

Can investing in a new range of coffee pods better meet Coffee House's customer needs?



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Tutor: Dr Georgios Tsimonis

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Executive Summary

Proposal Plan:

The research has been conducted to determine whether or not Peter James – owner of The Coffee House – should invest in a new range of coffee pods to better meet the needs of customers. This discussion derives from the growing interest in coffee pods – 29% of Brits have at least one coffee pod machine in their household (Mintel, 2019). As a result, primary research will be used to help best uncover the following objectives for the research aim:

- **To understand buyer frequency and usage of coffee/coffee pods**
- **To determine popular and unpopular attributes of coffee pods**
- **To uncover personal consumer tastes of coffee flavours**

Two interviews will be conducted using a semi-structured approach, which will allow the research to probe questions. Furthermore, the questions will be open-ended in order to best discover the participant's views/attitudes and to encourage extensive answers. Next, the interviews will be full transcribed and annotated with thematic coding, helping to uncover any interconnectivity.

Key Findings and Recommendations:

Both respondents expressed a negative opinion towards the lack of sustainable efforts coffee pods provide. Therefore, it is recommended that Peter James conducts further research into environmentally friendly coffee pods. This would better position The Coffee House against competitors, making their products more appealing.

Furthermore, the respondents had very different interests in tastes. Thus, revealing that The Coffee House need to ensure that they have a wide variety of flavours as well as new interesting ones in order to thrive in a competitive environment.

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1. Introduction

The Coffee House, under the leadership of Peter James, is a local coffee roaster in Leicestershire. The Coffee House is looking to become more innovative and have recognised the market's increased interest in coffee pods. For example, The British Coffee Association (2019) details that coffee pods are becoming most popular among millennials (aged 16-34), accounting for 16% of all buyers. Additionally, 29% of Brits have one coffee pod machine in their household (Mintel, 2019). In effect, competitors have introduced coffee pods with unique flavours, meeting the needs of consumers.

Due to this insight, primary research will be conducted to uncover whether Peter James should invest in a new range of coffee pods. Semi-structured interviews will be developed in order to discover further insight into the interest of coffee pods. This data will be used to better position Peter James' decision-making.

2. Proposal Plan

2.1 Research Problem

The problem presented by Coffee House is to determine if it is worth introducing a new range of coffee pods as part of their new positioning.

2.2 Research Objectives

The overall objective is to aid the decision as to whether or not The Coffee House should invest in a new range of coffee pods. The following research objectives will help to uncover this as well provide additional insight into coffee pod attributes.

1. To understand buyer frequency and usage of coffee/coffee pods

This will be crucial in The Coffee House's decision-making process as it will reveal the level of interest and risk involved in introducing this new product. For instance, the discovery between whether this is a passing phase or if this is part of an everyday routine could be a deciding factor.

2. To determine popular and unpopular attributes of coffee pods

By answering this, The Coffee House will better understand any praises or concerns that consumers may have about coffee pods. For instance, Mintel's Coffee Report (2018) shows us that 44% of coffee drinkers agree with the statement 'coffee pods are bad for the environment'. Therefore, if the high concern for environmental factors is affecting purchasing behaviour, this could lead Peter James to consider new innovations for reusable coffee pods.

3. To uncover personal consumer tastes of coffee flavours

This objective will help discover the most popular flavours as well as any unique flavours currently not on the market that consumers may desire. As a result, The Coffee House will be able to incorporate this if they decide to launch a range of coffee pods.

2.3 Data Collection Method

This research will be collected through qualitative primary research, addressing the "how" and 'why' in relation to the objectives set out, uncovering meanings given to experiences with coffee pods (Hennink et al., 2020). The research will present psychographic and behavioural motivations behind coffee pods. By gaining this insight, The Coffee House will be able to develop interconnectivity through the different themes presented. As a result, better positioning them to make the decision as to whether or not they should invest in coffee pods

2.4 Sampling Approach

Non-probability sampling will be used, which is the process of non-randomly selecting participants (Maher M., 2017). The technique used will be 'purposive sampling', a form of convenience sampling. This strategy involves identifying a selection of respondents that are of desired interest to the research (Palinkas et al., 2015). Due to the small sample being used for this research, it is crucial that the respondents can provide meaningful data. Therefore, judgment will be used to ensure that the respondents chosen can help meet the objectives and best answer the research question. The British Coffee House Association (2019) has expressed that those aged 16-34

(millennials) have shown the highest interest in coffee pods, therefore, this group will be targeted. As a result, this technique will be most useful for implementation research (Palinkas et al., 2015).

2.5 Research Instrument

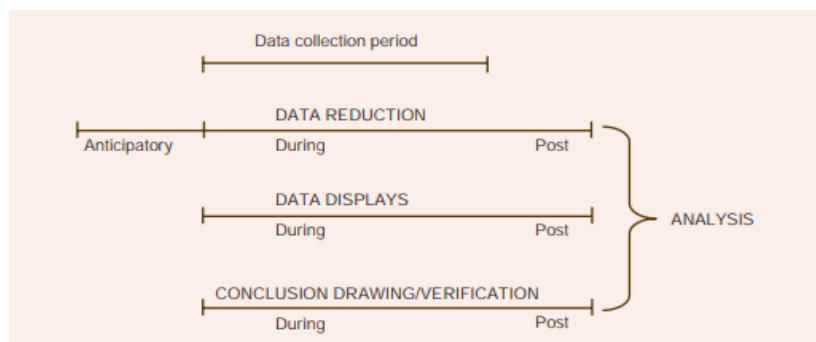
The semi-structured interview questions will be designed in advance and can be seen in Appendix 5.1 - the questions will be open-ended in order to best discover the participant's views/attitudes and to encourage extensive answers. The questions will follow themes that will correlate to the objectives in Section 2.2 in order to directly target the aim of the study. Probing techniques (how, why, when?) as seen in Appendix 5.1 will be used to get as rounded of a picture as possible (Anzul, 1991) enabling further explanations for the research.

In order to increase the likelihood of success, a pilot study has been conducted, helping to identify any problem areas (Abu Hassan et al., 2006) - minimal changes were required. However, it should be noted that the set questions did not go in order, but in what felt natural at the time to discuss depending on the respondents' answers. Furthermore, initially the questions were designed for a face-to-face interview. However, the circumstances of the current pandemic Covid-19 have called for the interview to be adjusted via telephone – again, minimal changes were required.

This research will keep to the DMU ethical guidelines to ensure good research practice; supporting the social and moral values of the respondents (www.dmu.ac.uk, n.d.).

2.6 Data Analysis Technique

Figure 1: Flow Model of Qualitative Data Analysis Components



(Schutt, 2018)

The two interviews will be analysed using the data analysis process as seen in Figure 1. Once the data is collected via recording, the data will be transcribed word for word to pave the way for the analytic process. This is when data reduction takes place, the process of developing codes, themes and concepts to categorise the answers into more meaningful data (Saunders et al., 2016). Next, the data will be displayed in labelled tables to present a more organised assembly of information. Finally, this will allow the researcher to draw conclusions and seek alternative explanations from other data sources to verify any similarities or differences (Schutt, 2018).

3. Key Findings and Recommendations

3.1 Key Findings

This section entails the results of the coded data findings within Appendix 5.4.

3.1.1 Theme 1: Objective 1: To understand buyer frequency and usage of coffee/coffee pods

Usage frequency of coffee/coffee pods varied across the board due to the different levels of interest in consumption. However, both respondent's have a consistent routine of coffee consumption, which makes the data a reliable source of insight, see excerpts below:

BEH-US "Usually I would buy a cup of coffee once a morning" Coffee pod usage - "But the coffee pods I usually use are at home and on the weekend" (*R1 - Male, 24, blue collar, living at home*)

BEH-US "I started drinking coffee last year" Coffee pod usage - "Maybe once a week. Maybe 2 or 3 times sometimes" (*R2 - Female, 25, white collar, living at home*)

When asked where respondents purchase their coffee pods, 'R1' detailed his brand loyalty to Starbucks. This was to be expected due to his high usage frequency, however, probing questions were used to uncover the strength of the brand loyalty, see excerpts below:

BEH-BS If Coffee House started selling coffee pods, would you object to buying them? - "Yes if they just had regular flavours. But, uhh...if they had something new to spark my interest then definitely yes I would buy from them" (*R1 - Male, 24, blue collar, living at home*)

Benefits sought is also an important factor as it provides a further explanation for purchase behaviour. The respondents have different reasons for their level of interests in coffee, showing us that coffee means something to the user; expressing a flavour for everyone, a style for every lifestyle (D'Costa, 2011). Furthermore, 'R2' expresses a negative opinion towards coffee pods, suggesting that it is easier to purchase coffee from the coffee shops - see excerpts below:

BEH-BS "Just trying to do something new and broaden my horizons" **N:** "it can be easier for me to get up and go to the coffee shop because they have coffee ready to go there" (R1 - Male, 24, blue collar, living at home)

BEH-BS "I just drink it for functional use" (R2 - Female, 25, white collar, living at home)

3.1.2 Theme 2: Objective 2: To determine popular and unpopular attributes of coffee pods

It was determined that coffee pods have many popular attributes, whilst the purchasing behaviours in Theme 1 differed between the respondents, they shared many common likings. Despite 'R1' previously stating that it is easier for them to just go to the coffee shop, both respondents have similar positive opinions of coffee pods being easily convenient— see excerpts below:

ATT-AC "Easy accessibility" (R1 - Male, 24, blue collar, living at home)

ATT-AC "It's convenient for me. If I need it I just get it and go" (R2 - Female, 25, white collar, living at home)

Additionally, the respondent's had mirroring perspectives on unpopular attributes, this being the negative effect that coffee pods have on the environment. It is evident that the respondents have a high interest in sustainability, suggesting that Peter James should do further research into sustainable coffee pods before extending the line - see excerpts below:

ATT-EN N- “I use coffee pods a lot so I can see how much plastic I waste each day” (R1 - Male, 24, blue collar, living at home)

ATT-EN N- “They are single-use plastics...Most likely it isn't going to be recycled into anything else. So if someone drinks 2 a day, they are drinking hundreds by the end of the year and that is a lot of wasted plastic per person” (R2 - Female, 25, white collar, living at home)

In terms of price, there was no clear view on whether or not coffee pods were affordable as the respondent's had different views on this showing us that it was dependent on personal buyer behaviour. However, an interesting insight was provided in response to the correlation between price and sustainability. It was discovered that respondents would prefer the sustainable option, but would only find it more favourable if the price was reasonable - see excerpts below:

ATT-\$ “I would probably try to buy the more sustainable coffee pod as much as I could. But, if the price was too high, I'd switch between the non-sustainable and sustainable ones for the sake of not spending too much money on coffee than I already do” (R1 - Male, 24, blue collar, living at home)

ATT-\$ “only if it is affordable” (R2 - Female, 25, white collar, living at home)

3.1.3 Theme 3: Objective 3: To uncover personal consumer tastes of coffee flavours

These questions were asked to gain a better insight into flavours, providing knowledge of what is appealing to consumers. The respondents had opposing personal tastes ranging from light to dark roast, communicating the need for a wide range of flavours - see excerpts below:

PRE-TA “dark roast cappuccino - really dark” (R1 - Male, 24, blue collar, living at home)

PRE-TA “I normally get the light or medium roast...if it gives me the impression that it's not really strong tasting, then I would get it...what is most simple” (R2 - Female, 25, white collar, living at home)

Desired taste - “It would taste like chocolate. Basically a Mocha without all the extra calories” (R2 - Female, 25, white collar, living at home)

Due to 'R2' not having tried majority of the flavours due to starting to drink coffee last year, their insight into preferred flavours does not provide as much insight as 'R1' who has been drinking coffee majority of his life. Therefore, the below excerpt gives insight into R1's most preferred and disliked flavours. Peter James should do further research into the popular flavours on the market, gaining knowledge of the key ingredients that make them popular – see excerpts below:

PRE-FL "French Roast! And Ethiopian...French Roast is number 1" **PRE-TA** "It's not too sweet, it's more dark if anything. But it still has a French vanilla vibe, but not too sweet" (R1 - Male, 24, blue collar, living at home)

PRE-FL **N** "Hazelnut!" **PRE-TA** "See it smells amazing but it has this weird taste. It is really really nutty" (R1 - Male, 24, blue collar, living at home)

3.2 Conclusions and Recommendations

Whilst the respondents have different levels of usage frequency, they are both still moderately high, which has provided appropriate examinations into the consumer research conducted. The research has demonstrated that there is a high concern for the environmental effect that coffee pods have as they are single-use plastics. Therefore, Peter James should consider if there are any sustainable options for coffee pods in order to make them more appealing. As a result, this would give Coffee House a competitive advantage. Mintel (2018) further supports these perceptions as their report 'Attitudes Towards Coffee' concludes that reusable pods could raise environmental credentials.

However, the respondents did express their concerns about the price still being affordable if these sustainable measures were to take place. Thus, Peter James would need to ensure that the price elasticity is 'inelastic' - if price increases, demand falls less (Kenton, 2018). This could be achieved by increasing consumer interest further, for example, the introduction of new flavours. Whilst the respondents shared different flavour and tastes interests, there was a common interest in trying new flavours. By implementing new and/or unique flavours, this could be the distinguishing factor to better place Coffee House against any competitors.

Furthermore, R2 expressed that they are an inexperienced coffee drinker and that she hasn't tried majority of the flavours, therefore likes to keep it simple. This provides an opportunity for Peter James to cater to this group by providing 'beginner packs' or 'wide range variety packs' that are inclusive of simple flavours as well as new interesting flavours. By doing this, The Coffee House would spark the interest of those who like to 'stay within their comfort zone' whilst also seeking new flavours to try.

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5. Appendices

5.1 The complete interview guide

5.1.1 Semi-Structured Interview Questions

Opening Script: Hi, my name is ... and this interview will be used for my University assignment to determine whether Smart Buys, a fictional company, should invest in a new range of coffee pods. I have a set of questions covering the following conversations in regards to coffee pods - your favourite flavours, any likes or dislikes and your consumption and usage.

The interview will be semi-structured, the questions are very open-ended and will allow for discussion rather than a question and answer format. The interview will last between 10-15 minutes and will be recorded for use within the assignment - please be advised that your identity and answers will remain anonymous.

Moreover, if you do not wish to answer a question, that is fine. Also, if you are unsure of the question, please do not hesitate to ask for clarification.

Before starting, do I have permission to record and proceed with the questions?

Section 1: Starter questions: Demographics

The following questions will be used to get to know your background.

1. What is your age?
2. What is your gender?
3. What is your occupation?
4. What is your marital status?
5. Do you have any children?
6. Do you live on your own or at home with family?

Thank you. The next set of questions will be based on your consumption of coffee.

Section 2: Objective 1: To understand buyer frequency and usage of coffee pods

1. When did you start drinking coffee?
 - a. **PROBE** - what/who influenced you to start

2. How often do you purchase coffee?
3. Have you ever used a coffee pod?
 - a. **PROBE** - what/who influenced you to start
4. Do you have your own coffee pod machine at home?
 - a. **PROBE** - who purchased it/what was the intent behind buying it
5. How often do you consume coffee pods?
6. Which do you prefer - purchasing coffee from coffee shops, purchasing coffee pods
 - a. **PROBE** - what is the reason behind that choice?

Thank you. The next set of questions will be based on any likes and dislikes of coffee pods.

Section 3: Objective 2: to determine popular and unpopular attributes of coffee pods

1. What are some popular attributes coffee pods have for you?
 - a. **PROBE** - uncover if this a determining factor for them
2. What are some unpopular attributes coffee pods have for you?
 - a. **PROBE** - if you still consume them, does this mean that these traits don't hold as much importance to you? Will this affect consumption later on?
 - b. **PROBE** - are there any solutions you could think of to solve this?
3. Have you purchased your own coffee pod machine?
 - a. **PROBE** - if you do not have one at home, what are your reasons for not purchasing one
 - b. **PROBE** - if someone else in the household purchased one, is this the main reason you consume it?
 - c. **PROBE** - if you purchase it, what were the determining factors of purchase?
4. In your opinion, are coffee pods a more expensive or inexpensive way to consumer coffee?
 - a. **PROBE** - if yes to expensive, why do you still consume?
 - b. **PROBE** - if yes to inexpensive, will price increases affect your consumption?

Thank you. The next set of questions will be discussing your preferred coffee pod tastes.

Section 4: Objective 3: To uncover personal consumer tastes of coffee flavours

1. What are some of your top coffee/coffee pod flavours?
2. Do you base your picks off of what is most popular on the market?
 - a. **PROBE** - if not, what entices you to try the niche flavours?
3. Can you list your flavours in order of importance to you?
 - a. **PROBE** - what makes your top flavour no. 1?
4. Are there any flavours you haven't tried yet that you want to?
 - a. **PROBE** - why haven't you tried them yet?

5. Are there any desires missing from your favourite coffee flavours?
6. Now we are going to do something fun and creative - can you create your ideal coffee, no rules?

Thank you, that is all. Do you have any additional comments regarding coffee pods that you would like to add?

Thank you for participating.

5.2 Codifying and Categorising

Due to the interviews becoming more of a discussion, some answers that correlated to specific themes were not in the desired sections. A colour coded guide has been used to highlight the respondent's answers according to the themes; this will allow for easier data analysis.

Objectives	Colour Codes
Demographics	
Objective 1: To understand buyer frequency and usage of coffee pods	
Objective 2: To determine popular and unpopular attributes of coffee pods	
Objective 3: To uncover personal consumer tastes of coffee pods	

The data has then been further codified into categories, creating a more systematic order for analysis (Saldaña, 2016). The following table displays the codes (and their explanations according to themes and sub codes) that will be used to codify the full interview transcripts.

Themes	Sub Codes	Codes used within transcript
1. Behavioural (<i>BEH</i>)	Brand loyalty	BEH-BL
	Usage frequency	BEH-US
	Occasion	BEH-OC

	Benefits sought	BEH-BS
	Influence	BEH-IN
1. Attributes (ATT)	Price	ATT-\$
	Quality	ATT-QU
	Environment	ATT-EN
	Taste	ATT-TA
	Product	ATT-PR
	Accessibility	ATT-AC
2. Preferences (PRE)	Smell	PRE-SM
	Taste	PRE-TA
	Brand Name	PRE-BN
	Flavours	PRE-FL
	Interests	PRE-IN
POSITIVE OPINION		P+
NEGATIVE OPINION		N-

5.3 Full transcripts for each interview

5.3.1 RESPONDENT 1: MALE

Opening Script:...

Interviewer: Do you have any questions?

Respondent 1: No.

Interviewer: Firstly, I'm just going to ask a few questions to get to know your background a bit better. What is your age and gender?

Respondent 1: 24. Male.

Interviewer: And your occupation?

Respondent 1: Truck driver.

Interviewer: What is your marital status?

Respondent 1: Single.

Interviewer: Any children?

Respondent 1: No.

Interviewer: Are you living at home?

Respondent 1: Yes I am living at home with my parents.

Interviewer: Okay, so we're ready to start. I would like to ask you questions regarding your consumption of coffee/coffee pods So when did you start drinking coffee?

Respondent 1: Umm. Probably about 16/17, you know, to meet the demands of high school.

Interviewer: So what are some of the reasons that made you start to drink it - to stay awake for high school...LAUGHS...?

Respondent 1: Oh yeah! And because I saw my mom drinking it every morning and started to think what's this.

Interviewer: Oh okay. Now, how often do you purchase coffee?

Respondent 1: Usually I would buy a cup of coffee once a morning.

BEH-US: high frequency drinker

Interviewer: From where?

Respondent 1: Rock Island Coffee

Interviewer: Oh I like that place. So is it part of your routine now?

Respondent 1: Yeah basically my everyday routine.

BEH-US

Interviewer: In terms of coffee names, is there something in the name or popularity that draws you or do you have your own preferred regulars?

Respondent 1: Just a regular cup. Maybe once in a while I would switch it up to an Americano or a Cappuccino.

PRE-TA

Interviewer: Okay nice. What are your top coffee flavours?

Respondent 1: Umm... French Roast! And Ethiopian.

PRE-FL: most preferred

Interviewer: Oh okay, are these your preferences for a regular cup of coffee, or are these more unique to coffee pods?

Respondent 1: For coffee pods - they range in a lot of different flavours

ATT-PR
P+: variety

Interviewer: Yeah, such variety. So is French Roast your number 1?

Respondent 1: Yeah definitely, French Roast is number 1...LAUGHS...!

Interviewer: Why is that?

PRE-FL: top flavour

Respondent 1: That's a great question...LAUGHS...I don't really know. I tried it one day and I really really liked it.

Interviewer: What made you try it?

BEH-BS: new interests

Respondent 1: Just trying to do something new and broaden my horizons...LAUGHS...!

Interviewer: What does it taste like - I'm curious!

Respondent 1: It's not too sweet, it's more dark if anything. But it still has a French vanilla vibe, but not too sweet.

PRE-TA: taste description

Interviewer: That sounds good! Are there any desires missing?

Respondent 1: Not really anything missing that I can think of.

Interviewer: Are there any flavours you haven't tried yet that you would like to.

Respondent 1: Not to my knowledge. I know there's one coffee I won't drink at all!

Interviewer: Oh, what's that?

Respondent 1: Hazelnut!

PRE-FL
N: most disliked flavour

Interviewer: Oh that sounds so delicious - why?

PRE-TA
N: disliked taste

Respondent 1: See it smells amazing but it has this weird taste. It is really really nutty.

Interviewer: Okay. Now let's do something a little more fun. If you could create your ideal coffee pod flavour with no rules applied, what would it be?

Respondent 1: Probably like a dark roast cappuccino - really dark

PRE-TA
P+: desired taste – good to incorporate

Interviewer: Okay, yum! Now to backtrack a little. You said that you started drinking coffee when you were 16/17 - is this when you started drinking coffee pods too?

Respondent 1: I think it was around that same time. My mom had a coffee maker as well as the Keurig machine for the coffee pods.

Interviewer: Oh okay, so you use them at home mainly, do you use coffee pods at work too?

Respondent 1: No, at work they just have a regular coffee dispenser for regular coffee. But the coffee pods I usually use are at home and on the weekend.

BEH-US

Interviewer: Ohh okay. Umm. What are the reasons for you drinking at home on the weekends when you are not at work?

Respondent 1: I genuinely like coffee pods more and love using the machine at home, it tastes better than my work coffee to be honest.

BEH-BS ATT-QU P+: better quality

Interviewer: Why are you interested in coffee pods - could you name a few reasons why it is popular to you?

Respondent 1: They are pretty reasonably priced. Easy accessibility. Easy to use.

ATT- \$/AC/PR
P+: all around good perspective

Interviewer: So you said your mom has one at home, if you moved out would you purchase a coffee pod machine yourself?

Respondent 1: Yeah of course, I would definitely need my own machine if I moved out.

BEH-BL
P+: continuous usage

Interviewer: Okay, are there any attributes that are unpopular to you?

Respondent 1: I would say they are kind of generic but maybe if they mixed some new flavours to make it more interesting.

ATT-PR:
N: presents opportunity

Interviewer: Okay, so you have an interest in new flavours?

PRE-IN:
opportunity

Respondent 1: Yeah I'd be interested in trying something new.

Interviewer: So you said that you have a coffee everyday before work and drink from coffee pods at home on the weekend. Do you have a preference on store bought coffee or your at home coffee pods?

Respondent 1: I think I like both. But I like going to the coffee shops because of the vibe and energy in the store. It makes you feel a type of way. And if I am rushing in the morning for work, I don't find it convenient to use my Keurig machine. It is a bit time consuming to make the coffee pods - I feel like if I am crunched for time, it's not the best option. You have to power it on, wait for the water to warm up which takes about 5, 5/10 minutes. So it can be easier for me to get up and go to the coffee shop because they have coffee ready to go there.

BEH-BS
N: finds store bought coffee more convenient

Interviewer: Okay, so going to the shop is more convenient for you. Okay, are there any other discussions or points you'd like to add about coffee pods that we haven't discussed yet?

Respondent 1: Well I normally use Starbucks coffee pods because I've been in the store and tried them before.

BEH-BL
N: high brand loyalty

Interviewer: Oh okay, so familiarity?

Respondent 1: Yes, when I've been to Starbucks, I purchase what I have already tried before.

Interviewer: Okay. So if Coffee House were to start selling pods, would you object to buying from them?

Respondent 1: Yes if they just had regular flavours. But, uhh...if they had something new to spark my interest then definitely yes I would buy from them.

BEH-BS
P+: opportunity

Interviewer: Okay. Well that was great! That's all the questions I have for you. Thank you for participating. Do you have any other comments?

Respondent 1: Umm... Probably that they could be more sustainable?

Interviewer: Could you build a little more on that?

ATT-EN
N-

Respondent1: Well I use coffee pods a lot so I can see how much plastic I waste each day.

Interviewer: Does this impact any decisions?

Respondent 1: So maybe if there was a way to make them more sustainable, this would be a positive and I'd definitely buy from a company that offers more environmental friendly products.

Interviewer: Okay..umm...often sustainable products tend to cost more, is this a factor that would negatively impact you?

ATT-EN
P+: sustainability issues offers advantage insight

Respondent 1: If I am honest, yes and no. I would probably try to buy the more sustainable coffee pod as much as I could. But, if the price was too high, I'd switch between the non-sustainable and sustainable ones for the sake of not spending too much money on coffee than I already do...LAUGHS...

ATT- $\$$: ensure that 'price elasticity' is 'inelastic' – if price increases, demand falls less

Interviewer: ...LAUGHS...Okay! Well thank you for that. And thank you for participating! Bye.

Respondent 1: No worries. You're welcome. Bye.

5.3.2 RESPONDENT 2: FEMALE

Opening Script:...

Interviewer: Do you have any questions?

Respondent 2: No.

Interviewer: Firstly, I'm just going to ask a few questions to get to know your background a bit better. What is your age?

Respondent 2: 25. Female. Environmental Scientist. Lived in Canada for 5 years and currently living in Bermuda.

Important insight into sustainability interest

Interviewer: What is your marital status?

Respondent 2: Single

Interviewer: Any children?

Respondent 2: 0

Interviewer: Are you living at home?

Respondent 2: Yes, living with my mom.

Interviewer: Okay. I'm ready to start. So when did you start drinking coffee?

Respondent 2: I started drinking coffee last year.

BEH-US: new user

Interviewer: Why'd you start?

Respondent 2: I started drinking Mochas before that because I hated the taste of coffee and then I slowly worked my way up to actual coffee.

Interviewer:...LAUGHS... Why did you hate the taste

Respondent 2:...LAUGHS... I just never liked it. I think it's an acquired taste and now I like it.

Interviewer: What made you switch over?

BEH-BS/OC: needs energy/stay awake

Respondent 2: I've basically had more work to do. And somehow I made it through University without caffeine. But now that I have more work to do I need it - basically to get my work done.

Interviewer: Okay so are those the main reasons?

Respondent 2: Yes, **to focus.**

Interviewer: So which one do you prefer drinking coffee from the shops or coffee pods?

Respondent 2: **I use coffee pods because normally when I drink coffee I need it so I go get whatever is fastest.**

Interviewer: Oh okay, how often a week do you use coffee pods?

Respondent 2: **Maybe once a week. Maybe 2 or 3 times sometimes.**

Interviewer: Okay, let's talk about coffee pod flavours, do you have a top 3?

Respondent 2: **I'm not really that familiar with the flavours but I normally get the light or medium roast.** Yeah and I normally just get **any breakfast coffee I see.**

Interviewer: Is this because you aren't a huge coffee drinker in terms of having an interest in the different flavours?

Respondent 2: Yeah. **I just drink it for functional use.**

Interviewer: Since you aren't familiar with the flavours - what are deciding factors?

Respondent 2: I would say **if it gives me the impression that it's not really strong tasting, then I would get it.**

Interviewer: In terms of that, are you picking based on popularity?

Respondent 2: Based on that and **what is most simple.**

Interviewer: Okay What do you like about coffee pods in general?

Respondent 2: **It's convenient for me. If I need it I just get it and go.**

Interviewer: Are there any flavours you haven't tried yet?

Respondent 2: **90% of the flavours...**LAUGHS...!

Interviewer:...LAUGHS...why is that?

Respondent 2: I'm just **not a big coffee drinker**

ATT-AC:
accessible

BEH-US: medium
frequency

PRE-TA:
preference

BEH-BS

PRE-TA:
preference

ATT-AC

has not tried many flavours
– lack of knowledge

Interviewer: Okay, but what if you could create your ideal coffee - however you wanted?

Respondent 2: Oh! It would taste like chocolate. Basically a Mocha without all the extra calories.

PRE-TA:
preference
and insight

Interviewer: Okay, backtracking a little...when did you first hear of coffee pods by the way?

Respondent 2: I've always known about them. But became more familiar because I used to work in a hotel and they used them a lot.

Interviewer: Okay. Where are some different places you have used them?

Respondent 2: Normally I see them at the grocery stores or petrol stations.

Interviewer: What are some popular attributes of coffee pods for you?

ATT-AC/PR:
popular
attributes

Respondent 2: Mainly the convenience. And the assortment of flavours I guess, even though I haven't tried them all it is appealing that I can.

Interviewer: Oh okay. So you said that you don't have one at home, would you ever purchase one for at home use?

Respondent 2: Umm. Yeah I would purchase one.

BEH-US: interests in further usage

Interviewer: Do you think that it's an expensive or an inexpensive way to consume coffee.

Respondent 2: I think that they are quite expensive.

ATT-\$ N:

ATT-EN N: negative
environmental and
health associations

Interviewer: What are some unattractive attributes of coffee pods?

Respondent 2: It's a humongous waste of plastic and less healthy than brewing it yourself.

Interviewer: Can you build on the issue of plastic waste?

Respondent 2: Well they are single-use plastics, so you basically use it once and throw it away. Most likely it isn't going to be recycled into anything else. So if someone drinks 2 a day, they are drinking hundreds by the end of the year and that is a lot of wasted plastic per person.

ATT-EN N: interest in a
more sustainable product

Interviewer: So let's say a company was to find a way to make them more sustainable? Would that be more attractive to buy?

Respondent 2: Yes! But only if it is affordable.

BEH-BS ATT-\$:
benefits sought

Interviewer: Okay, thank you! Do you have any other things you would like to expand on?

Respondent 2: No.

Interviewer: Okay well thank you for participating! If I have any follow up questions would you be okay to answer them at a later date?

Respondent 2: Yes, that is fine.

Interviewer: Okay thank you, Bye.

Respondent 2: No problem. Bye.

5.4 Data Analysis

Respondents Coding: Demographics etc.					
<i>Code</i>	<i>Respondent</i>	<i>Age</i>	<i>Gender</i>	<i>Occupation</i>	<i>Housing</i>
R1	Respondent 1	24	Male	Truck Driver - full time	Living at home
Summarised to:		(R1 - Male, 24, blue collar, living at home)			
R2	Respondent 2	25	Female	Environmental Scientist - full time	Living at home
Summarised to:		(R2 - Female, 25, white collar, living at home)			

Theme 1: Objective 1: To understand buyer frequency and usage of coffee pods

Code	Quotes
BEH-BL	<p>“I normally use Starbucks coffee pods because I’ve been in the store and tried them before”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p>
BEH-US	<p>“Usually I would buy a cup of coffee once a morning”</p> <p>“But the coffee pods I usually use are at home and on the weekend”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p> <hr/> <p>“I started drinking coffee last year”</p> <p>“Maybe once a week. Maybe 2 or 3 times sometimes” (usage of coffee pods)</p> <p><i>(R2 - Female, 25, white collar, living at home)</i></p>
BEH-OC	<p>“But now that I have more work to do I need it - basically to get my work done”</p> <p><i>(R2 - Female, 25, white collar, living at home)</i></p>
BEH-BS	<p>“Just trying to do something new and broaden my horizons” (reason for trying ,now favourite flavour)</p> <p>“it can be easier for me to get up and go to the coffee shop because they have coffee ready to go there”</p> <p><i>If Coffee House started selling coffee pods, would you object to buying them? (previously stated loyalty to Starbucks in BEH-BL)</i></p> <p>“Yes if they just had regular flavours. But, uhh...if they had something new to spark my interest then definitely yes I would buy from them”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p> <hr/> <p>“I just drink it for functional use”</p> <p>“only if it is affordable”</p> <p><i>(R2 - Female, 25, white collar, living at home)</i></p>

Theme 2: Objective 2: To determine popular and unpopular attributes of coffee pods

Code	Quotes
ATT-\$	<p>“pretty reasonably priced”</p> <p>“I would probably try to buy the more sustainable coffee pod as much as I could. But, if the price was too high, I’d switch between the non-sustainable and sustainable ones for the sake of not spending too much money on coffee than I already do”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p> <hr/> <p>“I think that they are quite expensive”</p> <p>“only if it is affordable”(In response to the company making coffee pods sustainable)</p> <p><i>(R2 - Female, 25, white collar, living at home)</i></p>
ATT-QU	<p>“I genuinely like coffee pods more and love using the machine at home, it tastes better than my work coffee”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p>
ATT-EN	<p>“I use coffee pods a lot so I can see how much plastic I waste each day”</p> <p>“If there was a way to make them more sustainable, this would be a positive and I’d definitely buy from a company that offers more environmental friendly products”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p> <hr/> <p>“It’s a humongous waste of plastic and less healthy than brewing it yourself”</p> <p>“They are single-use plastics, so you basically use it once and throw it away. Most likely it isn’t going to be recycled into anything else. So if someone drinks 2 a day, they are drinking hundreds by the end of the year and that is a lot of wasted plastic per person”</p> <p><i>(R2 - Female, 25, white collar, living at home)</i></p>
ATT-PR	<p>“For coffee pods - they range in a lot of different flavours” “Easy to use” “kind of generic but maybe if they mixed some new flavours to make it more interesting” N-</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p> <hr/> <p>“The assortment of flavours I guess, even though I haven’t tried them all it is appealing that I can”</p> <p><i>(R2 - Female, 25, white collar, living at home)</i></p>
ATT-	<p>“Easy accessibility”</p> <p><i>(R1 - Male, 24, blue collar, living at home)</i></p>

AC	<p>“It’s convenient for me. If I need it I just get it and go” <i>(R2 - Female, 25, white collar, living at home)</i></p>
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Theme 3: Objective 3: To uncover personal consumer tastes of coffee flavours

Code	Quotes
PRE-TA	<p>“Americano or a Cappuccino”</p> <p>French Roast - “It’s not too sweet, it’s more dark if anything. But it still has a French vanilla vibe, but not too sweet”</p> <p>Desired taste - “dark roast cappuccino - really dark”</p> <p>Hazelnut/Undesired – “See it smells amazing but it has this weird taste. It is really really nutty” N- <i>(R1 - Male, 24, blue collar, living at home)</i></p>
	<p>“I normally get the light or medium roast”</p> <p>“If it gives me the impression that it’s not really strong tasting, then I would get it”</p> <p>“what is most simple”</p> <p>Desired taste - “It would taste like chocolate. Basically a Mocha without all the extra calories” <i>(R2 - Female, 25, white collar, living at home)</i></p>
PRE-FL	<p>“French Roast! And Ethiopian...French Roast is number 1”</p> <p>Most disliked - “Hazelnut!” N- <i>(R1 - Male, 24, blue collar, living at home)</i></p>
PRE-IN	<p>“I’d be interested in trying something new” <i>(R1 - Male, 24, blue collar, living at home)</i></p>

5.5 All Consent Forms and Information Sheets

Research Participant Consent Form 1

Research Participant Information Sheet Version 1

Research Participant Consent Form 2

Research Participant Information Sheet Version 2