

THE COFFEE HOUSE: Market Research Report



MARK5069: Research Methods for Marketers

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Word Count: 1,798

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1.0 Introduction

A shift in consumer thinking has been identified as individuals are more interested in drinking coffee at home or work. Thus, Peter James, the leader of local coffee roaster: *The Coffee House (TCH)*, has requested research into the coffee pod market. The insight gained through the proposed research will aid in developing a strategic plan to move the business forward. Section A of this report outlines a brief proposal for qualitative data collection whilst Section B will analyse and interpret the data. This will be followed by specific recommendations tailored towards *TCH*.

SECTION A: PROPOSAL PLAN

2.1 Research Problem

The aim of the research focusses on addressing the following;

“To explore the impact of innovative investment into a new range of coffee pods and its influence on the organisation’s positioning”

2.2 Research Objectives

The following objectives have been compiled to provide guidance in facilitating the study.

2.2.1 Objective 1

To investigate the primary motivation prompting a coffee-drinking lifestyle.

This objective aims to gain consumer insight into the trends influencing individuals to consume coffee. Although there is extensive market research investigating the motives for purchasing from coffee shops, such as efficiency (Mintel, 2019b), there is limited data exploring the core intentions behind coffee consumption. Understanding these intentions will gain ‘richer’ insight as the data will determine whether drinking coffee is a long-term lifestyle choice. Therefore, Peter James will be able to invest strategically to incur greater monetary success by focusing on the long-term trends identified.

2.2.2 Objective 2

To explore consumer attitudes and perceptions towards a coffee-making lifestyle.

Research highlights the impact of coffee subscriptions on the coffee-making lifestyle (Mintel, 2019b). However, there is limited research exploring the current consumer attitudes and perceptions influencing the shift towards a coffee-making lifestyle. Recognising attitudes and perceptions is fundamental when understanding the factors influencing the adoption of new lifestyles as this can also determine the scope of the trend. Analysing the findings will assist Peter's decision on whether to invest in the innovation of a Coffee House coffee pods range.

2.2.3 Objective 3

To examine the influence of choice criteria on consumer behaviour when adopting a coffee-making lifestyle.

This objective enhances the findings from objectives one and two. It aims to identify the factors influencing consumers purchasing decisions when adopting a coffee-making lifestyle. This information can determine the requirements for a successful investment. Further analysis of the consumer's choice criteria can highlight opportunities to enhance the organisation's positioning.

2.3 Proposal Strategy

2.3.1 Data Collection Method

This research heavily relies upon understanding consumer attitudes, behaviours and perceptions. Due to the qualitative nature, an exploratory research design will be used as the flexibility of this approach provides a deeper insight into the consumer (Malhotra, Birks and Wills, 2019, p.44-45). *Appendix One* illustrates the relevance of the exploratory approach. Therefore, primary data will be collected face-to-face as this non-standardised technique allows further exploration into interviewee responses (Saunders, Lewis and Thornhill, 2019, p.391-394). Participant observation (see *Appendix Two*) can enable non-verbal analysis resulting in deeper insight (Malhotra, Birks and Wills, 2019, p.44-45).

Two semi-structured interviews will be conducted lasting approximately 40-60 minutes. These will be audio recorded and notes will be made throughout to ensure detailed information is obtained (Saunders, Lewis and Thornhill, 2019, p.214). To ensure full cooperation, a relaxed atmosphere must be created and maintained (Hair, 2015, p.190-193). Therefore, interviews will be conducted via Skype, so participants are within the comfort of their own homes and a quiet location (Saunders, Lewis and Thornhill, 2019, p.212-214).

2.3.2 Sampling Approach

Due to the nature of this exploratory research, a non-probability approach will be most appropriate as a homogeneous purposive method can be adopted (Saunders, Lewis and Thornhill, 2019, p.214). Thus, there is a primary focus on a sample with homogeneous characteristics e.g. participants who purchased coffee pods and follow a coffee-drinking lifestyle. This will contribute towards a reliable and informative representation of the population (Burns and Bush, 2020). The sampling frame will consist of male and female participants aged 16-30 based on secondary market research (Intel, 2019b).

2.4 Research Instrument

An inductive approach allows the researcher to establish key patterns and relationships from the data to build upon the concepts established in the research objectives (Thomas, 2006, p.237). Questions for the semi-structured interview will be prepared in advance and grouped based on the established research objectives (*Appendix Three*). Initially, closed questions will be asked based on demographics to certify the target population is accurately represented. The interviewer can then probe the participant for more extensive answers by asking open-ended questions to justify their response. The questions will be pilot tested to avoid misinterpretation or misunderstanding, thus, ensuring findings are reliable and valid (Saunders, Lewis and Thornhill, 2019, p.449).

2.5 Data Analysis Technique

A thematic analysis technique will be adopted due to its ability to systematically organise and offer insights into themes across the data set resulting in identifying commonalities – *figure 1* outlines the four stages. Data will then be coded to ensure findings are meaningful and relevant (Braun and Clarke, 2012, p.57). Although

transcribing is timely, the repetitive nature of the process allows the researcher to thoroughly engage with the data (Saunders, Lewis and Thornhill, 2019, p.580). Open coding will then be used to identify the themes whilst axial coding will analyse the findings further to establish relationships between themes (Bryant and Charmaz, 2007, p.201).

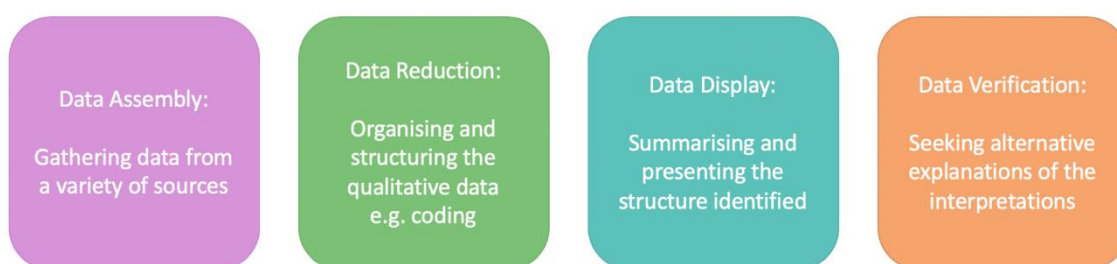


Figure 1: Stages of Qualitative Data Analysis (Malhotra, Birks and Wills, 2013, p.309-316)

2.6 Ethics

University regulations will be adhered to by following the appropriate ethical procedure found in *Appendix Four*.

SECTION B: KEY FINDINGS AND RECOMMENDATIONS

3.1 Key Findings

The data collected has been transcribed and annotated as displayed in *Appendix Five*. The proposed coding method has been outlined and applied within *Appendix Six* which can provide further evidence to all key findings.

3.1.1 Motivators

Objective one aimed ‘**to investigate the primary motivation prompting a coffee-drinking lifestyle**’. Therefore, the theme had been divided into categories to determine the goals, attitudes, perceptions and influences which elements were considered most important.

The data had revealed the key motivator to prompting a coffee drinking lifestyle was caffeine. Respondents had identified the benefits of caffeine as their main goal from coffee consumption which is evidenced in the following excerpts:

R1 – “Erm I like the taste of it erm I obviously need a caffeine kick (.) that’s pretty much why I drink it its mainly because of the caffeine and the taste”

R2 - “Erm so I really like the taste of coffee [PAUSES] so that’s what attracts me to drinking it and I really like the buzz you get from it (.) it makes me feel more awake and more alert”

This motivator emphasised upon by the attitude (MOT:ATT) of the respondents as they both felt coffee is consumed more in the morning before a busy or productive day. The findings highlight a higher consumption rate on these particular days. Research suggests this is due to consumers developing a higher caffeine tolerance from the increase in their consumption. However, it is important to establish a balance as too much caffeine could lead to negative behaviour in the form of anxiety and insomnia (Nehlig, 2018, p.397). In addition to this, it is crucial that the taste remains consistent with the coffee made instore as both respondents emphasised on the importance repeatedly (outlined in *Appendix Five and Six*).

Another key motivator when adopting a coffee-drinking lifestyle was the brand of the coffee being consumed:

R1 - “Typically [PAUSES] I go with brands that I’m familiar with (.) erm if anybody’s recommended me a brand or a type of coffee I’d probably go for that erm whether that’s through influencers or friends [PAUSES] erm the price point obviously makes a difference as well and just the quality of coffee itself”

R2 – “the brand is important to me as it’s the brand and taste that I’m familiar with and it’s the brand that I trust...”

Thus, this highlights the importance of maintaining a consistent and strong Coffee House brand instore as well as with any future innovations.

3.1.2 Consumer Perceptions

Objective two focused on **‘exploring consumer attitudes and perceptions towards a coffee-making lifestyle’**. Despite the broad nature of perceptions, the theme was divided into; attitudes, time, product type, benefits, usage frequency and influence.

Findings established a distinct perception influencing many individuals towards a coffee-making lifestyle. Both respondents had indicated a clear preference to making their own coffee due to its accessibility and ease:

R1 - “I like making coffee at home ermm (.) it’s easier obviously w a coffee machine ermm (.) but sometimes I even have like instant coffee so the actual process of it isn’t ermm too much (.) it’s er still you know still instant it doesn’t take too long so I’m still fine with how I make it at home”

R2 – “Yeah (.) it’s cheaper than going to the café [PAUSES] and you can make it whenever you want”

This focus on accessibility highlighted a need for control which can only be implemented at home. Respondent 1 had used sugar as an example of control. Reducing sugar is growing in popularity as secondary research identified that three in five individuals are actively trying to limit their intake (Mintel, 2019a). Therefore, it is crucial for Peter James to take sugar content into consideration when investing into the innovation of his own coffee pods.

Another key perception emphasised upon was the price difference between making your own coffee and buying a coffee:

R1 - “It’s cheaper (.)

R2 – “Yeah (.) it’s cheaper than going to the café [PAUSES] and you can make it whenever you want”

R2 – “It’s cheaper (.) it’s enjoyable you can make it whenever you want and it can be a bit of a hobby”

This highlights another crucial element Peter James will need to consider with his own innovations. Again, both respondents repeatedly voice their opinions towards the influence of price which is evidenced within in *Appendix Five and Six*.

Overall, objective two has been fulfilled to a high standard as findings reveal key areas to focus upon as well as definitive relationships which have been developed further in *Appendix Seven*.

3.1.3 Influence of Choice Criteria

Objective three examined '**the influence of choice criteria on consumer behaviour when adopting a coffee-making lifestyle**'. The choice criteria theme had been categorised into brand trust, quality, taste, innovation and brand recognition. This was then followed by distinguishing packaging, price, ingredients and product offering elements which join to make the ideal product for consumers.

Data collected had confirmed the relationships between quality and the other elements analysed. Both respondents clearly identified that price, taste and packaging contributed heavily towards the makings of a high-quality product:

R1 – “Typically [PAUSES] if I’m going to get let’s say a twenty pack of pods I would ermm normally associate that with a lower price ermm if it’s you know eco-friendly I would associate that with a higher price if it’s a well-known brand or (.) like it’s a really special flavour or something erm I’d associate that with a higher price and a lower quantity”

R2 – “...I feel like when they’re high quality and ethically sourced the price is more expensive and (.) erm (.) that’s reflected in the taste of the coffee”

R2 – “Where it’s sourced from (.) the taste of the product the product packaging material that is used maybe using recycled plastics erm so it’s ethical and sustainable and it can be 100% recycled”

This was followed by a focus on sustainability which is a growing trend in all industries (Mintel, 2020b). A further emphasis was placed when respondents discussed the type of ingredients used as there was a distinct preference for ethically or locally sourced coffee.

Taste was another crucial element influencing the respondents' consumer behaviour. Respondents displayed a clear preference for a variety of flavours and the ability to experiment (discussed in 3.1.2 *Consumer Perceptions*):

R1 – "...if there's a new flavour I haven't tried like oreo or chocolate or caramel that I haven't tried and it seems interesting or something that is new then I would be more inclined to try it"

R2 - "Motivators are different flavours so for example some coffees that have caramel in it (.) different strengths (.) that come in like gold blend and normal blend [PAUSES] erm a coffee and then finally the beans itself (.) I like trying out different beans"

Thus, these findings have highlighted a clear inclination towards sweeter drinks and stronger brews. As a nation, six in ten individuals accompany sweet biscuits with their hot drink (Mintel, 2020a) which creates the potential threat of too much sugar being consumed. Peter James will need to ensure his innovation team consider sugar content when creating the brand's coffee pods.

3.2 Axial Coding

Integrating the objectives and identifying relationships between the themes and categories within the objectives has been analysed in depth within *Appendix Seven*.

4.0 Recommendations

Based on the key findings and the data collected (*Appendix Five, Six and Seven*), it is highly recommended that *TCH* should invest their innovative efforts into introducing a new range of coffee pods. The data has clearly identified key core elements necessary to achieve a high-quality position. By implementing sustainable packaging, a variety of flavours and minimalism, *TCH* is able to gain value, brand trust and recognition which are fundamental in the success of not only the coffee pods but the brand itself.

5.0 Conclusion

To conclude, the research problem was met. Whilst more research into attitudes towards sugar would benefit the innovation team, the strong and positive perceptions identified from the research are highly influential to both the organisation's positioning and its consumers. Undertaking the recommendations would allow *TCH* to continue to move forward in a strategic manner.

6.0 References

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7.0 Appendices

7.1 Appendix One: Exploratory Research Overview

	Exploratory	Conclusive
Objectives	To provide insights and understanding of the nature of marketing phenomena To understand	To test specific hypotheses and examine relationships To measure
Characteristics	Information needed may be loosely defined Research process is flexible, unstructured and may evolve Samples are small Data analysis can be qualitative or quantitative	Information needed is clearly defined Research process is formal and structured Sample is large and aims to be representative Data analysis is quantitative
Findings/results	Can be used in their own right May feed into conclusive research May illuminate specific conclusive findings	Can be used in their own right May feed into exploratory research May set a context to exploratory findings
Methods	Expert surveys Pilot surveys Secondary data Qualitative interviews Unstructured observations Quantitative exploratory multivariate methods	Surveys Secondary data Databases Panels Structured observations Experiments

Source: (Malhotra, Birks and Wills, 2019, p44-45).

7.2 Appendix Two: Participant Observation Overview

Table 9.4 Advantages and disadvantages of participant observation

Advantages	Disadvantages
<ul style="list-style-type: none"> • It is good at explaining 'what is going on' in particular social situations • It heightens the researcher's awareness of significant social processes • It is particularly useful for researchers working within their own organisations • Some participant observation affords the opportunity for the researcher to experience 'for real' the emotions of those who are being researched • Virtually all data collected are useful 	<ul style="list-style-type: none"> • It can be very time consuming • It can pose difficult ethical dilemmas for the researcher • There can be high levels of role conflict for the researcher (e.g. 'colleague' versus researcher) • The closeness of the researcher to the situation being observed can lead to significant observer bias • The participant observer role is a very demanding one, to which not all researchers will be suited • Access to organisations may be difficult • Data recording is often very difficult for the researcher

Source: (Saunders, Lewis and Thornhill, 2019)

7.3 Appendix Three: Semi-Structured Interview Questions

Introduction

Good morning/afternoon, my name is ...and I will be your interviewer today. The aim is to gain an insight into your motivation to adopt a coffee-making lifestyle. Also, how this has direct impact on your purchase intention when buying coffee related products. Three areas will be covered throughout this interview relating to your lifestyle motivations, attitudes and perceptions towards coffee and the choice criteria of coffee products.

This interview is anticipated to last around 40 mins to 1 hour, and with your permission it would be recorded via a recording app. Your identity and details are valued, hence the information provided will be completely confidential, anonymised and will not be shared with any third parties.

Thank you for time and participation in this research study, information provided will provide substantial data for Coffee House Research Study. Before starting the interview, with your permission do I have the right to record and proceeded with the interview?

Section A: Demographics

Firstly, I would like to start the discussion by asking a few introductory questions to find out a little bit more about you...

1. What is your age?
2. What is your ethnicity?
3. What is your current occupational status?
4. Are you a coffee drinker?

Section B: Motivations

Thank you, the next set of questions will primarily focus on your motivations for following or adopting coffee-drinking lifestyle.

5. When you hear the word 'coffee', what are your initial thoughts?
- 6a. What attracts you to drinking coffee?
- 6b. Why?
7. On average, how often do you drink coffee?
- 8a. Where do you prefer to get your coffee fix?
- 8b. Why?

8c. Do you usually get your coffee fix from here?

9. What do you hope to gain from drinking coffee?

10. How does drinking coffee make you feel?

PROBE – If answers are vague or frequently uninteresting: could you provide some more information on what you believe are your key motivators when purchasing coffee? Are there any other influential factors?

Section C: Attitudes and Perceptions

This section of the interview will now shift towards focusing on the attitudes and perceptions focused on adopting a coffee-making lifestyle.

11. How do you feel about making coffee at home?

12. Research conducted by Mintel has identified that coffee subscriptions have had an influential impact on influencing a coffee-making lifestyle, have you ever subscribed?

PROBE – LINK QUESTIONS 11 + 12: Keeping in mind the views you have shared, has the concept of coffee subscriptions altered your perceptions of adopting a coffee-making lifestyle?

13. Are there any benefits to making your own coffee?

PROBE – If answers are vague or uninteresting: In your opinion, what are the benefits of a coffee-making lifestyle?

14a. How often do you make your own coffee?

14b. How? E.g. instant coffee, coffee pods etc

PROBE – If answers are vague or uninteresting: Is this your preferred method? Why?

15a. What are your thoughts on using coffee pods?

15b. Why?

16. Do you believe that coffee pods have a different taste?

17. What is your opinion on the following statement: 'Coffee made at home lacks the high-quality taste achieved from a coffee shop'

PROBE: What factors influence your perceptions on taste?

Section D: Influence of Choice Criteria

We will now discuss the influence of choice criteria on consumer behaviour when adopting a coffee-making lifestyle to determine what you would want from a coffee pod.

18. What do you look for when purchasing coffee pods?

19. What product features do you look for first?

PROBE: Would you consider these features as most important? Why?

20. Does price have a big influence on the coffee pods purchased?

21a. How much are you willing to spend on coffee pods?

21b. Why?

**PROBE – LINKING 19 + 20: What product features do you associate with certain price ranges?
E.g. a high price**

22. Based on the coffee pods you have purchased; how would you improve the product offering?

23. Would the implementation of these improvements encourage a higher purchase frequency?

24a. What would you consider as high quality indicators in coffee pods?

24b. Why?

26. What features do you associate with high quality?

27. What are your views on having a variety of coffee pod flavours to choose from?

**PROBE – Do you prefer to choose the same type of coffee each time you purchase coffee pods?
If not, what influences you to try something new?**

28a. What are your thoughts on your local coffee shops offering their own coffee pods?

28b. How would this affect your purchase decisions?

Thank the participant.

7.4 Appendix Four: Ethics Consent Forms

7.5 Appendix Five: Annotated Transcripts

Introduction

Good afternoon, my name is Zena Dave and I will be your interviewer today. The aim is to gain an insight into your motivation to adopt a coffee-making lifestyle. Also, how this has a direct impact on your purchase intention when buying coffee related products. Three areas will be covered throughout this interview relating to your lifestyle motivations, attitudes and perceptions towards coffee and the choice criteria of coffee products.

This interview is anticipated to last around 40 mins to 1 hour, and with your permission it would be recorded via a recording app. Your identity and details are valued, hence the information provided will be completely confidential, anonymised and will not be shared with any third parties.

Thank you for time and participation in this research study, information provided will provide substantial data for the Coffee House Research Study. Before starting the interview, with your permission do I have the right to record and proceed with the interview?

Respondent: Yes (.) of course

Section A: Demographics

Interviewer: Firstly, I would like to start the discussion by asking a few introductory questions to find out a little bit more about you...

Interviewer: What is your age?

Respondent: 22

Interviewer: What is your ethnicity?

Respondent: British Asian [pause] Indian

R1: Female, 22, full-time student on placement year, coffee drinker

Interviewer: What is your current occupational status?

Respondent: I'm a graphic design student on a placement

Interviewer: Are you a coffee drinker?

Respondent: yes

Section B: Motivations

Interviewer: Thank you, the next set of questions will primarily focus on your motivations for following or adopting coffee-drinking lifestyle.

Interviewer: When you hear the word 'coffee', what are your initial thoughts?

Respondent: Okay my initial thoughts [stretches out speech] go towards [stops stretching out speech] **erm work (.) erm caffeine (.) erm just typically mornings it's er part of a routine erm a morning routine**

Personal feelings and beliefs towards coffee – MOT:ATT

Interviewer: What attracts you to drinking coffee and why?

Respondent: **Ermmm** I like the **taste** of it **erm** I obviously need a **caffeine kick (.)** that's pretty much why I drink it its **mainly because of the caffeine and the taste**

These goals are prioritised

MOT:GOA

Interviewer: On average, how often do you drink coffee?

Productivity levels are a key influencer for coffee consumption

Respondent: On average (.) **I think it depends like if I'm working or like if I'm studying** then more often if it's just like the weekend (.) **erm (.)** then yeah I probably wouldn't **erm** I **sometimes obviously drink it casually** so if I was to say **erm** on a weekly basis I would say around three (.) three four times

MOT:INF

Interviewer: Where do you prefer to get your coffee fix and why?

Price, efficiency and accessibility determine purchase decision – MOT:PER

Respondent: **Preferably it would be at home just because I can make it myself (.) it's easier it's cheaper** [PAUSES] obviously if I am going out **erm** it would be with friends **erm** and that would typically be at Costa or Starbucks [PAUSES] because I'm just familiar with them and I like the taste of their coffee

Interviewer: Do you usually get your coffee fix from here?

Respondent: [stretches word] yes

Relatively loyal

Interviewer: What do you hope to gain from drinking coffee? MOT:GOA

Respondent: Preferably something that's **tasty** as well as **ermm** err like an **awakening** if that makes sense [laughs] like for the **caffeine to kick** for me to **ermm** feel the benefits from that Repetition - reinforcing the importance of these goals to R1

Interviewer: [Laughs] How does drinking coffee make you feel?

Respondent: It makes me feel [PAUSES] **warm** (.) **satisfied** (.) **ermm** **awake** er (.) [raises voice] **productive** **yeah** Personal emotions and benefits generated from undertaking a coffee-drinking lifestyle – MOT:ATT

Interviewer: **Could you provide some more information on what you believe are your key motivators when purchasing coffee? Are there any other influential factors?** These motivate both drinking coffee in general and purchasing coffee products – MOT:PER:INF

Respondent: Typically [PAUSES] I go with **brands** that I'm familiar with (.) **ermm** if anybody's recommended me a brand or a type of coffee I'd probably go for that **ermm** whether that's through **influencers or friends** [PAUSES] **ermm** the **price point** obviously makes a difference as well and just the **quality** of coffee itself

Section C: Attitudes and Perceptions

Interviewer: This section of the interview will now shift towards focusing on the attitudes and perceptions focused on adopting a coffee-making lifestyle.

Interviewer: How do you feel about making coffee at home? Associations and emotions towards coffee are highly integrated with benefits – CMP:ATT:BEN

Respondent: I like making coffee at home **ermm** (.) **it's easier** obviously w a coffee machine **ermm** (.) but sometimes I even have like instant coffee so the actual process of it isn't **ermm** too much (.) it's er still you know **still instant it doesn't take too long** so I'm still fine with how I make it at home Time is important as it has been mentioned without a prompt – CMP:TIM

Interviewer: Research conducted by Mintel has identified that coffee subscriptions have had an influential impact on influencing a coffee-making lifestyle, have you ever subscribed?

Respondent: **Ermm** [PAUSES] [stretches words] I feel [stops stretching words] as if (.) if I was buying it **erm** like let's say on a daily basis [PAUSES] like if I was having it at a coffee shop regularly then I would you know go for it on a subscription **ermm** (.) package or like a membership but you know in terms of buying it I personally wouldn't **ermm** (.) yeah just because I have coffee still here and there **it isn't a completely daily regular thing** Considers a different coffee purchase based on usage (usage is a purchasing influence) – CMP:UFR

Interviewer: **Keeping in mind the views you have shared, has the concept of coffee subscriptions altered your perceptions of adopting a coffee-making lifestyle?**

Respondent: **Ermm** [PAUSES] **after hearing about coffee subscriptions** I am a lot more interested to know more about them possibly **yes** adapting them into my lifestyle probably in the future Awareness into a new product type has generated interest – CMP:PTY

Interviewer: Are there any benefits to making your own coffee? CMP:BEN

Respondent: It's **cheaper** (.) **you're in control** of how much coffee you want **ermm** especially with sugar I can basically decide **how much sugar I want if I want sugar at all** Can potentially link to health – being able to control sugar is crucial for some

Interviewer: How often do you make your own coffee? CMP:UFR

Respondent: **About three times a week**

Interviewer: How? E.g. instant coffee, coffee pods etc CMP:UFR

Respondent: Both **coffee pods** and **instant coffee** really Repetition suggesting the importance of these factors

Interviewer: **Is this your preferred method? Why?**

Respondent: **Yes** just because I'm **more in control** and its **easily accessible** because it's in my kitchen CMP:BEN

Interviewer: What are your thoughts on using coffee pods and why?
 Attitude towards pods is influenced heavily by the product type and the benefits of using pods – **CMP:ATT:PTY:BEN**

Respondent: My thoughts on them (.) **erm** (.) I like (.) what **type of coffee pods** are out there **you kind of get something like you wouldn't be able to buy normally** (.) like **oreo** erm flavoured drinks (.) erm like costa coffee but you can have it at home so I like the **uniqueness of coffee pods** [PAUSES] and there's **no way you can go wrong** with it whereas if you're still making it at home by yourself with the granules there's room for it to be messed up
 Strong preference for variety

Interviewer: Do you believe that coffee pods have a different taste?
CMP:UFR

Respondent: [stretches out first word] Yes but **I can't describe it**

Interviewer: What is your opinion on the following statement: 'Coffee made at home lacks the high-quality taste achieved from a coffee shop'
 Highlights a challenge to overcome

Respondent: [stretches out words] I agree [stops stretching out words] just because [stretches out words] the ones that you buy for home [stops stretching out words] they're **typically all in one** so you know you just add water then boom it's done it already has like milk and everything inside so **I do feel like the ones at home are lower quality**
 Negative attitude towards coffee pods – **CMP:ATT**

Interviewer: **What factors influence your perceptions on taste?**

Respondent: I don't know how to answer this [laughs]

Interviewer: [Laughs] No worries (.) So an example would be (.) if the packaging stated a source such as Brazil (.) would that influence your perceptions on how your coffee is going to taste?
CMP:PTY:INF

Respondent: Erm yeah so I think **where it's sourced from has an influence** (.) on what my perception is of the taste [PAUSES] yeah **mainly** the source so like how it was made erm even if it was like **ethically sourced** actually because that's one of the factors that **care about** so yeah [PAUSES] or whether it's **locally sourced** that would make a difference as well
 Arguably one of the biggest influences

Section D: Influence of Choice Criteria

Interviewer: We will now discuss the influence of choice criteria on consumer behaviour when adopting a coffee-making lifestyle to determine what you would want from a coffee pod.

Interviewer: What do you look for when purchasing coffee pods?

Packaging has a high influence – **CCR:BRE**

Respondent: When looking for coffee pods erm I look [stretches out words] for [stops stretching words] what **you know whatever drink I'm going for** (.) so obviously if it is **coffee you know some coffee pods are like caramel lattes erm so they have some sort of flavour to it so I'm more inclined to go for those just because I have a sweet tooth** erm (.) **the design and the packaging** (.) of the pod itself really does have an impact on whether I'm going to buy it or not **erm** (.) because that's what's really going to sell to me and obviously the familiarity of the brand [PAUSES] similar to when I buy anything (.) **the design style the packaging should reflect you know me as a person** (.) erm what I like what I go for my interests so I go for typical packaging that's quite **minimal erm something so that's** (.) you know quite clean not too busy with that I have the **connotation that this product is of high quality**
 High preference for a sweeter product therefore more innovation needed – **CCR:TAS:INN**
 Should be considered due to high importance – **IPR:PAC**
CRR:QUA

Interviewer: What product features do you look for first?
 First feature mentioned so important/valued – **CCR:BTW:BRE**
 Quantity is important – **IPR:POF**

Respondent: **Erm I look at the brand** (.) you know **brand recognition** **how many pods I'm going to get whether the actual coffee pods work for my machine erm yeah how many I get** [PAUSES] **erm the strength of the coffee** erm not only the quantity of the pods I'm going to get but **the actual size of the pods so what would one pod be equivalent to in a cup would it be a standard cup would it be a latte glass** erm (.) you know the looks itself the brand [PAUSES] **as of recently obviously looking more on erm the environmental side so if anything is like compostable or like eco-friendly because I'm more inclined to go for something like that**
 Innovation into this aspect is crucial – **CRR:INN, IPR:PAC**

Interviewer: **Could you rank these features from most to least important and why?**

Brand recognition should be high to succeed – CRR:BRE

Respondent: Most important brand recognition (.) then I'd go for design then the quantity of pods and then the actual quantity in cup size/erm [PAUSES] and then [PAUSES] yeah the eco-friendly one

Repetition of these features emphasises on the importance – IPR:PAC:POE

Interviewer: Does price have a big influence on the coffee pods purchased?

Price influences quality – CCR:QUA, IPR:PRI

Respondent: Yes because typically coffee pods are quite expensive like they are good quality but you are paying quite a lot for you know a minimum of eight pods which is just eight drinks so (.) I do really care about what quality I'm getting for that price

Interviewer: How much are you willing to spend on coffee pods and why?

Respondent: Erm around five to eight pounds (.) erm typically because a lot of stores do a two for seven deal erm (.) but you know the average price is about five pounds a pack (.) so eight would be the highest I'd go but I'd only do ten if I'm getting quite a lot for my money

Quantity influences price – IPR:PRI

Interviewer: What product features do you associate with certain price ranges? E.g. a high price

Quality:Price associations – CCR:QUA

Respondent: Typically [PAUSES] if I'm going to get let's say a twenty pack of pods I would erm normally associate that with a lower price erm if it's you know eco-friendly I would associate that with a higher price if it's a well-known brand or (.) like it's a really special flavour or something erm I'd associate that with a higher price and a lower quantity [PAUSES] that's typically how they are

Interviewer: Based on the coffee pods you have purchased; how would you improve the product offering?

Respondent: I think [PAUSES] the typical person [PAUSES] because there was a point where I was buying coffee pods on a regular basis but the only thing that's lacking is like a bulk buy [PAUSES] or you know (.) because typically people don't want to buy pods on a weekly basis it would just be much easier you know to just have a pack that

has like a month's supply or something [PAUSES] at least I'd be getting more of my money's worth from that rather than making more trips to the shops

Alternative to the high quantity/low quality perception – IPR:PRI

Interviewer: Would the implementation of these improvements encourage a higher purchase frequency?

Respondent: Yes it definitely would

Interviewer: What would you consider as high quality indicators in coffee pods and why?

CCR:BTR

CCR:QUA

Respondent: The reviews erm how popular the brand is (.) the quality of the coffee erm even without realising or given a second thought I would put high priced coffee pods as something that probably is of higher value and quality

Interviewer: What features do you associate with high quality in general?

IPR:PAC

Respondent: Erm I associate good quality packaging erm (.) how long the actual brand has been in the business for if that makes sense I mean like how long they've been selling for like how long they've been in the industry

CCR:BTR

Interviewer: What are your views on having a variety of coffee pod flavours to choose from?

Reinforced from previous answers - IPR:POE

Respondent: I think having a variety of flavours would be ideal and preferred erm (.) just so you can have a selection at home

Would require more innovation than the typical options – CCR:INN

Interviewer: Do you prefer to choose the same type of coffee each time you purchase coffee pods? If not, what influences you to try something new?

CCR:BTR:BRE

Respondent: Typically I'd go for what I'm familiar with (.) but if there's like a sale or if there's a new flavour I haven't tried like oreo or chocolate or caramel that I haven't tried and it seems interesting or something that is new then I would be more inclined to try it

Repetition emphasises the importance of innovative flavours – CCR:TAS:INN

Interviewer: What are your thoughts on your local coffee shops offering their own coffee pods?

PIN:POS:NEG in the statement however this may be down to brand's level of trust and recognition

Respondent: I haven't seen that happen erm I think that's a good idea [PAUSES] but erm I probably would be like still be more inclined to use more well-known brands

Interviewer: What would influence you to try coffee pods from your local coffee shops?

Provides a solution to a potential challenge that might occur – CCR:TAS

Respondent: Well if it would be from a local coffee shop maybe if they had testers and I could actually try erm the coffee before-hand because the ones that you normally get from shops you already know and you're familiar with the taste erm of the coffee pods and you know what to expect whereas with the local ones I wouldn't know [PAUSES] I wouldn't know what the quality is and stuff

PIN:NEG

Interviewer: Based on your design background, what advice would you give your local coffee shop if they were looking to expand into the coffee pod market?

Respondent: I think (.) probably steer away from what's currently on the market because current coffee pods you know they (.) are more towards their current brand and brand guidelines so as a local coffee shop you kind of want to distinguish yourself erm away from that especially since it's probably locally sourced erm going for a cleaner more modern design that something you know that consumers (.) local consumers would recognise

IPR:PAC to create brand recognition and trust

Interviewer: That is the end of our interview, thank you for your participation (.) Your insights have been highly valuable

Introduction

Good afternoon, my name is Zena Dave and I will be your interviewer today. The aim is to gain an insight into your motivation to adopt a coffee-making lifestyle. Also, how this has a direct impact on your purchase intention when buying coffee related products. Three areas will be covered throughout this interview relating to your lifestyle motivations, attitudes and perceptions towards coffee and the choice criteria of coffee products.

This interview is anticipated to last around 40 mins to 1 hour, and with your permission it would be recorded via a recording app. Your identity and details are valued, hence the information provided will be completely confidential, anonymised and will not be shared with any third parties.

Thank you for time and participation in this research study, information provided will provide substantial data for the Coffee House Research Study. Before starting the interview, with your permission do I have the right to record and proceed with the interview?

Respondent: Yes

Section A: Demographics

Interviewer: Firstly, I would like to start the discussion by asking a few introductory questions to find out a little bit more about you...

Interviewer: What is your age?

Respondent: 26

Interviewer: What is your ethnicity?

R2: Male, 26, employed full-time, coffee drinker

Respondent: Bengali

Interviewer: What is your current occupational status?

Respondent: Full-time employed

Interviewer: Are you a coffee drinker?

Respondent: Yes

Section B: Motivations

Interviewer: Thank you, the next set of questions will primarily focus on your motivations for following or adopting coffee-drinking lifestyle.

Interviewer: When you hear the word 'coffee', what are your initial thoughts?

Respondent: Associated with the morning (.) the start of my day [PAUSES] it's the first thing I do in the morning, I make a cup of coffee before I leave for work

Repetition – strongly believes coffee is part of a morning routine – MOT:ATT

Interviewer: What would you say attracts you to drinking coffee and why?

MOT:GOA

Respondent: Ermm so I really like the taste of coffee [PAUSES] so that's what attracts me to drinking it and I really like the buzz you get from it (.) it makes me feel more awake and more alert

Interviewer: On average, how often do you drink coffee?

Productivity levels are a key influencer for coffee consumption

MOT:INF

Respondent: On days that I'm working I have two cups of coffee [PAUSES] One first thing in the morning and then one at work around midday just before lunch [starts stretching speech] and then on weekends [stops stretching speech] I probably have one when I get out of bed

Sleeping pattern could be a potential influence as the coffee is used to awaken the respondent

Interviewer: Where do you prefer to get your coffee fix and why?

Time has a large influence over coffee purchasing decision – MOT:PER

Respondent: If I'm getting coffee from outside [begins to stretch the word] and [end of word stretch] I'm in a bit of a rush I take the drive-through so I go either to a Maccies, or a Starbucks because that's where I'm close too and there's a drive-through for that [PAUSES] ermm if I am feeling erm a bit more of a treat and I have time I have coffee at Costa but that's only if I have time to go in and get it

Potentially views certain purchasing decisions as a luxury – MOT:ATT & MOT:PER

Interviewer: Do you usually get your coffee fix from here?

Relatively loyal

Respondent: yes

Interviewer: What do you hope to gain from drinking coffee?

Respondent: ~~erm~~ I haven't really thought about that before (.) erm I guess it's pleasure because I really enjoy like the taste of it [PAUSES] erm makes me feel alert

MOT:GOA

Interviewer: How does drinking coffee make you feel?

MOT:ATT

Respondent: [assertive tone of voice] awake (.) alert (.) and happy

Highly confident with their response

Interviewer: **Could you provide some more information on what you believe are your key motivators when purchasing coffee? Are there any other influential factors?**

MOT:INF

Respondent: Motivators are different flavours so for example some coffees that have caramel in it (.) different strengths (.) that come in like gold blend and normal blend [PAUSES] erm a coffee and then finally the beans itself (.) I like trying out different beans

Distinct preference for variety and innovation

Section C: Attitudes and Perceptions

Interviewer: This section of the interview will now shift towards focusing on the attitudes and perceptions focused on adopting a coffee-making lifestyle.

Interviewer: How do you feel about making coffee at home?

Negative emotions towards making coffee at home - CMP:ATT

Respondent: Erm I make coffee at home when I need too (.) erm I don't really like making it at home (.) I don't really like the taste of instant coffee

Against instant coffee - CMP:PTY

Interviewer: Research conducted by Mintel has identified that coffee subscriptions have had an influential impact on influencing a coffee-making lifestyle, have you ever subscribed?

Considered trying a different approach to purchasing coffee - CMP:PTY

Respondent: No I currently have not subscribed (.) I have thought about it

Interviewer: **Keeping in mind the views you have shared, has the concept of coffee subscriptions altered your perceptions of adopting a coffee-making lifestyle?**

Respondent: No because I don't have any coffee subscriptions

Interviewer: Are there any benefits to making your own coffee?

Respondent: Yeah (.) it's cheaper than going to the café [PAUSES] and you can make it whenever you want

CMP:BEN

Interviewer: **In your opinion, what are the benefits of a coffee-making lifestyle?**

Repetition which emphasises on the importance and value added - CMP:BEN

Respondent: It's cheaper (.) it's enjoyable you can make it whenever you want and it can be a bit of a hobby

Highlighted an influence potentially aiding in the growth of adopting a coffee-making lifestyle - CMP:INF

Interviewer: Can you expand on how it can be a hobby?

Respondent: ~~Erm~~ once start getting invested in coffee you can buy different beans different machines different syrups [PAUSES] erm so you can kind of dabble in like a load of variety of coffees

Emphasises on the benefits of coffee-making as a hobby and the importance of variety - CMP:BEN

Interviewer: How often do you make your own coffee?

CMP:UFR

Respondent: ~~Erm~~ I at least once a day (.) in the morning or at work I have to use instant coffee (.) erm on weekends probably from the café [PAUSES] at least once a day

Interviewer: How? E.g. instant coffee, coffee pods etc

Respondent: When at work (.) instant coffee when in a rush instant coffee (.) coffee pods if I have five extra minutes in the morning

Time is a huge influence on determining which product is used - CMP:PTY:INF

Interviewer: **Is this your preferred method? Why?**

Respondent: It's the **cheapest and the fastest** way to make coffee that's why [PAUSES] [slight tone of voice change] Oh and also [tone of voice returns to normal] it's the **most convenient** because you don't have to need a coffee machine (.) with instant you just need powder and hot water

Repetition emphasising on the importance of being able to do things fast – **CMP:BEN**

Interviewer: What are your thoughts on using coffee pods and why?

Time is a huge influencer on whether coffee pods are used or not – **CMP:TIM**

Respondent: Well I do prefer coffee pods to instant coffee but coffee pods do take a little bit longer and **it's a bit of a long process** using the machine since you have to clean the machine after each use and you have to use two pods so it's a bit long

Interviewer: Do you believe that coffee pods have a different taste?

Positive attitude followed by negative – **CMP:ATT**

Respondent: Erm it does **taste better and it does taste nicer** (.) but it's **more expensive** and it's a lot **more effort** so it depends if you're prepared to deal with the aftermath once you've done it (.) used one of the pods

Interviewer: What is your opinion on the following statement: 'Coffee made at home lacks the high-quality taste achieved from a coffee shop'

Respondent: [PAUSES] **True**

Certain

Coffee shop quality is hard to replicate due to lack of **the** same resources – **CMP:ATT**

Interviewer: Why do you think that statement is true?

Respondent: Erm (.) so (.) it **tastes better** and they either **use high class machinery or high-quality beans** [PAUSES] and [PAUSES] their method of preparation is better than what I would do at home

Interviewer: **What factors influence your perceptions on taste?**

CCR:TAS

Respondent: **The environment the smell the preparation the appearance** (.) erm for the preparation [PAUSES] I feel like when a barista is making it for me (.) I just feel like they know what they're doing better than me [laughs]

Section D: Influence of Choice Criteria

Interviewer: We will now discuss the influence of choice criteria on consumer behaviour when adopting a coffee-making lifestyle to determine what you would want from a coffee pod.

Interviewer: What do you look for when purchasing coffee pods?

CCR:QUA

Respondent: A brand that I'm **familiar** with (.) **flavour** and **value for money**

CCR:BTR:BRE **CCR:TAS**

Interviewer: What product features do you look for first?

Personal preferences – **CCR:INN**

Respondent: Erm **the type of coffee** it is [PAUSES] so I like **lattes** so I go for lattes a lot and **erm the brand**

Repetition, values the brands they use – **CCR:BTR**

Interviewer: **Would you consider these features as most important? Why?**

Respondent: Erm because it's the coffee I drink and it's the coffee I like so that's why it's **most important** to me

Taste/type of coffee and the brand are important influencers

Interviewer: So [pause] would you consider features such as brand and packaging important?

Respondent: [PAUSES] **the brand is important to me as it's the brand and taste that I'm familiar with and it's the brand that I trust** [PAUSES] **and the packaging** (.) **yeah I guess if it's premium packaging I will trust the brand**

IPR:PAC

Interviewer: Does price have a big influence on the coffee pods purchased?

Price can influence purchasing behaviour – **IPR:PRI**

Respondent: Erm yes **I'd say price does have an influence erm it's swayed me to try a few different brands here and there** (.) I've picked up a few other brands that I've liked [PAUSES] but erm primarily if there's an offer then I'll go for them but I still bulk buy my favourite brands

Interviewer: How much are you willing to spend on coffee pods and why?

Tends to sway towards offers – IPR:PRI

Respondent: Erm I normally get the **three for £10** ones from my local supermarket and it lasts me like a week (.) a week and a bit [PAUSES] so that's **like £10 a week for 15 16 pods** which is still cheaper than buying one coffee for £3.50-£5.00 from the shop so it still works out cheaper overall making it at home

Interviewer: **What product features do you associate with certain price ranges? For example a high price**

CCR:QUA

Respondent: For a higher price range I would associate it with **better quality coffee** (.) **erm better taste** (.) and a **better texture** in that it'll just be blended nicer than something cheaper which is just not as nice really

Interviewer: Based on the coffee pods you have purchased; how would you improve the product offering?

Having a choice is valued and preferred – CCR:INN

Respondent: Erm I would want **more unique flavours** because at the moment with coffee (.) they all kind of taste very similar though slightly with just a slight difference in it and with one box **instead of having 16 pods of one flavour** (.) I'd rather have [PAUSES] **loads of different flavours in one box so I can cycle through them**

IPR:POF

Interviewer: Would the implementation of these improvements encourage a higher purchase frequency?

IPR:PRI

Respondent: It probably would overall but **I still like that nice idea of spending £10 every one and half weeks on three packets of pods**

Interviewer: What would you consider as high quality indicators in coffee pods and why?

Ingredients should be ethically sourced – IPR:ING

Respondent: Erm **where the beans are from** (.) or **where they're located from** (.) if they're **ethically sourced** since I consider that high quality [PAUSES] **I feel like when they're high quality and ethically sourced the price is more expensive and** (.) **erm** (.) **that's reflected in the taste of the coffee**

CCR:QUA:TAS

Interviewer: What features do you associate with high quality in general?

Source is highly important as repeated – IPR:ING

Respondent: **Where it's sourced from** (.) the taste of the product **the product packaging material that is used maybe using recycled plastics erm so it's ethical and sustainable and it can be 100% recycled**

IPR:PAC

Interviewer: What are your views on having a variety of coffee pod flavours to choose from?

Further emphasis on innovation in regard to the product offering – CCR:INN, IPR:POF

Respondent: **I really like having a variety of flavours** so I can change it up when I'm feeling a different mood but ultimately it can sometimes be too hard to choose from [PAUSES] **erm** (.) **spoilt for choice** but **I think once you find a brand that you like you kind of stick with that brand and then try different flavours within that brand**

CCR:BTR

Interviewer: **Do you prefer to choose the same type of coffee each time you purchase coffee pods? If not, what influences you to try something new?**

Respondent: I always pick my go to box (.) all the time (.) two of those and then the third one **I will try something new erm the last time I bought something was an Oreo one because I like the Oreo biscuits so I got influenced and though Oreo coffee why not** [PAUSES] **For me it's either I've seen an advert for it** (.) **had it at a friend's house or they use other well-known brands that I like**

CMP:INF

Interviewer: What are your thoughts on your local coffee shops offering their own coffee pods?

Respondent: **Yeah** (.) **id be open to the idea of having that same coffee shop taste in my own home whenever I want it** [tone of voice rises] **yeah** (.) **I'd be happy I guess**

Interviewer: How would this affect your purchase decisions?

PIN:POS

Respondent: **I'd probably stop buying it from the supermarket and start buying it from there because it will probably taste like the coffee shop taste rather than the supermarket one**

PIN:POS

Interviewer: That is the end of our interview, thank you for your participation (.) Your insights have been highly valuable

7.6 Appendix Six: Open Coding

Coding Booklet:

Themes	Sub Codes	
Motivations (MOT)	Goals	<u>MOT:GOA</u>
	Attitudes	<u>MOT:ATT</u>
	Perceptions	<u>MOT:PER</u>
	Influence	<u>MOT:INF</u>
Coffee Making Perceptions (CMP)	Attitudes	<u>CMP:ATT</u>
	Time	<u>CMP:TIM</u>
	Product Type	<u>CMP:PTY</u>
	Benefits	<u>CMP:BFN</u>
	Usage Frequency	<u>CMP:UFR</u>
	Influence	<u>CMP:INF</u>
Choice Criteria (CCR)	Brand Trust	<u>CCR:BTR</u>
	Quality	<u>CCR:QUA</u>
	Taste	<u>CCR:TAS</u>
	Innovation	<u>CCR:INN</u>
	Brand Recognition	<u>CCR:BRF</u>
Ideal Product (IPR)	Packaging	<u>IPR:PAC</u>
	Price	<u>IPR:PRI</u>
	Ingredients	<u>IPR:ING</u>
	Product Offering	<u>IPR:POE</u>
Purchase Intention (PIN)	Positive	<u>PIN:POS</u>
	Negative	<u>PIN:NEG</u>

Respondents				
Code	Respondent	Age	Gender	Occupation
R1	Respondent 1	22	Female	Student
R2	Respondent 2	26	Male	Employed

Coding Tables:

Theme: Motivations (MOT)	
Sub Codes	Excerpts
Goals (MOT:GOA)	<p>R1 – “Ermmm I like the taste of it ermm I obviously need a caffeine kick (.) that’s pretty much why I drink it its mainly because of the caffeine and the taste”</p> <p>R1 – “Preferably something that’s tasty as well as ermm err like an awakening if that makes sense [laughs] like for the caffeine to kick for me to erm feel the benefits from that”</p> <p>R2 - “Ermm so I really like the taste of coffee [PAUSES] so that’s what attracts me to drinking it and I really like the buzz you get from it (.) it makes me feel more awake and more alert”</p> <p>R2 - “ermm I haven’t really thought about that before (.) erm I guess it’s pleasure because I really enjoy like the taste of it [PAUSES] erm makes me feel alert”</p>
Attitudes (MOT:ATT)	<p>R1 - “Okay my initial thoughts [stretches out speech] go towards [stops stretching out speech] ermm work (.) ermm caffeine (.) ermm just typically mornings it’s er part of a routine erm a morning routine”</p> <p>R1 - “It makes me feel [PAUSES] warm (.) satisfied (.) ermm awake er (.) [raises voice] productive yeah”</p> <p>R2 - “Associated with the morning (.) the start of my day [PAUSES] it’s the first thing I do in the morning, I make a cup of coffee before I leave for work”</p> <p>R2 - “...it makes me feel more awake and more alert”</p> <p>R2 – “[assertive tone of voice] awake (.) alert (.) and happy”</p> <p>R2 – “...ermm if I am feeling erm a bit more of a treat and I have time I have coffee at Costa but that’s only if I have time to go in and get it”</p>
Perceptions (MOT:PER)	<p>R1 - “Preferably it would be at home just because I can make it myself (.) it’s easier it’s cheaper [PAUSES] obviously if I am going out ermm it would be with friends ermm and that would typically be at Costa or Starbucks [PAUSES] because I’m just familiar with them and I like the taste of their coffee”</p>

	<p>R1 - “Typically [PAUSES] I go with brands that I’m familiar with (.) ermm if anybody’s recommended me a brand or a type of coffee I’d probably go for that erm whether that’s through influencers or friends [PAUSES] erm the price point obviously makes a difference as well and just the quality of coffee itself”</p> <p>R2 - “I’m getting coffee from outside [begins to stretch the word] and [end of word stretch] I’m in a bit of a rush I take the drive-through... ermm if I am feeling erm a bit more of a treat and I have time I have coffee at Costa but that’s only if I have time to go in and get it”</p>
<p>Influence (MOT:INF)</p>	<p>R1 - “On average (.) I think it depends like if I’m working or like if I’m studying then more often if it’s just like the weekend (.) ermm (.) then yeah I probably wouldn’t ermm I sometimes obviously drink it casually...”</p> <p>R1 - “Typically [PAUSES] I go with brands that I’m familiar with (.) ermm if anybody’s recommended me a brand or a type of coffee I’d probably go for that erm whether that’s through influencers or friends [PAUSES] erm the price point obviously makes a difference as well and just the quality of coffee itself”</p> <p>R2 - “On days that I’m working I have two cups of coffee...”</p> <p>R2 - “Motivators are different flavours so for example some coffees that have caramel in it (.) different strengths (.) that come in like gold blend and normal blend [PAUSES] erm a coffee and then finally the beans itself (.) I like trying out different beans”</p>

<p>Theme: Coffee Making Perceptions (CMP)</p>	
<p>Sub Codes</p>	<p>Excerpts</p>
<p>Attitudes (CMP:ATT)</p>	<p>R1 - “I like making coffee at home ermm (.) it’s easier obviously w a coffee machine ermm (.) but sometimes I even have like instant coffee so the actual process of it isn’t ermm too much (.) it’s er still you know still instant it doesn’t take too long so I’m still fine with how I make it at home”</p> <p>R1 - “...I like (.) what type of coffee pods are out there you kind of get something like you wouldn’t be able to buy normally... I like the uniqueness of coffee pods [PAUSES] and there’s no way you can go wrong”</p> <p>R1 - “[stretches out first word] Yes but I can’t describe it”</p>

	<p>R1 – “[stretches out words] I agree [stops stretching out words] just because [stretches out words] the ones that you buy for home [stops stretching out words] they’re typically all in one so you know you just add water then boom it’s done it already has like milk and everything inside so I do feel like the ones at home are lower quality”</p> <p>R2 – “Erm I make coffee at home when I need too (.) erm I don’t really like making it at home (.) I don’t really like the taste of instant coffee”</p> <p>R2 – “Erm it does taste better and it does taste nicer (.) but it’s more expensive and it’s a lot more effort so it depends if you’re prepared to deal with the aftermath once you’ve done it (.) used one of the pods”</p> <p>R2 – “Ermm (.) so (.) it tastes better and they either use high class machinery or high-quality beans [PAUSES] and [PAUSES] their method of preparation is better than what I would do at home”</p>
<p>Time (CMP:TIM)</p>	<p>R1 - “...it’s er still you know still instant it doesn’t take too long so I’m still fine with how I make it at home”</p> <p>R2 – “Well I do prefer coffee pods to instant coffee but coffee pods do take a little bit longer and it’s a bit of a long process using the machine since you have to clean the machine after each use and you have to use two pods so it’s a bit long”</p>
<p>Product Type (CMP:PTY)</p>	<p>R1 – “...if I was having it at a coffee shop regularly then I would you know go for it on a subscription erm (.)”</p> <p>R1 – “Ermm [PAUSES] after hearing about coffee subscriptions I am a lot more interested to know more about them possibly yes adapting them into my lifestyle probably in the future”</p> <p>R1 – “Both coffee pods and instant coffee really”</p> <p>R1 – “My thoughts on them (.) ermm (.) I like (.) what type of coffee pods are out there you kind of get something like you wouldn’t be able to buy normally (.) like oreo erm flavoured drinks (.) erm like costa coffee but you can have it at home so I like the uniqueness of coffee pods [PAUSES] and there’s no way you can go wrong with it whereas if you’re still making it at home by yourself with the granules there’s room for it to be messed up”</p> <p>R1 – “...mainly the source so like how it was made erm even if it was like ethically sourced actually because that’s one of the factors that I care about so yeah”</p> <p>R2 – “...I don’t really like the taste of instant coffee”</p> <p>R2 – “I have thought about it”</p> <p>R2 – “When at work (.) instant coffee when in a rush instant coffee (.) coffee pods if I have five extra minutes in the morning”</p>

<p>Benefits (CMP:BEN)</p>	<p>R1 - “I like making coffee at home ermm (.) it’s easier obviously w a coffee machine ermm (.) but sometimes I even have like instant coffee so the actual process of it isn’t ermm too much (.) it’s er still you know still instant it doesn’t take too long so I’m still fine with how I make it at home”</p> <p>R1 - “It’s cheaper (.) you’re in control of how much coffee you want erm especially with sugar I can basically decide how much sugar I want if I want sugar at all”</p> <p>R1 - “I’m more in control and its easily accessible because it’s in my kitchen”</p> <p>R1 - “...you kind of get something like you wouldn’t be able to buy normally (.) like oreo erm flavoured drinks (.) erm like costa coffee but you can have it at home so I like the uniqueness of coffee pods...”</p> <p>R2 – “Yeah (.) it’s cheaper than going to the café [PAUSES] and you can make it whenever you want”</p> <p>R2 – “It’s cheaper (.) it’s enjoyable you can make it whenever you want and it can be a bit of a hobby”</p> <p>R2 – “Ermm once start getting invested in coffee you can buy different beans different machines different syrups [PAUSES] erm so you can kind of dabble in like a load of variety of coffees”</p> <p>R2 – “It’s the cheapest and the fastest way to make coffee that’s why [PAUSES] [slight tone of voice change] Oh and also [tone of voice returns to normal] it’s the most convenient because you don’t have to need a coffee machine (.) with instant you just need powder and hot water”</p>
<p>Usage Frequency (CMP:UFR)</p>	<p>R1 - “it isn’t a completely daily regular thing”</p> <p>R1 - “About three times a week”</p> <p>R2 – “Ermm I at least once a day (.) in the morning or at work I have to use instant coffee (.) erm on weekends probably from the café [PAUSES] at least once a day”</p>
<p>Influence (CMP:INF)</p>	<p>R1 - “I’m more in control and its easily accessible because it’s in my kitchen”</p> <p>R1 – “My thoughts on them (.) ermm (.) I like (.) what type of coffee pods are out there you kind of get something like you wouldn’t be able to buy normally (.) like oreo erm flavoured drinks (.) erm like costa coffee but you can have it at home so I like the uniqueness of coffee pods [PAUSES] and there’s no way you can go wrong with it whereas if you’re still making it at home by yourself with the granules there’s room for it to be messed up”</p>

	<p>R1 – “Erm yeah so I think where it’s sourced from has an influence (.) on what my perception is of the taste [PAUSES] yeah mainly the source so like how it was made erm even if it was like ethically sourced actually because that’s one of the a factors that I care about so yeah [PAUSES] or whether it’s locally sourced that would make a difference as well”</p> <p>R2 – “...it can be a bit of a hobby”</p> <p>R2 – “When at work (.) instant coffee when in a rush instant coffee (.) coffee pods if I have five extra minutes in the morning”</p> <p>R2 – “...For me it’s either I’ve seen an advert for it (.) had it at a friend’s house or they use other well-known brands that I like”</p>
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Theme: Choice Criteria (CCR)	
Sub Codes	Excerpts
Brand Trust (CCR:BTR)	<p>R1 – “Erm I look at the brand...”</p> <p>R1 – “The reviews erm how popular the brand is...”</p> <p>R1 – “...how long the actual brand has been in the business for if that makes sense I mean like how long they’ve been selling for like how long they’ve been in the industry”</p> <p>R1 – “Typically I’d go for what I’m familiar with...”</p> <p>R1 – “Well if it would be from a local coffee shop maybe if they had testers and I could actually try erm the coffee before-hand because the ones that you normally get from shops you already know and you’re familiar with the taste ermm of the coffee pods and you know what to expect whereas with the local ones I wouldn’t know [PAUSES] I wouldn’t know what the quality is and stuff”</p> <p>R2 – “A brand that I’m familiar with...”</p> <p>R2 – “...ermm the brand”</p> <p>R2 – “the brand is important to me as it’s the brand and taste that I’m familiar with and it’s the brand that I trust...”</p> <p>R2 – “...I think once you find a brand that you like you kind of stick with that brand and then try different flavours within that brand”</p>
Quality (CCR:QUA)	<p>R1 – “...connotation that this product is of high quality”</p> <p>R1 – “Yes because typically coffee pods are quite expensive like they are good quality but you are paying quite a lot for you know a minimum of eight pods which is just eight drinks so (.) I do really care about what quality I’m getting for that price”</p>

	<p>R1 – “Typically [PAUSES] if I’m going to get let’s say a twenty pack of pods I would ermm normally associate that with a lower price ermm if it’s you know eco-friendly I would associate that with a higher price if it’s a well-known brand or (.) like it’s a really special flavour or something erm I’d associate that with a higher price and a lower quantity”</p> <p>R1 – “...the quality of the coffee erm even without realising or given a second thought I would put high priced coffee pods as something that probably is of higher value and quality”</p> <p>R2 – “...value for money”</p> <p>R2 – “For a higher price range I would associate it with better quality coffee (.) erm better taste (.) and a better texture in that it’ll just be blended nicer than something cheaper which is just not as nice really”</p> <p>R2 – “...I feel like when they’re high quality and ethically sourced the price is more expensive and (.) erm (.) that’s reflected in the taste of the coffee”</p> <p>R2 – “Where it’s sourced from (.) the taste of the product the product packaging material that is used maybe using recycled plastics erm so it’s ethical and sustainable and it can be 100% recycled”</p>
<p>Taste (CCR:TAS)</p>	<p>R1 – “...you know whatever drink I’m going for (.) so obviously if it is coffee you know some coffee pods are like caramel lattes erm so they have some sort of flavour to it so I’m more inclined to go for those just because I have a sweet tooth...”</p> <p>R1 – “...if there’s a new flavour I haven’t tried like oreo or chocolate or caramel that I haven’t tried and it seems interesting or something that is new then I would be more inclined to try it”</p> <p>R1 – “Well if it would be from a local coffee shop maybe if they had testers and I could actually try erm the coffee before-hand...”</p> <p>R2 – “The environment the smell the preparation the appearance (.) erm for the preparation [PAUSES] I feel like when a barista is making it for me (.) I just feel like they know what they’re doing better than me [laughs]”</p> <p>R2 – “...flavour...”</p> <p>R2 – “...I feel like when they’re high quality and ethically sourced the price is more expensive and (.) erm (.) that’s reflected in the taste of the coffee”</p>
<p>Innovation (CCR:INN)</p>	<p>R1 – “...you know whatever drink I’m going for (.) so obviously if it is coffee you know some coffee pods are like caramel lattes erm so they have some sort of flavour to it so I’m more inclined to go for those just because I have a sweet tooth...”</p> <p>R1 – “...as of recently obviously looking more on erm the environmental side so if anything is like compostable or like eco-friendly because I’m more inclined to go for something like that”</p>

	<p style="text-align: center;">R1 – “...a variety of flavours...”</p> <p>R1 – “...if there’s a new flavour I haven’t tried like oreo or chocolate or caramel that I haven’t tried and it seems interesting or something that is new then I would be more inclined to try it”</p> <p style="text-align: center;">R2 – “Ermm the type of coffee it is [PAUSES] so I like lattes so I go for lattes a lot...”</p> <p>R2 – “Erm I would want more unique flavours because at the moment with coffee (.) they all kind of taste very similar though slightly with just a slight difference in it and with one box instead of having 16 pods of one flavour (.) I’d rather have [PAUSES] loads of different flavours in one box so I can cycle through them”</p> <p>R2 – “I really like having a variety of flavours so I can change it up when I’m feeling a different mood but ultimately it can sometimes be too hard to choose from [PAUSES] ermm (.) spoilt for choice but I think once you find a brand that you like you kind of stick with that brand and then try different flavours within that brand”</p> <p style="text-align: center;">R2 – “...I will try something new erm the last time I bought something was an Oreo one because I like the Oreo biscuits so I got influenced and though Oreo coffee why not”</p>
<p>Brand Recognition (CCR:BRE)</p>	<p>R1 – “...the design and the packaging (.) of the pod itself really does have an impact on whether I’m going to buy it or not ermm (.) because that’s what’s really going to sell to me and obviously the familiarity of the brand...”</p> <p style="text-align: center;">R1 – “Erm I look at the brand (.) you know brand recognition...”</p> <p style="text-align: center;">R1 – “Most important brand recognition...”</p> <p style="text-align: center;">R1 – “Typically I’d go for what I’m familiar with...”</p> <p style="text-align: center;">R2 – “A brand that I’m familiar with...”</p>

<p>Sub Codes</p>	<p>Theme: Ideal Product (IPR)</p>
<p>Packaging (IPR:PAC)</p>	<p>R1 – “...similar to when I buy anything (.) the design style the packaging should reflect you know me as a person (.) erm what I like what I go for my interests so I go for typical packaging that’s quite minimal erm something so that’s (.) you know quite clean not too busy with that I have the connotation that this product is of high quality”</p> <p style="text-align: center;">R1 – “...as of recently obviously looking more on erm the environmental side so if anything is like compostable or like eco-friendly because I’m more inclined to go for something like that”</p>

	<p>R1 – “...then I’d go for design... eco-friendly one”</p> <p>R1 – “...good quality packaging...”</p> <p>R1 – “...cleaner more modern design that something you know that consumers (.) local consumers would recognise”</p> <p>R2 – “...and the packaging (.) yeah I guess if it’s premium packaging I will trust the brand”</p> <p>R2 – “...the product packaging material that is used maybe using recycled plastics erm so it’s ethical and sustainable and it can be 100% recycled”</p>
<p>Price (IPR:PRI)</p>	<p>R1 – “Yes because typically coffee pods are quite expensive like they are good quality but you are paying quite a lot for you know a minimum of eight pods which is just eight drinks so (.) I do really care about what quality I’m getting for that price”</p> <p>R1 – “...five to eight pounds... highest I’d go but I’d only do ten if I’m getting quite a lot for my money”</p> <p>R1 – “...bulk buy...at least I’d be getting more of my money’s worth...”</p> <p>R1 – “I think [PAUSES] the typical person [PAUSES] because there was a point where I was buying coffee pods on a regular basis but the only thing that’s lacking is like a bulk buy [PAUSES] or you know (.) because typically people don’t want to buy pods on a weekly basis it would just be much easier you know to just have a pack that has like a month’s supply or something [PAUSES] at least I’d be getting more of my money’s worth from that rather than making more trips to the shops”</p> <p>R2 – “Erm yes I’d say price does have an influence erm it’s swayed me to try a few different brands here and there (.) I’ve picked up a few other brands that I’ve liked [PAUSES] but erm primarily if there’s an offer then I’ll go for them but I still bulk buy my favourite brands”</p> <p>R2 – “Erm I normally get the three for £10 ones from my local supermarket and it lasts me like a week (.) a week and a bit [PAUSES] so that’s like £10 a week for 15 16 pods which is still cheaper than buying one coffee for £3.50-£5.00 from the shop so it still works out cheaper overall making it at home”</p> <p>R2 – “...I still like that nice idea of spending £10 every one and half weeks on three packets of pods”</p>
<p>Ingredients (IPR:ING)</p>	<p>R1 – “...if there’s a new flavour I haven’t tried like oreo or chocolate or caramel that I haven’t tried and it seems interesting or something that is new then I would be more inclined to try it”</p> <p>R1 – “...locally sourced...”</p> <p>R2 – “Erm where the beans are from (.) or where they’re located from (.) if they’re ethically sourced since I consider that high quality [PAUSES] I feel like when they’re high quality and ethically sourced the price is more expensive and (.) erm (.) that’s reflected in the taste of the coffee”</p>

	R2 – “Where it’s sourced from...”
Product Offering (IPR:POF)	<p>R1 – “...how many pods I’m going to get whether the actual coffee pods work for my machine erm yeah how many I get... erm the strength of the coffee...he actual size of the pods so what would one pod be equivalent to in a cup would it be a standard cup would it be a latte glass...”</p> <p>R1 – “...quantity of pods and then the actual quantity in cup size...”</p> <p>R1 – “...a variety of flavours...”</p> <p>R2 – “Erm I would want more unique flavours because at the moment with coffee (.) they all kind of taste very similar though slightly with just a slight difference in it and with one box instead of having 16 pods of one flavour (.) I’d rather have [PAUSES] loads of different flavours in one box so I can cycle through them”</p> <p>R2 – “I really like having a variety of flavours so I can change it up when I’m feeling a different mood but ultimately it can sometimes be too hard to choose from [PAUSES] ermm (.) spoilt for choice but I think once you find a brand that you like you kind of stick with that brand and then try different flavours within that brand”</p> <p>R2 – “...I will try something new erm the last time I bought something was an Oreo one because I like the Oreo biscuits so I got influenced and though Oreo coffee why not”</p>

Sub Codes	Theme: Purchase Intention (PIN)
Positive (PIN:POS)	<p>R1 – “I haven’t seen that happen erm I think that’s a good idea...”</p> <p>R2 – “Yeah (.) id be open to the idea of having that same coffee shop taste in my own home whenever I want it [tone of voice rises] yeah (.) I’d be happy I guess”</p> <p>R2 – “I’d probably stop buying it from the supermarket and start buying it from there because it will probably taste like the coffee shop taste rather than the supermarket one”</p>
Negative (PIN:NEG)	R1 – “...I probably would be like still be more inclined to use more well-known brands”

7.7 Appendix Seven: Axial Coding

A) Exploring the relationship between price and quality on the motivators of a coffee lifestyle and how it affects an individual’s purchasing intentions

Themes (Codes)	Sub-Codes	Supporting Excerpts	Relationship Justification
Motivators (MOT)	Influence MOT:INF	R1 - “Typically [PAUSES] I go with brands that I’m familiar with (.) ermm if anybody’s recommended me a brand or a type of coffee I’d probably go for that erm whether that’s through influencers or friends [PAUSES] erm the price point obviously makes a difference as well and just the quality of coffee itself”	The interviews have established and confirmed a highly influential relationship between price and quality This has the potential to not only influence an individual to purchase particular brands/products but can also motivate an individual into adopting a coffee-drinking lifestyle.
Choice Criteria (CCR)	Quality CCR:QUA	R1 – “...the quality of the coffee erm even without realising or given a second thought I would put high priced coffee pods as something that probably is of higher value and quality” R2 – “...value for money” R2 – “For a higher price range I would associate it with better quality coffee (.) ermm better taste (.) and a better texture in that it’ll just be blended nicer than something cheaper which is just not as nice really” R2 – “...I feel like when they’re high quality and ethically sourced the price is more expensive and (.) erm (.) that’s reflected in the taste of the coffee”	
Ideal Product (IPR)	Price (IPR:PRI)	R1 – “Yes because typically coffee pods are quite expensive like they are good quality but you are paying quite a lot for you know	

		<p>a minimum of eight pods which is just eight drinks so (.) I do really care about what quality I'm getting for that price"</p>	
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B) Examining the relationship between the perceptions of making-coffee at home and the innovation needed to create the ideal product

Themes (Codes)	Sub-Codes	Supporting Excerpts	Relationship Justification
<p>Coffee Making Perceptions (CMP)</p>	<p>Attitudes (CMP:ATT)</p> <p>Influence (CMP:INF)</p>	<p>R1 - "...I like (.) what type of coffee pods are out there you kind of get something like you wouldn't be able to buy normally... I like the uniqueness of coffee pods [PAUSES] and there's no way you can go wrong"</p> <p>R1 – "My thoughts on them (.) ermm (.) I like (.) what type of coffee pods are out there you kind of get something like you wouldn't be able to buy normally (.) like oreo erm flavoured drinks (.) erm like costa coffee but you can have it at home so I like the uniqueness of coffee pods [PAUSES] and there's no way you can go wrong with it whereas if you're still making it at home by yourself with the granules there's room for it to be messed up"</p>	<p>There is a distinct preference for a variety of flavours, specifically sweet flavours such as caramel or Oreo (cookies and cream). Packaging is also a big influencer on the</p>
<p>Choice Criteria (CCR)</p>	<p>Taste (CCR:TAS)</p>	<p>R1 – "...you know whatever drink I'm going for (.) so obviously if it is coffee you know some coffee pods are like caramel lattes erm so they have some sort of flavour to it so I'm more inclined to go for those just because I have a sweet tooth..."</p>	<p>There is a distinct preference for a variety of flavours, specifically sweet flavours such as caramel or Oreo (cookies and cream). Packaging is also a big influencer on the</p>

	<p>Innovation (CCR:INN)</p>	<p>R1 – “...if there’s a new flavour I haven’t tried like oreo or chocolate or caramel that I haven’t tried and it seems interesting or something that is new then I would be more inclined to try it”</p> <p>R1 – “...a variety of flavours...”</p> <p>R1 – “...if there’s a new flavour I haven’t tried like oreo or chocolate or caramel that I haven’t tried and it seems interesting or something that is new then I would be more inclined to try it”</p> <p>R2 – “Ermm the type of coffee it is [PAUSES] so I like lattes so I go for lattes a lot...”</p> <p>R2 – “Erm I would want more unique flavours because at the moment with coffee (.) they all kind of taste very similar though slightly with just a slight difference in it and with one box instead of having 16 pods of one flavour (.) I’d rather have [PAUSES] loads of different flavours in one box so I can cycle through them”</p> <p>R2 – “I really like having a variety of flavours so I can change it up when I’m feeling a different mood but ultimately it can sometimes be too hard to choose from [PAUSES] ermm (.) spoilt for choice but I think once you find a brand that you like you kind of stick with that brand and then try different flavours within that brand”</p> <p>R2 – “...I will try something new erm the last time I bought something was an Oreo one because I like the Oreo biscuits so I got influenced and though Oreo coffee why not”</p>	<p>consumers perceptions as it needs to be innovative yet still environmentally friendly</p>
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