often do you Drink Coffee?"

		How often drink coffee?					Total	
		never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day		
SMOCHA	0	Count	97	17	6	0	2	122
		% within SMOCHA	79.5%	13.9%	4.9%	.0%	1.6%	100.0%
		% within How often drink coffee?	92.4%	9.8%	24.0%	.0%	25.0%	38.9%
	1	Count	4	37	1	0	1	43
		% within SMOCHA	9.3%	86.0%	2.3%	.0%	2.3%	100.0%
		% within How often drink coffee?	3.8%	21.3%	4.0%	.0%	12.5%	13.7%
	2	Count	1	36	8	0	1	46
		% within SMOCHA	2.2%	78.3%	17.4%	.0%	2.2%	100.0%
		% within How often drink coffee?	1.0%	20.7%	32.0%	.0%	12.5%	14.6%
	3	Count	2	34	3	1	2	42
		% within SMOCHA	4.8%	81.0%	7.1%	2.4%	4.8%	100.0%
		% within How often drink coffee?	1.9%	19.5%	12.0%	50.0%	25.0%	13.4%
	4	Count	1	25	3	0	2	31
		% within SMOCHA	3.2%	80.6%	9.7%	.0%	6.5%	100.0%
		% within How often drink coffee?	1.0%	14.4%	12.0%	.0%	25.0%	9.9%
	5	Count	0	20	2	1	0	23
		% within SMOCHA	.0%	87.0%	8.7%	4.3%	.0%	100.0%
		% within How often drink coffee?	.0%	11.5%	8.0%	50.0%	.0%	7.3%
6	Count	0	5	2	0	0	7	
	% within SMOCHA	.0%	71.4%	28.6%	.0%	.0%	100.0%	
	% within How often drink coffee?	.0%	2.9%	8.0%	.0%	.0%	2.2%	
Total	Count	105	174	25	2	8	314	
	% within SMOCHA	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

Table 27. Crosstabulation: Instant Coffee with "How Often do you Drink Coffee?"

		How often drink coffee?					Total	
		never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day		
SINSTANT	0	Count	97	23	5	0	2	127
		% within SINSTANT	76.4%	18.1%	3.9%	.0%	1.6%	100.0%
		% within How often drink coffee?	92.4%	13.2%	20.0%	.0%	25.0%	40.4%
	1	Count	1	20	2	0	1	24
		% within SINSTANT	4.2%	83.3%	8.3%	.0%	4.2%	100.0%
		% within How often drink coffee?	1.0%	11.5%	8.0%	.0%	12.5%	7.6%
	2	Count	1	10	5	0	1	17
		% within SINSTANT	5.9%	58.8%	29.4%	.0%	5.9%	100.0%
		% within How often drink coffee?	1.0%	5.7%	20.0%	.0%	12.5%	5.4%
	3	Count	0	17	0	1	1	19
		% within SINSTANT	.0%	89.5%	.0%	5.3%	5.3%	100.0%
		% within How often drink coffee?	.0%	9.8%	.0%	50.0%	12.5%	6.1%
	4	Count	1	23	3	0	0	27
		% within SINSTANT	3.7%	85.2%	11.1%	.0%	.0%	100.0%
		% within How often drink coffee?	1.0%	13.2%	12.0%	.0%	.0%	8.6%
	5	Count	3	49	6	1	2	61
		% within SINSTANT	4.9%	80.3%	9.8%	1.6%	3.3%	100.0%
		% within How often drink coffee?	2.9%	28.2%	24.0%	50.0%	25.0%	19.4%
6	Count	2	32	4	0	1	39	
	% within SINSTANT	5.1%	82.1%	10.3%	.0%	2.6%	100.0%	
	% within How often drink coffee?	1.9%	18.4%	16.0%	.0%	12.5%	12.4%	
Total	Count	105	174	25	2	8	314	
	% within SINSTANT	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003



Table 28. Crosstabulation: Other Styles Of Coffee with  
 "How Often do you Drink Coffee?"

			How often drink coffee?					Total
			never	1-2 cups a day	3-4 cups a day	5-6 cups a day	Over 6 cups a day	
SOTHER	0	Count	101	33	6	0	2	142
		% within SOTHER	71.1%	23.2%	4.2%	.0%	1.4%	100.0%
		% within How often drink coffee?	96.2%	19.0%	24.0%	.0%	25.0%	45.2%
	1	Count	1	16	1	0	1	19
		% within SOTHER	5.3%	84.2%	5.3%	.0%	5.3%	100.0%
		% within How often drink coffee?	1.0%	9.2%	4.0%	.0%	12.5%	6.1%
	2	Count	0	5	0	0	0	5
		% within SOTHER	.0%	100.0%	.0%	.0%	.0%	100.0%
		% within How often drink coffee?	.0%	2.9%	.0%	.0%	.0%	1.6%
	3	Count	0	9	1	0	0	10
		% within SOTHER	.0%	90.0%	10.0%	.0%	.0%	100.0%
		% within How often drink coffee?	.0%	5.2%	4.0%	.0%	.0%	3.2%
	4	Count	0	7	1	0	0	8
		% within SOTHER	.0%	87.5%	12.5%	.0%	.0%	100.0%
		% within How often drink coffee?	.0%	4.0%	4.0%	.0%	.0%	2.5%
	5	Count	0	19	5	0	1	25
		% within SOTHER	.0%	76.0%	20.0%	.0%	4.0%	100.0%
		% within How often drink coffee?	.0%	10.9%	20.0%	.0%	12.5%	8.0%
6	Count	3	85	11	2	4	105	
	% within SOTHER	2.9%	81.0%	10.5%	1.9%	3.8%	100.0%	
	% within How often drink coffee?	2.9%	48.9%	44.0%	100.0%	50.0%	33.4%	
Total	Count	105	174	25	2	8	314	
	% within SOTHER	33.4%	55.4%	8.0%	.6%	2.5%	100.0%	
	% within How often drink coffee?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

like mocha coffee and 12.5 percent of them who drink over  
 6 cups of coffee a day favor mocha coffee as their supreme

beverage style. There seems to be a potential for cappuccino and mocha to help reinvigorate the brand.

Among the respondents who never drink coffee, only 1.0 percent of them feel that instant coffee is the best, individuals who consume 1 - 2 cups of coffee a day nearly 11.5 percent prefer instant to other coffees, consumers who consumer 3 - 4 cups of coffee a day approximately 8.0 percent like instant coffee more than any other style of coffee, none of the users who drink 5 - 6 cups a day, best like instant coffee and 12.5 percent of them who drink over 6 cups of coffee a day like instant coffee as their ultimate beverage style. Nescafe is targeting a very niche instant coffee segment and probably need to launch a regular coffee variant.

Among the respondents who never drink coffee, only 1.0 percent of them feel that other styles of coffee is the best, individuals who consume 1 - 2 cups of coffee a day nearly 9.2 percent prefer other styles of coffee to other coffees, consumers who consumer 3 - 4 cups of coffee a day approximately 4.0 percent like other styles of coffee more than any other style of coffee, none of the users who drink 5 - 6 cups a day, best like other styles of coffee and 12.5 percent of them who drink over 6 cups

Table 29. Crosstabulation: "Heard of Nescafe" with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
Heard of Nescafe?	Yes	Count	125	73	38	33	16	4	289
		% within Heard of Nescafe?	43.3%	25.3%	13.1%	11.4%	5.5%	1.4%	100.0%
		% within age	94.7%	88.0%	95.0%	84.6%	100.0%	100.0%	92.0%
no	no	Count	7	10	2	6	0	0	25
		% within Heard of Nescafe?	28.0%	40.0%	8.0%	24.0%	.0%	.0%	100.0%
		% within age	5.3%	12.0%	5.0%	15.4%	.0%	.0%	8.0%
Total	Total	Count	132	83	40	39	16	4	314
		% within Heard of Nescafe?	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
		% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

of coffee a day like other styles of coffee as their favorite beverage style.

In the age group 18 - 24 years, 94.7 percent of the respondents have heard of Nescafe, 25 - 34 years age category, 88.0 percent of them have brand awareness of Nescafe, 35 - 44 years, 95.0 have heard of Nescafe, 45 - 54 age group category 84.6 percent know of Nescafe, and individuals over 55 years, 100.0 percent of them have brand perceptions of Nescafe. Brand awareness across age groups is not an issue.

Table 30. Crosstabulation: "Nescafe is a Famous Brand"  
with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
NESCAF1	Strongly Agree	Count	44	25	13	13	9	4	108
		% within NESCAF1	40.7%	23.1%	12.0%	12.0%	8.3%	3.7%	100.0%
		% within age	33.3%	30.1%	32.5%	33.3%	56.3%	100.0%	34.4%
	Somewhat Agree	Count	56	25	16	10	2	0	109
		% within NESCAF1	51.4%	22.9%	14.7%	9.2%	1.8%	.0%	100.0%
		% within age	42.4%	30.1%	40.0%	25.6%	12.5%	.0%	34.7%
	Neither Agree, nor Disagree	Count	27	23	8	13	4	0	75
		% within NESCAF1	36.0%	30.7%	10.7%	17.3%	5.3%	.0%	100.0%
		% within age	20.5%	27.7%	20.0%	33.3%	25.0%	.0%	23.9%
	Somewhat Disagree	Count	4	7	2	2	0	0	15
		% within NESCAF1	26.7%	46.7%	13.3%	13.3%	.0%	.0%	100.0%
		% within age	3.0%	8.4%	5.0%	5.1%	.0%	.0%	4.8%
	Strongly Disagree	Count	1	3	1	1	1	0	7
		% within NESCAF1	14.3%	42.9%	14.3%	14.3%	14.3%	.0%	100.0%
	% within age	.8%	3.6%	2.5%	2.6%	6.3%	.0%	2.2%	
Total	Count	132	83	40	39	16	4	314	
	% within NESCAF1	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%	
	% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

In the age group 18 - 24 years, 75.7 percent agree that Nescafe is a famous brand and only 3.8 percent disagree that Nescafe is a famous brand. In the age category of 25 - 34 years, 60.2 percent agree that Nescafe is famous brand whereas 12.0 percent disagree about it. Within the range of 35 - 44 years, 72.5 percent agree that Nescafe is famous brand and 7.5 percent respondents disagree on that. In the age group of 45 - 54 years, 58.9

Table 31. Crosstabulation: "I Prefer Nescafe to Other Brands of Coffee" with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
NESCAF2	Strongly Agree	Count	6	8	4	1	0	0	19
	% within NESCAF2		31.6%	42.1%	21.1%	5.3%	.0%	.0%	100.0%
	% within age		4.5%	9.6%	10.0%	2.6%	.0%	.0%	6.1%
	Somewhat Agree	Count	10	8	2	0	0	2	22
	% within NESCAF2		45.5%	36.4%	9.1%	.0%	.0%	9.1%	100.0%
	% within age		7.6%	9.6%	5.0%	.0%	.0%	50.0%	7.0%
	Neither Agree, nor Disagree	Count	89	52	18	18	9	2	188
	% within NESCAF2		47.3%	27.7%	9.6%	9.6%	4.8%	1.1%	100.0%
	% within age		67.4%	62.7%	45.0%	46.2%	56.3%	50.0%	59.9%
	Somewhat Disagree	Count	17	6	9	4	4	0	40
	% within NESCAF2		42.5%	15.0%	22.5%	10.0%	10.0%	.0%	100.0%
	% within age		12.9%	7.2%	22.5%	10.3%	25.0%	.0%	12.7%
	Strongly Disagree	Count	10	9	7	16	3	0	45
	% within NESCAF2		22.2%	20.0%	15.6%	35.6%	6.7%	.0%	100.0%
	% within age		7.6%	10.8%	17.5%	41.0%	18.8%	.0%	14.3%
Total	Count		132	83	40	39	16	4	314
	% within NESCAF2		42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
	% within age		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

percent agree that Nescafe is a famous brand and 7.7 percent disagree. In the age category of 55 - 64 years, 68.8 percent agree that Nescafe is famous brand, and 6.3 percent of them disagree and respondents over the age of 65 all of them agree that Nescafe is famous brand.

In the age group 18 - 24 years, 12.1 percent agree that they prefer Nescafe to other brands of coffee and only 20.5 percent disagree that they prefer Nescafe to other brands of coffee. In the age category of 25 - 34 years, 19.2 percent agree that they prefer Nescafe to

Table 32. Crosstabulation: "Nescafe is Expensive" with Age

		age						Total
		18-24	25-34	35-44	45-54	55-64	65 and over	
NESCAF3 Strongly Agree	Count	3	2	1	0	0	0	6
	% within NESCAF3	50.0%	33.3%	16.7%	.0%	.0%	.0%	100.0%
Somewhat Agree	% within age	2.3%	2.4%	2.5%	.0%	.0%	.0%	1.9%
	Count	13	11	6	1	1	1	33
Neither Agree, nor Disagree	% within NESCAF3	39.4%	33.3%	18.2%	3.0%	3.0%	3.0%	100.0%
	% within age	9.8%	13.3%	15.0%	2.6%	6.3%	25.0%	10.5%
Somewhat Disagree	Count	104	60	24	33	14	3	238
	% within NESCAF3	43.7%	25.2%	10.1%	13.9%	5.9%	1.3%	100.0%
Strongly Disagree	% within age	78.8%	72.3%	60.0%	84.6%	87.5%	75.0%	75.8%
	Count	10	6	6	2	1	0	25
Total	% within NESCAF3	40.0%	24.0%	24.0%	8.0%	4.0%	.0%	100.0%
	% within age	7.6%	7.2%	15.0%	5.1%	6.3%	.0%	8.0%
Total	Count	2	4	3	3	0	0	12
	% within NESCAF3	16.7%	33.3%	25.0%	25.0%	.0%	.0%	100.0%
Total	% within age	1.5%	4.8%	7.5%	7.7%	.0%	.0%	3.8%
	Count	132	83	40	39	16	4	314
Total	% within NESCAF3	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
	% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

other brands of coffee whereas 18.0 percent disagree about it. Within the range of 35 - 44 years, 15.0 percent agree that they prefer Nescafe to other brands of coffee and 40.0 percent respondents disagree on that. In the age group of 45 - 54 years, 2.6 percent agree that they prefer Nescafe to other brands of coffee and 51.0 percent disagree. In the age category of 55 - 64 years, none of them agree that they prefer Nescafe to other brands of coffee, and 43.8 percent of them disagree and respondents over the age of 65, 50 percent of them agree that they prefer Nescafe to other brands of coffee and 50 percent

are neutral to the statement that they prefer Nescafe to other brands of coffee.

In the age group 18 - 24 years, 12.1 percent agree that Nescafe is expensive and 9.1 percent disagree that Nescafe is expensive. In the age category of 25 - 34 years, 15.7 percent agree Nescafe is expensive whereas 12.0 percent disagree about it. Within the range of 35 - 44 years, 17.5 percent agree that Nescafe is expensive and 22.5 percent respondents disagree on that. In the age group of 45 - 54 years, 2.6 percent agree that Nescafe is expensive and 12.8 percent disagree. In the age category of 55 - 64 years, 6.3 percent agree Nescafe is expensive, and 6.3 percent of them disagree and respondents over the age of 65, 25.0 percent of them agree that Nescafe is expensive and 75.0 percent are neutral to the statement that Nescafe is expensive. Therefore, price is not an issue across age groups.

In the age group 18 - 24 years, 11.1 percent agree that Nescafe is too strong in taste and 19.7 percent disagree that Nescafe is too strong in taste. In the age category of 25 - 34 years, 12.0 percent agree Nescafe is too strong in taste whereas 21.7 percent disagree about it. Within the range of 35 - 44 years, 15.0 percent agree that Nescafe is too strong in taste and 20.0 percent

Table 33. Crosstabulation: "Nescafe is too Strong in Taste" with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
NESCAF4	Strongly Agree	Count	0	2	2	0	1	0	5
		% within NESCAF4	.0%	40.0%	40.0%	.0%	20.0%	.0%	100.0%
		% within age	.0%	2.4%	5.0%	.0%	6.3%	.0%	1.6%
	Somewhat Agree	Count	2	8	4	3	1	0	18
		% within NESCAF4	11.1%	44.4%	22.2%	16.7%	5.6%	.0%	100.0%
		% within age	1.5%	9.6%	10.0%	7.7%	6.3%	.0%	5.7%
	Neither Agree, nor Disagree	Count	104	55	26	33	13	3	234
		% within NESCAF4	44.4%	23.5%	11.1%	14.1%	5.6%	1.3%	100.0%
		% within age	78.8%	66.3%	65.0%	84.6%	81.3%	75.0%	74.5%
	Somewhat Disagree	Count	18	7	5	1	1	1	33
		% within NESCAF4	54.5%	21.2%	15.2%	3.0%	3.0%	3.0%	100.0%
		% within age	13.6%	8.4%	12.5%	2.6%	6.3%	25.0%	10.5%
	Strongly Disagree	Count	8	11	3	2	0	0	24
		% within NESCAF4	33.3%	45.8%	12.5%	8.3%	.0%	.0%	100.0%
		% within age	6.1%	13.3%	7.5%	5.1%	.0%	.0%	7.6%
	Total	Count	132	83	40	39	16	4	314
		% within NESCAF4	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
		% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

respondents disagree on that. In the age group of 45 - 54 years, 7.7 percent agree that Nescafe is too strong in taste, and 7.7 percent disagree. In the age category of 55 - 64 years, 12.6 percent agree Nescafe is too strong in taste, and 6.3 percent of them disagree and respondents over the age of 65, 25.0 percent of them disagree that Nescafe is too strong in taste and 75.0 percent are neutral to the statement that Nescafe is too strong in taste. Hence, taste is not an issue across age groups.



Table 34. Crosstabulation: Regular Coffee with Age

			age					Total	
			18-24	25-34	35-44	45-54	55-64		65 and over
SREGULAR	0	Count	54	29	7	10	3	1	104
		% within SREGULAR	51.9%	27.9%	6.7%	9.6%	2.9%	1.0%	100.0%
		% within age	40.9%	34.9%	17.5%	25.6%	18.8%	25.0%	33.1%
1		Count	21	17	21	16	9	1	85
		% within SREGULAR	24.7%	20.0%	24.7%	18.8%	10.6%	1.2%	100.0%
		% within age	15.9%	20.5%	52.5%	41.0%	56.3%	25.0%	27.1%
2		Count	10	16	2	9	2	1	40
		% within SREGULAR	25.0%	40.0%	5.0%	22.5%	5.0%	2.5%	100.0%
		% within age	7.6%	19.3%	5.0%	23.1%	12.5%	25.0%	12.7%
3		Count	17	12	3	2	0	1	35
		% within SREGULAR	48.6%	34.3%	8.6%	5.7%	.0%	2.9%	100.0%
		% within age	12.9%	14.5%	7.5%	5.1%	.0%	25.0%	11.1%
4		Count	17	4	3	1	0	0	25
		% within SREGULAR	68.0%	16.0%	12.0%	4.0%	.0%	.0%	100.0%
		% within age	12.9%	4.8%	7.5%	2.6%	.0%	.0%	8.0%
5		Count	10	2	2	0	1	0	15
		% within SREGULAR	66.7%	13.3%	13.3%	.0%	6.7%	.0%	100.0%
		% within age	7.6%	2.4%	5.0%	.0%	6.3%	.0%	4.8%
6		Count	3	3	2	1	1	0	10
		% within SREGULAR	30.0%	30.0%	20.0%	10.0%	10.0%	.0%	100.0%
		% within age	2.3%	3.6%	5.0%	2.6%	6.3%	.0%	3.2%
Total		Count	132	83	40	39	16	4	314
		% within SREGULAR	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
		% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

In the age group 18 - 24 years only 15.9 percent of them prefer regular coffee, in the age category 25 - 34 years, 20.5 percent favor regular coffee, 52.5 percent of the respondents between the age group of 35 - 44 years like regular coffee the best, in the age range of 45 - 54 years 41.0 percent have a taste for regular coffee, respondents within the age group of 55 - 64 years, about 56.3 percent place regular coffee as their favorite coffee

Table 35. Crosstabulation: Espresso Coffee with Age

		age						Total
		18-24	25-34	35-44	45-54	55-64	65 and over	
SESPRESS 0	Count	56	34	13	15	7	1	126
	% within SESPRESS	44.4%	27.0%	10.3%	11.9%	5.6%	.8%	100.0%
	% within age	42.4%	41.0%	32.5%	38.5%	43.8%	25.0%	40.1%
1	Count	4	2	1	5	1	0	13
	% within SESPRESS	30.8%	15.4%	7.7%	38.5%	7.7%	.0%	100.0%
	% within age	3.0%	2.4%	2.5%	12.8%	6.3%	.0%	4.1%
2	Count	10	8	11	2	1	2	34
	% within SESPRESS	29.4%	23.5%	32.4%	5.9%	2.9%	5.9%	100.0%
	% within age	7.6%	9.6%	27.5%	5.1%	6.3%	50.0%	10.8%
3	Count	22	8	5	4	2	1	42
	% within SESPRESS	52.4%	19.0%	11.9%	9.5%	4.8%	2.4%	100.0%
	% within age	16.7%	9.6%	12.5%	10.3%	12.5%	25.0%	13.4%
4	Count	21	12	5	6	2	0	46
	% within SESPRESS	45.7%	26.1%	10.9%	13.0%	4.3%	.0%	100.0%
	% within age	15.9%	14.5%	12.5%	15.4%	12.5%	.0%	14.6%
5	Count	13	13	2	5	2	0	35
	% within SESPRESS	37.1%	37.1%	5.7%	14.3%	5.7%	.0%	100.0%
	% within age	9.8%	15.7%	5.0%	12.8%	12.5%	.0%	11.1%
6	Count	6	6	3	2	1	0	18
	% within SESPRESS	33.3%	33.3%	16.7%	11.1%	5.6%	.0%	100.0%
	% within age	4.5%	7.2%	7.5%	5.1%	6.3%	.0%	5.7%
Total	Count	132	83	40	39	16	4	314
	% within SESPRESS	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
	% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

and respondents over 65 years of age, 25.0 percent of them prefer regular coffee than any other style of coffee. The younger age group does not seem to prefer regular coffee. As the age group rises, they prefer regular coffee.

In the age group 18 - 24 years only 3.0 percent of them prefer espresso coffee, in the age category 25 - 34 years, 2.4 percent favor espresso coffee, 2.5 percent of

Table 36. Crosstabulation: Cappuccino Coffee with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
SCAPUCCI	0	Count	54	32	11	15	7	1	120
		% within SCAPUCCI	45.0%	26.7%	9.2%	12.5%	5.8%	.8%	100.0%
		% within age	40.9%	38.6%	27.5%	38.5%	43.8%	25.0%	38.2%
	1	Count	20	12	6	4	1	1	44
		% within SCAPUCCI	45.5%	27.3%	13.6%	9.1%	2.3%	2.3%	100.0%
		% within age	15.2%	14.5%	15.0%	10.3%	6.3%	25.0%	14.0%
	2	Count	37	11	5	6	1	1	61
		% within SCAPUCCI	60.7%	18.0%	8.2%	9.8%	1.6%	1.6%	100.0%
		% within age	28.0%	13.3%	12.5%	15.4%	6.3%	25.0%	19.4%
	3	Count	9	14	9	8	2	0	42
		% within SCAPUCCI	21.4%	33.3%	21.4%	19.0%	4.8%	.0%	100.0%
		% within age	6.8%	16.9%	22.5%	20.5%	12.5%	.0%	13.4%
	4	Count	7	13	8	5	4	1	38
		% within SCAPUCCI	18.4%	34.2%	21.1%	13.2%	10.5%	2.6%	100.0%
		% within age	5.3%	15.7%	20.0%	12.8%	25.0%	25.0%	12.1%
	5	Count	4	1	1	1	0	0	7
		% within SCAPUCCI	57.1%	14.3%	14.3%	14.3%	.0%	.0%	100.0%
		% within age	3.0%	1.2%	2.5%	2.6%	.0%	.0%	2.2%
6	Count	1	0	0	0	1	0	2	
	% within SCAPUCCI	50.0%	.0%	.0%	.0%	50.0%	.0%	100.0%	
	% within age	.8%	.0%	.0%	.0%	6.3%	.0%	.6%	
Total	Count	132	83	40	39	16	4	314	
	% within SCAPUCCI	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%	
	% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

the respondents between the age group of 35 - 44 years like espresso coffee the best, in the age range of 45 - 54 years 12.8 percent have a taste for espresso coffee, respondents within the age group of 55 - 64 years, about 6.3 percent place espresso coffee as their favorite coffee than any other style of coffee and respondents over 65 years of age, none of them prefer espresso coffee.

Table 37. Crosstabulation: Mocha Coffee with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
SMOCHA	0	Count	54	32	12	15	7	2	122
		% within SMOCHA	44.3%	26.2%	9.8%	12.3%	5.7%	1.6%	100.0%
		% within age	40.9%	38.6%	30.0%	38.5%	43.8%	50.0%	38.9%
	1	Count	25	14	2	1	1	0	43
		% within SMOCHA	58.1%	32.6%	4.7%	2.3%	2.3%	.0%	100.0%
		% within age	18.9%	16.9%	5.0%	2.6%	6.3%	.0%	13.7%
	2	Count	18	10	8	6	3	1	46
		% within SMOCHA	39.1%	21.7%	17.4%	13.0%	6.5%	2.2%	100.0%
		% within age	13.6%	12.0%	20.0%	15.4%	18.8%	25.0%	14.6%
	3	Count	17	9	10	5	1	0	42
		% within SMOCHA	40.5%	21.4%	23.8%	11.9%	2.4%	.0%	100.0%
		% within age	12.9%	10.8%	25.0%	12.8%	6.3%	.0%	13.4%
	4	Count	8	9	6	7	1	0	31
		% within SMOCHA	25.8%	29.0%	19.4%	22.6%	3.2%	.0%	100.0%
		% within age	6.1%	10.8%	15.0%	17.9%	6.3%	.0%	9.9%
	5	Count	8	6	2	4	2	1	23
		% within SMOCHA	34.8%	26.1%	8.7%	17.4%	8.7%	4.3%	100.0%
		% within age	6.1%	7.2%	5.0%	10.3%	12.5%	25.0%	7.3%
	6	Count	2	3	0	1	1	0	7
		% within SMOCHA	28.6%	42.9%	.0%	14.3%	14.3%	.0%	100.0%
		% within age	1.5%	3.6%	.0%	2.6%	6.3%	.0%	2.2%
Total		Count	132	83	40	39	16	4	314
		% within SMOCHA	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%
		% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Nescafe Study, July 2003

Espresso coffee does not seem to be a favorite variant across age groups.

In the age group 18 - 24 years 15.2 percent of them prefer cappuccino coffee, in the age category 25 - 34 years, 14.5 percent favor cappuccino coffee, 15.0 percent of the respondents between the age group of 35 - 44 years like cappuccino coffee the best, in the age range of 45 - 54 years 10.3 percent have a taste for cappuccino coffee,

Table 38. Crosstabulation: Instant Coffee with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
SINSTANT	0	Count	58	32	15	14	6	2	127
		% within SINSTANT	45.7%	25.2%	11.8%	11.0%	4.7%	1.6%	100.0%
		% within age	43.9%	38.6%	37.5%	35.9%	37.5%	50.0%	40.4%
	1	Count	6	9	5	2	1	1	24
		% within SINSTANT	25.0%	37.5%	20.8%	8.3%	4.2%	4.2%	100.0%
		% within age	4.5%	10.8%	12.5%	5.1%	6.3%	25.0%	7.6%
	2	Count	2	4	2	6	3	0	17
		% within SINSTANT	11.8%	23.5%	11.8%	35.3%	17.6%	.0%	100.0%
		% within age	1.5%	4.8%	5.0%	15.4%	18.8%	.0%	5.4%
	3	Count	5	8	2	1	3	0	19
		% within SINSTANT	26.3%	42.1%	10.5%	5.3%	15.8%	.0%	100.0%
		% within age	3.8%	9.6%	5.0%	2.6%	18.8%	.0%	6.1%
	4	Count	16	4	3	2	1	1	27
		% within SINSTANT	59.3%	14.8%	11.1%	7.4%	3.7%	3.7%	100.0%
		% within age	12.1%	4.8%	7.5%	5.1%	6.3%	25.0%	8.6%
	5	Count	27	16	9	8	1	0	61
		% within SINSTANT	44.3%	26.2%	14.8%	13.1%	1.6%	.0%	100.0%
		% within age	20.5%	19.3%	22.5%	20.5%	6.3%	.0%	19.4%
6	Count	18	10	4	6	1	0	39	
	% within SINSTANT	46.2%	25.6%	10.3%	15.4%	2.6%	.0%	100.0%	
	% within age	13.6%	12.0%	10.0%	15.4%	6.3%	.0%	12.4%	
Total	Count	132	83	40	39	16	4	314	
	% within SINSTANT	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%	
	% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

respondents within the age group of 55 - 64 years, about 6.3 percent place cappuccino coffee as their favorite coffee and respondents over 65 years of age, 25.0 percent of them prefer cappuccino coffee than any other style of coffee.

In the age group 18 - 24 years 18.9 percent of them prefer mocha coffee, in the age category 25 - 34 years, 16.9 percent favor mocha coffee, 5.0 percent of the

Table 39. Crosstabulation: Other Styles of Coffee with Age

		age						Total	
		18-24	25-34	35-44	45-54	55-64	65 and over		
SOTHER	0	Count	59	38	18	17	8	2	142
		% within SOTHER	41.5%	26.8%	12.7%	12.0%	5.6%	1.4%	100.0%
		% within age	44.7%	45.8%	45.0%	43.6%	50.0%	50.0%	45.2%
	1	Count	10	5	0	3	1	0	19
		% within SOTHER	52.6%	26.3%	.0%	15.8%	5.3%	.0%	100.0%
		% within age	7.6%	6.0%	.0%	7.7%	6.3%	.0%	6.1%
	2	Count	1	2	2	0	0	0	5
		% within SOTHER	20.0%	40.0%	40.0%	.0%	.0%	.0%	100.0%
		% within age	.8%	2.4%	5.0%	.0%	.0%	.0%	1.6%
	3	Count	6	1	0	2	1	0	10
		% within SOTHER	60.0%	10.0%	.0%	20.0%	10.0%	.0%	100.0%
		% within age	4.5%	1.2%	.0%	5.1%	6.3%	.0%	3.2%
	4	Count	2	4	1	1	0	0	8
		% within SOTHER	25.0%	50.0%	12.5%	12.5%	.0%	.0%	100.0%
		% within age	1.5%	4.8%	2.5%	2.6%	.0%	.0%	2.5%
	5	Count	10	7	5	2	1	0	25
		% within SOTHER	40.0%	28.0%	20.0%	8.0%	4.0%	.0%	100.0%
		% within age	7.6%	8.4%	12.5%	5.1%	6.3%	.0%	8.0%
6	Count	44	26	14	14	5	2	105	
	% within SOTHER	41.9%	24.8%	13.3%	13.3%	4.8%	1.9%	100.0%	
	% within age	33.3%	31.3%	35.0%	35.9%	31.3%	50.0%	33.4%	
Total	Count	132	83	40	39	16	4	314	
	% within SOTHER	42.0%	26.4%	12.7%	12.4%	5.1%	1.3%	100.0%	
	% within age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Nescafe Study, July 2003

respondents between the age group of 35 - 44 years like mocha coffee the best, in the age range of 45 - 54 years 2.6 percent have a taste for mocha coffee, respondents within the age group of 55 - 64 years, about 6.3 percent place mocha coffee as their favorite coffee than any other style of coffee and respondents over 65 years of age, none of them prefer mocha coffee. Mocha and cappuccino coffees

can be launched by Nescafe to address the younger audience, as they seem to prefer that to regular coffee.

In the age group 18 - 24 years 4.5 percent of them prefer instant coffee, in the age category 25 - 34 years, 10.8 percent favor instant coffee, 12.5 percent of the respondents between the age group of 35 - 44 years like instant coffee the best, in the age range of 45 - 54 years 5.1 percent have a taste for instant coffee, respondents within the age group of 55 - 64 years, about 6.3 percent place instant coffee as their favorite coffee and respondents over 65 years of age, 25.0 percent of them prefer instant coffee than any other style of coffee. So, instant coffee is not preferred across age groups.

In the age group 18 - 24 years 7.6 percent of them prefer other styles of coffee, in the age category 25 - 34 years, 6.0 percent favor other styles of coffee, none of the respondents between the age group of 35 - 44 years like other styles of coffee, in the age range of 45 - 54 years 7.7 percent have a taste for other styles of coffee, respondents within the age group of 55 - 64 years, about 6.3 percent place other styles of coffee as their favorite coffee and respondents over 65 years of age, none of them prefer other styles of coffee.

Table 40. Unaided Recall of Top of Mind Brand

	No. of Respondents	Valid Percent
Folgers	159	50.6
Starbucks	151	48.0
Nescafe	82	26.1
Total	392	

Source: Nescafe Study, July 2003

Folgers ranks first in unaided recall with 50.6 percent of the respondents mentioning the brand in the top three responses. Starbucks ranks second with a 48.0 percent of response and Nescafe is a distant third with only 26.1 percent of response. The valid percent does not total to 100 is because the question is "when you think of coffee, what brand names come to your mind?" and the respondents answered names of coffee brands in the first, second and third category. The total of the brand name in the first, second and the third category was then added and then a percentage was derived on the basis of the number of responses of the brand name in all the three categories.

The intent to purchase for Nescafe is very low. The reasons for this could be many. The primary reason could be the lack of appeal of the Nescafe campaigns. The data do not indicate a problem with taste or cost as most of the respondents have provided a neutral response to this



query. It could be that the instant coffee segment is not popular and Nescafe is viewed as an instant coffee.

## CHAPTER EIGHT

### CONCLUSIONS AND RECOMMENDATIONS

Nescafe is not used extensively in the United States. Though it is a very well known brand, many do not consume it. Moreover, instant coffee itself is not liked by a lot of people in the United States. In the coffee segment it seems that Folgers is the most popular and is liked by more people followed by Starbucks.

Nescafe needs to revise its advertising campaign to appeal to its target audience and build brand awareness as unaided recall is very low compared to its primary competitors, Folgers and Starbucks.

Nescafe should initiate a brand equity research to understand consumer perceptions of the brand.

Nescafe needs to extend its product line because consumer preference for regular coffee is much higher than instant coffee. One of the reasons Folgers and Starbucks are more preferred brands than Nescafe is because they offer regular coffee and limited versions of instant coffee.

APPENDIX A  
LIST OF STARBUCKS STORES AND BRANCHES

## List of Starbucks Stores and Branches

Australia  
Austria  
Bahrain  
Canada  
China  
Germany  
Greece  
Hawaii  
Hong Kong  
Indonesia  
Japan  
Kuwait  
Lebanon  
Malaysia  
Mexico  
New Zealand  
Oman  
Philippines  
Puerto Rico  
Qatar  
Saudi Arabia  
Singapore  
South Korea  
Spain  
Switzerland  
Taiwan  
Thailand  
Turkey  
United Arab Emirates  
United Kingdom  
United States

<http://www.starbucks.com/aboutus/internationaldev.asp>

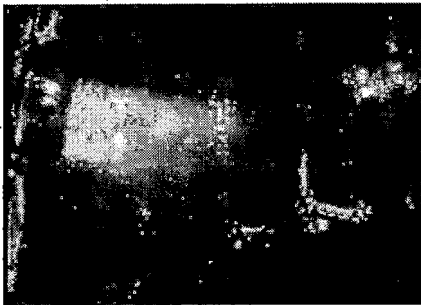
APPENDIX B  
STORYBOARD OF NESCAFE INDIA

# TVC Storyboard of Nescafe India

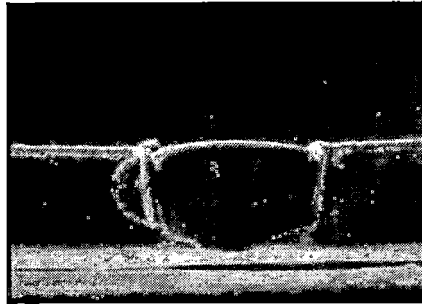
## INDIA

### TVC STORYBOARD - Nescafe

#### Coffee Bean tortured



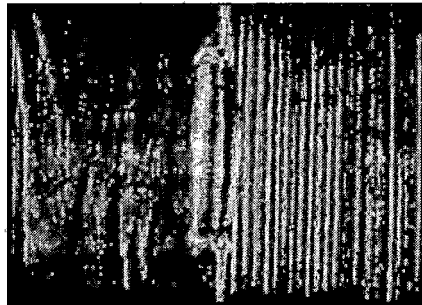
The shot of a dimly lit cell. A mean MVO: "You will give it to me."



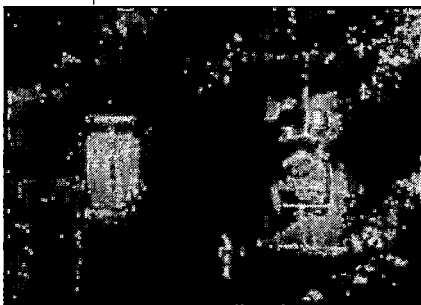
Cut to a coffee bean being tortured by being pulled apart.



Cut to the pulleys screeching louder as the bean moans in pain. Teasing MVO: "It is sure hurting now."



The stretched bean pleads, "OK! OK! I'll let you have me. Phew! What are you in for?"



Shot of the bottle held in captivity next to the bean. MVO: "The new bottle with the pack getting more..."



...from the bean for a great full flavour." Product window with the bottle tied to the wall.

Source: [http://www.agencyfaqs.com/tvc/sboard/nescafe\\_0104\\_2002.html](http://www.agencyfaqs.com/tvc/sboard/nescafe_0104_2002.html)

APPENDIX C  
CODEBOOK FOR NESCAFE SURVEY

### Codebook for Nescafe Survey

Full Variable Name	SPSS Variable Name	Coding Instructions
Age	age	1=18-24; 2=25-34; 3=35-44; 4=45-54; 5=55-64; 6=65 and over
Sex	sex	1=males; 2=females
Highest level of education	educ	1=Some college; 2=College graduate; 3=Some graduate work; 4=Post-graduate degree
Annual household income	income	1=Less than \$25,000; 2=\$25,000-\$39,999; 3=\$40,000-\$54,999; 4=\$55,000-\$74,999; 5=\$75,000-\$84,999; 6=\$85,000-\$94,999; 7=\$95,000 and over
How often drink coffee?	oftcof	1=never; 2=1-2 cups a day; 3=3-4 cups a day; 4=5-6 cups a day; 5=over 6 cups a day
Heard of Nescafe?	hearnes	1=yes; 2=no
Brand scale	nes1 to nes4	1=Strongly Agree; 2=Somewhat Agree; 3=Neither Agree, nor Disagree; 4=Somewhat Disagree; 5=Strongly Disagree
Style of coffee	sregular; sespress; scapucci; smocha; sinstant; sother	



APPENDIX D  
NESCAFE SURVEY FORM

## Nescafe Survey Form

Hi. My name is Apurva Patel and I am a MBA student majoring in Marketing in this school. As part of my project requirement, I'm currently administering a short survey to the students, staff and faculty of this school to understand your perceptions and opinions about Nescafe. The survey will take only less than 8 minutes to complete and you don't have to answer any question you do not wish to answer. All your responses will be kept strictly confidential and the data will be used in-group form only. The results of this survey, upon completion in the Fall Quarter of 2003, will be available in the Pfau Library at California State University, San Bernardino. If you have any questions or concerns about this study, please feel free to contact Dr. Norton Marks at 909 880 5778.

*If it is all right with you, I'd like to ask you to fill up the survey questions now. Before you begin filling the survey, I would also like to confirm that you are at least 18 years of age.*

- 1) Are you at least 18 years of age?  Yes  No
  
- 2) How often do you drink coffee?  
 Never  1 – 2 cups a day  3 – 4 cups a day  
 5 – 6 cups a day  Over 6 cups a day
  
- 3) When you think of coffee, what brand name comes to your mind?  
1<sup>st</sup> – 2<sup>nd</sup> – 3<sup>rd</sup> –
  
- 4) Have you heard of Nescafe?  
 Yes  No
  
- 5) What styles of coffee do you prefer? (Rank them in order of preference. 1 being the most favorite, and 6 being the least favorite.)  
Rank  
Regular \_\_\_\_\_  
Espresso \_\_\_\_\_  
Cappuccino \_\_\_\_\_  
Mocha \_\_\_\_\_  
Instant \_\_\_\_\_  
Other \_\_\_\_\_

- 6) For each statement listed below, please indicate your agreement using the scale provided below:

Statement	Strongly Agree	Somewhat Agree	Neither Agree, nor Disagree	Somewhat Disagree	Strongly Disagree
Nescafe is a very famous brand	1	2	3	4	5
I prefer Nescafe to other brands of coffee	1	2	3	4	5
Nescafe is expensive	1	2	3	4	5
Nescafe is too strong in taste	1	2	3	4	5

The following demographic information is for classification purposes only.

- 7) What is your Gender?  Male  Female
- 8) What is your level of education?  
 Some college  College graduate  
 Some graduate work  Post – graduate degree
- 9) What age group do you belong to?  
 18 – 24  25 – 34  35 – 44  45 – 54  
 55 – 64  65 +
- 10) What is your annual household income range?  
 Less than \$25,000  \$25,000 - \$39,999  
 \$40,000 - \$54,999  \$55,000 – \$74,999  
 \$75,000 - \$84,999  \$85,000 - \$94,999  
 \$95,000 +

Thank you very much for your time.

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