



Changing Coffee Consumption in Karachi

A Thesis submitted to Department of Management Sciences in part fulfilment
of the requirement for the MBA degree

FEBRUARY 2014

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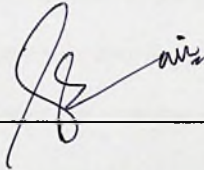
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PREFACE

Last 3 months has been a continuous learning experience for me working on this thesis while meeting people at Coffee shops who helped collect data for research study. I got this opportunity as part of MBA degree completion to learn about coffee trends among Kaarchiites.

There are few people I would like to thank who proved to be of crucial help in conducting this research and made it possible for me to easily sail through different phases that came across preparing this thesis. Firstly I would like to thank Mr. Mansoor Zakir, my research advisor for his regular assistance and guidance through this journey. And I would also thank one of our Management Sciences faculty members Mr. Baseer Durrani for his motivation to undertake research on a subject that was not a mere submission for degree requirement but help me study what I wanted as a Management Sciences' student to explore in the field of Marketing. Finally thanks to all those colleagues who I use to discuss several issues that came across during preparation of thesis on the subject of coffee consumption.

TABLE OF CONTENTS

PREFACE.....	2
DECLARATION.....	3
TABLE OF CONTENTS.....	4
LIST OF TABLES	6
LIST OF FIGURES.....	8
ABSTRACT.....	9
1. BACKGROUND OF THE SUBJECT.....	10
1.1 Introduction.....	10
1.2 Statement of Problem	11
1.3 Research Question.....	12
1.4 Research Objectives	12
1.5 Significance of Study	13
1.6 Scope of study.....	14
1.7 Limitations of study	14
2. REVIEW OF LITERATURE & STUDIES	16
2.1.1 Effect of seasonality on coffee consumption.....	20
2.1.2 Role of price in coffee consumption	22
2.1.3 Role of coffee taste on coffee consumption.....	23
2.1.4 Effects of side effects on coffee consumption	24
Theoretical framework.....	27
3. RESEARCH METHOD AND PROCEDURE.....	28
3.1 Research design	28
3.2 Universe, Sample Population and Target Sample size	29
3.3 Research Instrument.....	30
3.4 Sources of Data	32
3.5 Treatment of Data, Information and Analysis.....	33

4	Empirical Findings.....	34
4.1	Season*Coffee Consumption.....	34
4.1.1	Explanation	35
4.2	Price*Coffee Consumption.....	35
4.2.1	Explanation	36
4.3	Taste*Coffee Consumption	37
4.3.1	Explanation	38
4.4	Health effects*Coffee Consumption	38
4.4.1	Explanation	39
4.5	Consumption Situation.....	40
4.6	Consumption Frequency.....	40
4.7	Attitude and Preferences of Coffee Consumers.....	41
5	CONCLUDING REMARKS	43
5.1	Summary of the Findings.....	43
5.2	Discussion.....	44
5.3	Conclusion	46
5.4	Recommendations	47
5.5	Area for further studies.....	48
	BIBLIOGRAPHY	49
	APPENDIX A	52
	APPENDIX B	53
	APPENDIX C	56

ABSTRACT

Purpose:

The purpose of this study was to explain change in coffee consumption among consumers of Karachi due to a perceptual shift regarding the characteristics associated with coffee consumption.

Methodology and sampling:

Quantitative approach was undertaken to study effect of four characteristics on coffee consumption by asking consumers visiting coffee shops to fill out questionnaire forms. In total 374 customers at a leading coffee shop of Karachi were selected to fill out questionnaire forms for a month so that customers visiting coffee cafés could be asked about their attitude and preferences towards coffee consumption. Data gathered through this method was analyzed by using Chi Square and descriptive statistics.

Findings:

Answer to research questions yield key findings about coffee consumption that customers no more classify coffee to be seasonal beverage however potential customers perceive it to be pricy. Whereas, all these customers who consume coffee frequently were fond of its taste and were confident on their choice that its frequent consumption did not contacted bad health.

Practical Implications:

With the help of this study those participants who act as providers of coffee will benefit from the positive trend in coffee consumption by making their supplies abundant in market. In addition consumer of coffee services get a chance to clear all the misconceptions associated with coffee consumption and an opportunity to classify which category of coffee consumption they belong to.