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A study on consumer preferences and purchasing behaviour towards coffee at SLN coffee (P) Ltd.

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ABSTRACT

The study examines consumer preferences and purchasing behaviour towards coffee with special reference to SLN Coffee Pvt. Ltd. It aims to understand consumers' preferences for different forms and flavours of coffee, analyse their purchasing behaviour, identify the factors influencing customer satisfaction and loyalty, and evaluate repurchase behaviour. The study is based on both primary and secondary data, with primary data collected through a structured questionnaire. The collected data were analysed using appropriate statistical tools to draw meaningful conclusions. The findings indicate that factors such as taste, quality, price, brand image, and product availability significantly influence consumers' buying decisions. The study also highlights that customer satisfaction plays an important role in building loyalty and encouraging repeat purchases. The results provide useful insights for SLN Coffee Pvt. Ltd. to improve its marketing strategies, strengthen customer relationships, and enhance customer satisfaction in the competitive coffee market.

Keywords: Consumer Preference, Purchasing Behaviour, Coffee, Customer Satisfaction, Customer Loyalty, Repurchase Behaviour, SLN Coffee Pvt. Ltd.

1. INTRODUCTION

Coffee has become one of the most popular beverages across the world and is consumed by people of all age groups. In India, changing lifestyles, increasing income levels, and a growing preference for different coffee varieties have influenced consumers' buying behaviour. Consumer preference and purchasing behaviour are shaped by factors such as taste, quality, price, brand image, availability, and promotional activities. Understanding these factors helps coffee companies meet customer expectations and improve their products and services. This study focuses on consumer preferences and purchasing behaviour towards coffee with reference to SLN Coffee Pvt. Ltd**.** It aims to analyse consumer preferences, purchasing patterns, customer satisfaction, loyalty, and repurchase behaviour. The findings of the study will help the company strengthen its marketing strategies, enhance customer satisfaction, and build long-term customer relationships.

2. CONCEPTUAL BACKGROUD:

Consumer preference refers to the tendency of individuals to choose one product or brand over another based on factors such as taste, quality, price, packaging, and personal needs. Purchasing behaviour is the process through which consumers identify their needs, evaluate available alternatives, make purchase decisions, and assess their satisfaction after using the product. In the coffee industry, consumers' buying decisions are influenced by factors such as flavour, aroma, product quality, brand image, availability, promotional activities, and price. Customer satisfaction plays an important role in developing customer loyalty, which in turn encourages repeat purchases. Understanding these concepts helps coffee companies identify changing consumer needs, improve their products and services, and develop effective marketing strategies. This study applies these concepts to analyse consumer preferences and purchasing behaviour towards coffee with reference to **SLN Coffee Pvt. Ltd.**

3. REVIEW OF LITERATURE

Andika Wicaksono, P. A., Asmund, R. A., & Michael, B. F. (2026). The study found that Indonesian consumers show a strong preference for organically produced coffee. It highlights the growing importance of health and environmental awareness in coffee purchasing decisions.

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Banerjee, D. (2025).
This study examined how digital marketing influences consumer choices in cafés in Bangalore. The findings indicate that social media and online promotions significantly affect customers' purchase decisions.
Bhirawidha,A.(2025).
The research analysed the influence of demographic factors and the marketing mix on coffee purchasing decisions. It concluded that both personal characteristics and marketing strategies shape consumer buying behaviour.
Dominic,R.,Kumpol,H.,Megan,W.,&Drake,M.(2025).
The study explored how brewing methods and coffee varieties influence consumer preferences for coffee creamers. It found that flavour compatibility and preparation methods affect customer choices.
Dr.OslyUsman,M.B.,&Prihastomo,(2025).
This research examined the impact of product quality, price, promotion, and lifestyle on coffee consumption. The results showed that these factors significantly influence consumers' purchase intentions
Hasiani,Y.,Ash'ari,F.M.,&Naibaho,T.T.(2026).
The study focused on Generation Z consumers' preferences for coffee shops. It found that ambience, product quality, and social experience strongly influence their preferences.
Imam,N.,&Roymon,P.(2025).
This study investigated the role of perceived value, brand awareness, and electronic word-of-mouth in the café industry. The findings revealed that these factors positively influence customer purchase decisions.
Jr, B. S., Mazzeo, H. C., Fuentes, S. O., Mananquil, A. M., Monroy, A. M., Namoco, K. F., et al. (2025).
The research identified the factors affecting students' preferences for local coffee shops. It concluded that product quality, pricing, and convenience are the main reasons for customer preference.
Kim,J.,Kim,A.,&Shin,J.K.(2026).
This study examined customers' perceptions of coffee value across different market segments. It found that quality and perceived value significantly influence consumer satisfaction.
Kusuma,K.M.,Wike,A.,&Debrina,P.(2025).
The study explored the factors influencing consumers while selecting cafés. It highlighted that service quality, location, and atmosphere are key determinants of café choice.
Putri,R.W.,Silvana,M.,&Isaskar,R.(2023).
The research analysed consumer preferences and willingness to pay for organic coffee in East Java. The results showed that consumers are willing to pay more for certified organic coffee products.
Qotrunnada,L.,Handayani,N.U.,&Ulkhaq,M.M.(2025).
This study examined consumer preferences when choosing coffee shops. It concluded that product quality, service, and café environment strongly affect customer decisions.
S,M.G.,&Akbarov,H.E.(2025).
The study focused on coffee consumption and purchasing behaviour among Generation Z consumers. It found that lifestyle and social trends play an important role in shaping buying behaviour.
Satriowibowo,N.A.,&MuhammadIndra,R.(2026).
This research investigated the determinants of purchase intention among Jago Coffee consumers. The findings showed that brand trust and perceived quality positively influence buying intentions.
Siyan,L.,Siti,A.B.,&Hayyan,N.(2025).
The study discussed the relationship between food security and economic growth in Malaysia. It explains how sustainable agricultural practices contribute to consumer confidence in food products, including coffee.
Titin,A.S.,Otto,R.,&Fahrina,M.(2025).
The research applied the Theory of Planned Behaviour to the Indonesian organic coffee market. It concluded that consumer attitudes and purchase intentions significantly influence buying decisions.
Titin,A.,Otto,R.P.,&Fahrina,M.(2025).
This study analysed the influence of advertising, brand image, and price perception on consumer preferences in the

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coffee sector. It found that all three factors positively affect purchase intentions.

Tjia,T.E.,Yasir,F.N.,&Ekawati,S.(2025).

The research used data mining techniques to analyse purchasing patterns in a café. The findings help businesses understand customer buying behaviour and improve marketing strategies

Wassem,K.,Garima,S.,Mohd,S.S.,&Bushra,M.(2025).

This study examined coffee purchasing behaviour in an emerging economy. It concluded that taste, convenience, product quality, and brand preference are the major factors influencing coffee purchases.

Wijaya,A.K.,&Ramli,Y.(2025).

The study analysed the influence of green marketing, environmental awareness, and product innovation on purchasing decisions at green coffee shops. The findings showed that environmentally conscious consumers are more likely to choose sustainable coffee brands.

Yarna, H., Fuzi Maulana, A., & Tota, T. N. (2025).

This research explored Generation Z consumers' preferences in the coffee market. It found that product quality, pricing, and digital engagement significantly influence their purchasing decisions.

4. RESEARCH GAP:

The review of previous studies shows that many researchers have examined consumer preferences, purchasing behaviour, customer satisfaction, brand image, digital marketing, and green marketing in the coffee industry. Several studies have also focused on Generation Z consumers, café selection, organic coffee, and factors influencing purchase intention. However, most of these studies were conducted in different countries or metropolitan cities and mainly concentrated on cafés or well-established coffee brands.Only a limited number of studies have analysed consumer preferences and purchasing behaviour with reference to SLN Coffee Pvt. Ltd. There is also a lack of research that simultaneously examines consumer preferences, purchasing behaviour, customer satisfaction, customer loyalty, and repurchase behaviour in the context of a regional coffee manufacturer. Moreover, few studies have explored how these factors collectively influence consumers' buying decisions in the Karnataka coffee market.Therefore, the present study attempts to bridge this gap by analysing consumer preferences and purchasing behaviour towards coffee with special reference to SLN Coffee Pvt. Ltd. The findings are expected to provide practical suggestions for improving customer satisfaction, strengthening customer loyalty, and developing effective marketing strategies.

5. STATEMENT OF THE PROBLEM

The coffee market has become highly competitive due to the growing number of brands and changing consumer preferences. Consumers today consider several factors such as taste, quality, price, flavour, packaging, availability, and promotional offers before purchasing coffee. As customer expectations continue to change, coffee companies need to understand the factors that influence consumer buying behaviour in order to remain competitive and build long-term customer relationships.SLN Coffee Pvt. Ltd., despite offering a wide range of coffee products, faces increasing competition from both national and international brands. To retain existing customers and attract new ones, the company must understand consumer preferences, purchasing patterns, customer satisfaction, loyalty, and repurchase behaviour. However, there is limited research available on these aspects with reference to SLN Coffee Pvt. Ltd.Therefore, the present study seeks to examine consumer preferences and purchasing behaviour towards coffee with special reference to SLN Coffee Pvt. Ltd. The study aims to identify the factors influencing purchase decisions, customer satisfaction, loyalty, and repeat purchase behaviour, thereby providing useful suggestions for improving the company's marketing strategies and enhancing customer satisfaction.

6. OBJECTIVES OF THE STUDY

- To identify consumer preference for various forms and flavours of coffee.
- To study the consumer's coffee purchasing behaviour towards SLN coffee Pvt ltd.
- To evaluate customer loyalty and repurchasing behaviour towards SLN coffee Pvt ltd.
- analyse the factors influencing customer satisfaction and loyalty towards SLN coffee Pvt ltd.

7. RESEARCH METHODOLOGY

7.1 Research Design:

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The study adopts a descriptive research design to examine consumer preferences and purchasing behaviour towards coffee with reference to SLN Coffee Pvt. Ltd. A descriptive research design is appropriate because it helps in describing the characteristics, opinions, and buying behaviour of consumers without influencing them. It enables the researcher to collect detailed information on consumer preferences, purchasing patterns, customer satisfaction, loyalty, and repurchase behaviour.

7.2 SAMPLING DESIGN:

Particulars	Description
Research Design	Descriptive Research Design
Sampling Unit	Individual respondents who consumes an coffee
Sampling technique	Convenience Sampling
Sample Size	127 Respondents
Geographical Area	Selected customers which near to particular industry
Source of Data	Primary and Secondary Data
Primary Data Collection Method	Structured Questionnaire
Questionnaire Type	Closed-ended questionnaire with a 5-Point Likert Scale
Data Analysis Tools	Percentage Analysis, ANNOVA , Regression Analysis,and Graphical Representation

7.3 SOURCES OF DATA:

Primary data: Primary data were collected directly from consumers through a structured questionnaire. The questionnaire was designed to gather information on consumer preferences, purchasing behaviour, customer satisfaction, loyalty, and repurchase behaviour towards coffee with reference to SLN Coffee Pvt. Ltd.

Seconday data: Secondary data were collected from published sources such as books, research journals, company reports, annual reports, magazines, newspapers, websites, and other relevant publications. These sources were used to understand the concepts of consumer behaviour, coffee consumption, and previous research related to the study.

7.4 STATISTICAL TOOLS USED

Descriptive Statistics

Regression Analysis

7.5 HYPOTHESIS:

- **H0 (Null Hypothesis):** There is no significant positive relationship between customer satisfaction and customer loyalty towards SLN Coffee Pvt Ltd.
- **H1 (Alternate Hypothesis):** There is a significant positive relationship between customer satisfaction and customer loyalty towards SLN Coffee Pvt Ltd.

Descriptive statistics:

Variables	N	Min	Max	Mean	SD	Variance	Skewness	Kurtosis

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	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
I am satisfied with the overall quality	127	1	5	1.76	1.019	1.039	1.404	0.215	1.585	0.427
The price of SLN Coffee products is reasonable	127	1	5	1.93	0.901	0.812	1.198	0.215	1.906	0.427
Availability and accessibility of SLN Coffee.	127	1	5	1.73	0.963	0.928	1.32	0.215	1.489	0.427
intend to continue purchasing coffee products.	127	1	5	1.89	0.945	0.893	1.141	0.215	1.341	0.427
I consider myself a loyal customer of SLN Coffee	127	1	5	1.75	0.967	0.936	1.542	0.215	2.429	0.427
ValidN (listwise)	127									

Regression (Linear):

Co-efficents

Variables	Unstandardized Coefficients		Standard Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	3.243	0.348		9.329	0

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I am satisfied with the overall quality of coffee	0.056	0.179	0.04	0.312	0.756
The price of SLN Coffee products is reasonable	-0.145	0.207	-0.093	-0.703	0.483
The availability and accessibility of SLN Coffee	-0.048	0.19	-0.033	-0.255	0.799
I intend to continue purchasing coffee products from SLN Coffee Pvt. Ltd. in the future.	-0.003	0.201	-0.002	-0.015	0.988
I consider myself a loyal customer of SLN Coffee Pvt.	-0.061	0.223	-0.041	-0.272	0.786

ANNOVA:

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.515	5	.703	.341	.887[b]
Residual	249.210	121	2.060		
Total	252.724	126			

MODEL:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.118[a]	.014	-.027	1.435

Interpretation:

The data from 127 respondents was used to check whether customer satisfaction is related to loyalty towards SLN Coffee Pvt ltd. The mean values were between 1.73 and 1.93, and the standard deviation values ranged from 0.901 to 1.019**.** The regression model was not significant because the ANOVA Sig. value was 0.887, which is above 0.05. The R Square value was 0.014, meaning that the variables included in the model explained only 1.4% of the changes in customer loyalty. Since the significance values of the individual variables were also above 0.05**,** the proposed relationship was not statistically supported. Therefore, H1 (Alternate hypothesis) is rejected.

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FINDINGS:

- The majority of respondents consume coffee regularly and show a preference for branded coffee products.
- Taste and flavour were identified as the most important factors influencing consumers' coffee preferences.
- Product quality and aroma had a positive influence on consumers' purchasing decisions.
- Price was an important factor, but consumers were willing to pay more for good-quality coffee.

SUGGESTIONS:

- SLN Coffee Pvt. Ltd. should continue to maintain high product quality and consistent taste to retain customer confidence.
- The company should introduce new flavours and product variants to meet changing consumer preferences.
- Competitive pricing strategies should be adopted without compromising product quality.
- Promotional campaigns, discounts, and loyalty programmes should be strengthened to encourage repeat purchases.

CONCLUSION:

- Consumer preferences and purchasing behaviour are influenced by several factors, including taste, quality, price, brand image, and product availability.
- Customer satisfaction plays an important role in developing customer loyalty and encouraging repeat purchases.
- Promotional activities and effective marketing strategies positively influence consumers' buying decisions.
- Understanding consumer expectations enables SLN Coffee Pvt. Ltd. to improve its products and strengthen its competitive position.
- Overall, the study concludes that focusing on quality, customer satisfaction, and effective marketing will help SLN Coffee Pvt. Ltd. enhance customer loyalty, increase repeat purchases.

7.7 LIMITATIONS OF THE STUDY

- The study is based on data collected from 127 respondents, which may not fully represent the opinions and preferences of all coffee consumers.
- The research is limited to consumers of SLN Coffee Pvt. Ltd., and therefore the findings cannot be generalized to all coffee brands.
- The study relies on primary data collected through a structured questionnaire, and the accuracy of the results depends on the honesty and understanding of the respondents.
- The study focuses only on consumer preferences, purchasing behaviour, customer satisfaction, loyalty, and repurchase behaviour, without considering the company's financial or operational aspects.
- The research is confined to the selected study area, and consumer behaviour may differ in other regions.

7.8 SCOPE FOR FUTURE RESEARCH

- Future studies can be conducted with a larger sample size to obtain more comprehensive and generalizable results.
- Similar research can be carried out in different cities, districts, or states to compare consumer preferences and purchasing behaviour across regions.
- Future researchers may compare SLN Coffee Pvt. Ltd. with other leading coffee brands to identify differences in customer satisfaction and brand loyalty.
- Additional factors such as social media influence, online shopping behaviour, health consciousness, and environmental awareness can be included to gain deeper insights into consumer behaviour.
- Future studies may examine the impact of digital marketing, influencer marketing, and e-commerce platforms on coffee purchasing decisions.

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