

Consumer Preference Towards Different Coffee Brands with Special Reference to Nescafe and Bru: (A Comparative Study)

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Abstract- This study examines consumer preferences towards coffee brands, especially Nescafé and Bru. The main objective of the research is to understand customer preferences, satisfaction levels, and the factors that influence their buying decisions, such as taste, price, availability, and advertisements. The study is descriptive and analytical in nature, based on both primary and secondary data. Primary data was collected through questionnaires from 42 respondents, while secondary information was gathered from books, journals, and websites. The findings show that most consumers prefer coffee or consume both coffee and tea regularly. Among the different brands, Nescafé emerged as the most preferred choice compared to Bru and other brands. Taste was found to be the most important factor influencing purchase decisions, followed by product availability and pricing. Advertisements had comparatively less impact on consumer choices. Most respondents were satisfied with their preferred brand and mainly consumed coffee at home. The study concludes that consumer preference in the coffee market is mainly influenced by product quality, taste, and availability rather than promotional activities alone. Nescafé holds a strong position in the market because of its brand image and consumer trust. To remain competitive, coffee brands should focus on improving product quality, customer satisfaction, and innovative marketing strategies according to changing consumer preferences.

Keywords- Coffee, Nescafe, Bru, Preferences, Comparison, Consumption, Price

I. INTRODUCTION

Coffee has become one of the most popular beverages across the world, enjoyed by people of different age groups for relaxation, refreshment, and social interaction. In today's fast-moving lifestyle, coffee is not only a drink but also a part of everyday culture and personal experience. Among the many coffee brands available in the market, Nescafé and Bru have

emerged as two of the most trusted and preferred brands among consumers due to their taste, aroma, quality, and wide availability.

Nescafé began its journey in 1938 when Nestlé introduced the world's first commercially successful instant coffee in Switzerland after years of research and innovation. Over time, the brand expanded globally and became known for its rich flavor, convenience, and continuous product development. With its mission of making quality coffee accessible to everyone, Nescafé has successfully created a strong emotional connection with consumers by offering moments of comfort, relaxation, and togetherness. Today, it holds a leading position in the global coffee market because of its strong brand image, customer trust, and innovative approach.

Similarly, Bru has established itself as India's largest coffee brand by offering a wide variety of coffee products that suit the tastes and preferences of Indian consumers. Known for its rich aroma and distinctive blend, Bru has continuously introduced innovative products such as Cappuccino premixes, Bru Gold, Bru Lite, and Bru Exotica to meet changing consumer demands. The brand focuses on creating memorable experiences and strengthening relationships through every cup of coffee. Both Nescafé and Bru have played a significant role in shaping coffee consumption habits, making them important brands for studying consumer preferences and buying behaviour in the competitive coffee market.

Scope and Objectives of the Study

The present study focuses on analysing consumer preferences towards coffee consumption, with special reference to Nescafé and Bru. In recent years, coffee consumption has increased significantly due to

changing lifestyles, growing urbanisation, and evolving consumer tastes. Consumers today not only look for refreshment but also value quality, flavour, convenience, and brand image while selecting coffee products. This study aims to understand these changing consumer preferences and compare the popularity and acceptance of Nescafé and Bru among customers.

The scope of the study is limited to Gandhinagar, Sector 23, making the research region-specific. The study mainly examines consumer behaviour, purchasing patterns, and satisfaction levels related to coffee consumption within the selected area. It seeks to identify the factors that influence buying decisions, such as taste, aroma, price, packaging, availability, advertisements, and brand reputation. The research also analyses how personal experience, social influence, and promotional activities affect consumer choices and brand loyalty.

Another important aspect of the study is understanding the frequency and purpose of coffee consumption among consumers. The research explores whether consumers prefer coffee at home, workplaces, cafes, or social gatherings and identifies the situations in which coffee is most commonly consumed. It also studies the extent to which consumers are willing to try new coffee products and flavours introduced in the market. These insights help in understanding the overall consumption behaviour and expectations of coffee consumers.

The primary objective of the study is to analyse and determine consumer preference between Nescafé and Bru. The study aims to identify which brand is more preferred by consumers and the reasons responsible for that preference. It also seeks to compare the strengths of both brands in terms of taste, quality, availability, pricing, and customer satisfaction. By doing so, the research provides a clearer understanding of the competitive position of both brands in the coffee market.

The secondary objectives of the study include understanding consumer perceptions regarding coffee products, analysing customer satisfaction levels, and identifying the major factors influencing purchasing decisions. The study also aims to gather valuable

suggestions and feedback from consumers to understand their expectations and preferences more effectively. These findings can help coffee companies improve their products, strengthen customer relationships, and adopt better marketing strategies according to changing consumer demands.

Although the study is limited to a selected number of respondents and focuses only on two major coffee brands, it provides meaningful insights into consumer preferences and buying behaviour within the selected geographical area. The findings of the study may be useful for marketers, researchers, and companies in understanding customer expectations and developing strategies to improve their market presence and customer satisfaction.

II. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyse, and interpret data for a study. In the present research, the methodology has been designed to understand consumer preferences towards coffee brands, especially Nescafé and Bru. The study follows both descriptive and analytical research designs. The descriptive approach helps in understanding consumer characteristics, preferences, and buying habits, while the analytical approach helps in interpreting the collected data and drawing meaningful conclusions regarding consumer behaviour.

The research is both qualitative and quantitative in nature. The qualitative aspect focuses on understanding consumer opinions, attitudes, and perceptions towards coffee brands, whereas the quantitative aspect includes numerical data collected through questionnaires and its statistical analysis. The study is based on both primary and secondary sources of data. Primary data was collected through structured questionnaires and personal interaction with respondents. The questionnaire consisted of simple and easy-to-understand questions related to taste, quality, price, availability, advertisements, and customer satisfaction. Secondary data was collected from books, research journals, articles, official websites, and other online sources to support the findings of the study.

For the purpose of sampling, the convenience sampling method was used, where respondents were selected based on accessibility and availability. A total of 50 respondents were approached, out of which 42 valid responses were considered for analysis. The study was limited to Gandhinagar, Sector 23, making it region-specific. Data was collected through direct interaction with respondents, and efforts were made to ensure clarity, honest responses, and confidentiality of information.

After the collection of data, the responses were properly organised, classified, and analysed using simple statistical tools such as tabulation, percentage method, and comparative analysis. The findings were presented in the form of tables and percentages to make interpretation easier and more effective. These methods helped in understanding consumer preferences, satisfaction levels, and the factors influencing buying decisions between Nescafé and Bru.

III. SOURCES OF DATA COLLECTION

The data for the present study has been collected from both primary and secondary sources in order to make the research more reliable, accurate, and comprehensive. The use of these two sources helped in obtaining both practical and theoretical information regarding consumer preferences towards coffee brands, especially Nescafé and Bru. Collecting data from different sources also helped in gaining a deeper understanding of consumer behaviour, satisfaction levels, and buying patterns related to coffee consumption.

Primary data refers to the original information collected directly from respondents for the specific purpose of the study. This type of data is first-hand in nature and provides real insights into the opinions and preferences of consumers. For the present research, primary data was mainly collected through a structured questionnaire method. The questionnaire was carefully designed with simple, clear, and easy-to-understand questions so that respondents could answer comfortably and accurately. It included close-ended as well as a few opinion-based questions related to coffee consumption habits, preferred brands, taste preferences, satisfaction levels, purchasing frequency,

and factors influencing buying decisions such as price, quality, availability, and advertisements.

In addition to questionnaires, personal interaction with respondents was also carried out during the survey process. Direct communication helped in building a better understanding with the respondents and allowed the researcher to clarify doubts wherever necessary. It also encouraged respondents to provide honest and genuine answers. Through these interactions, valuable insights were gained regarding consumer attitudes, brand loyalty, and personal experiences related to coffee consumption. The primary data collected through these methods formed the core basis of the study and played a significant role in analysing actual consumer preferences towards Nescafé and Bru.

Secondary data refers to information that has already been collected, published, and made available by other researchers, organisations, or institutions. This type of data was used to support, compare, and validate the findings obtained from primary research. For the present study, secondary data was collected from a variety of reliable and authentic sources. Several books related to marketing management, consumer behaviour, and brand preference were referred to in order to understand the theoretical concepts and research background associated with consumer buying behaviour.

Apart from books, information was also gathered from official websites of coffee brands, research journals, magazines, published articles, and other online sources. These sources provided useful information regarding the history, growth, market position, product range, and marketing strategies of Nescafé and Bru. Research papers and articles related to consumer preference and trends in the coffee industry were also studied to gain broader knowledge about changing consumer behaviour and market competition. Online sources and search platforms further helped in collecting updated information and supporting facts relevant to the topic.

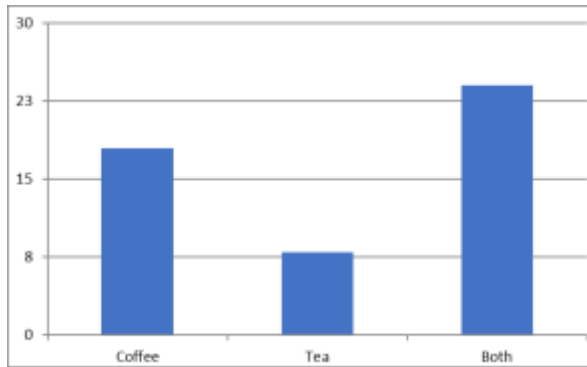
Thus, the combination of primary and secondary data helped in making the research more meaningful and effective. While primary data provided practical insights directly from consumers, secondary data offered theoretical support and additional information

necessary for a better understanding of the study. Together, both sources contributed significantly towards achieving the objectives of the research.

IV. DATA ANALYSIS

Q1. What do you prefer?

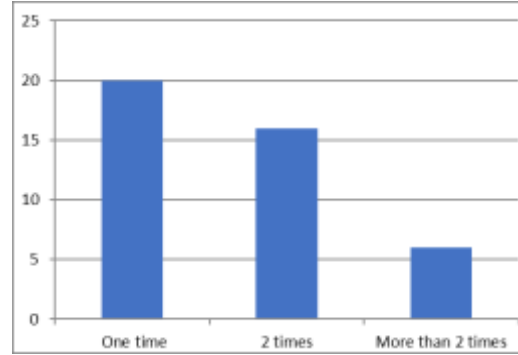
Particular	Respondents
Coffee	18
Tea	8
Both	24
TOTAL	50



Interpretation- From above graph we observe, that most of the people prefer coffee over tea.

Q2. How many times in a day would you prefer it?

Particular	Respondents
One time	20
2 times	16
More than 2 times	6
TOTAL	42



Interpretation- from the above graph we can see that, most of the people prefer to drink coffee at least once a day.

Q3. How many members of your family prefer to have coffee?

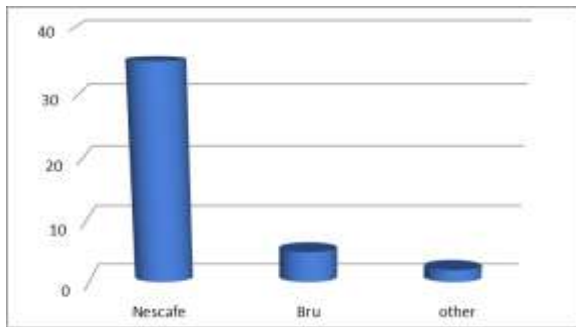
Particular	Respondents
1	10
2	3
3	20
All	9
TOTAL	42



INTERPRETATION = From the example size we find that 50% of the family members using coffee.

Q4. Which coffee brand do you prefer?

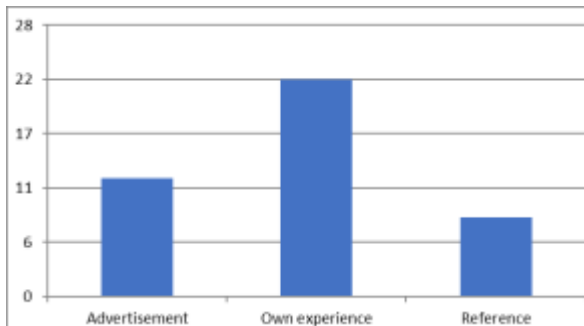
Particular	Respondents
Nescafe	35
Bru	5
Other	2
TOTAL	42



INTERPRETATION = Majority of choice about coffee is given to Nescafe.

Q5. From where did u see our product?

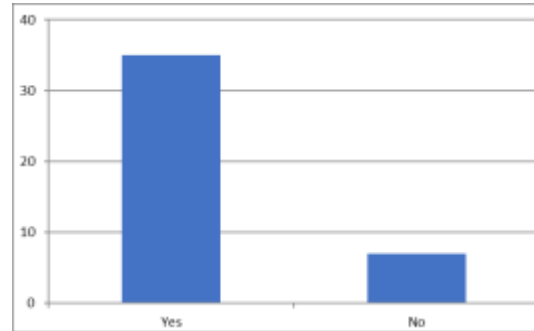
Particular	Respondents
Advertisement	12
Own experience	22
Reference	18
TOTAL	42



INTERPRETATION = Majority of people are choice Nescafe from their own experience.

Q6. Are you satisfied with your product and advertisement?

Particular	Respondents
Yes	35
No	7
TOTAL	42



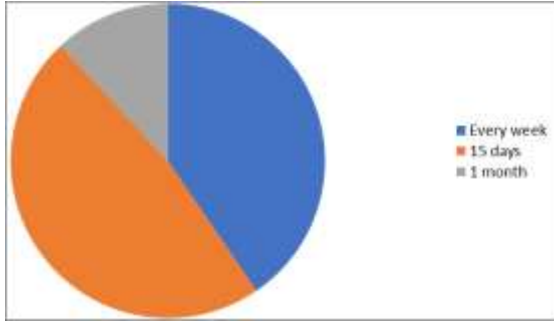
INTERPRETATION = 75% people of our survey are satisfied with the product and its advertisement.

Q7. Where you influenced by the brand ambassador of our product and started drinking it?

Particular	Respondents
Yes	30
No	12
TOTAL	42

Q8. How frequently do you buy it?

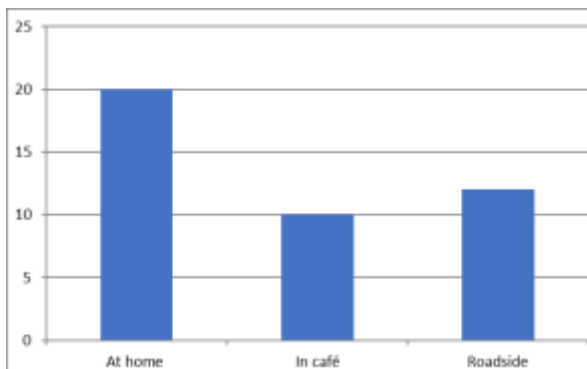
Particular	Respondents
Every week	17
15 days	20
1 month	5
TOTAL	42



INTERPRETATION = The area which we have survey we found that 20 out of 50 are buying coffee in 15 days.

Q9. Where do you prefer drinking it?

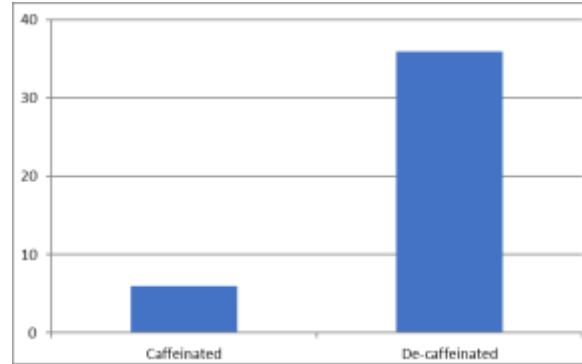
Particular	Respondents
At home	20
In café	10
Roadside	12
TOTAL	42



INTERPRETATION = Most of the people are prefer to drink coffee at home.

Q10. Which one does u prefer?

Particular	Respondents
Caffeinated	6
De- Caffeinated	36
TOTAL	42



INTERPRETATION = Most of two people love to drink de-caffeinated coffee.

V. RESEARCH FINDINGS

The analysis of the collected data highlights several important aspects of consumer behaviour and preferences towards coffee consumption, particularly in relation to Nescafé and Bru. The study reveals that coffee has become a widely preferred beverage among consumers, although a considerable number of respondents also enjoy both tea and coffee. This reflects the increasing popularity of coffee as a part of everyday lifestyle and social habits. Most respondents were found to consume coffee regularly, usually once a day, while some preferred having it multiple times depending on their routine and personal preference.

The findings also indicate that coffee consumption is not limited to individuals alone, as several respondents stated that multiple members of their family consume coffee. This shows the growing acceptance of coffee within households and its role as a commonly shared beverage. Among the different brands available in the market, Nescafé emerged as the most preferred brand among consumers due to its strong taste, quality, easy availability, and trusted brand image. Bru, although less preferred in comparison, still maintains a

significant presence in the market and is considered a competitive alternative by many consumers.

An interesting observation from the study is that most consumers became familiar with their preferred coffee brand through personal experience and recommendations from family or friends rather than through advertisements. This suggests that customer satisfaction and word-of-mouth promotion play a more important role in influencing consumer choice than marketing campaigns alone. The impact of brand ambassadors and advertisements on attracting consumers towards a coffee brand was found to be comparatively low. A large number of respondents expressed satisfaction with the coffee brand they currently use, indicating that these brands are largely successful in meeting consumer expectations.

The study further reveals that consumers generally purchase coffee at regular intervals, such as weekly or every fifteen days, showing a steady demand for coffee products in the market. Most respondents preferred consuming coffee at home rather than in cafés or roadside stalls, highlighting the importance of convenience and personal comfort in consumption habits. Another notable finding is that a greater number of respondents showed preference towards decaffeinated coffee compared to caffeinated coffee, reflecting changing health awareness and lifestyle choices among consumers.

Overall, the research concludes that consumer preference in the coffee market is mainly influenced by factors such as taste, product quality, and easy availability. Price schemes and offers also affect purchasing decisions to some extent, while advertisements have relatively less influence. The strong market position of Nescafé can largely be attributed to its consistent quality, customer trust, and established brand image. Bru, on the other hand, continues to remain an important competitor by offering variety and catering to different consumer tastes. The findings clearly suggest that maintaining product quality and customer satisfaction is more important for long-term success than relying solely on promotional activities.

VI. CHALLENGES OF THE STUDY

While conducting the research on consumer preferences towards coffee brands, particularly Nescafé and Bru, several challenges and limitations were faced during the study. One of the major limitations was the small sample size. Although responses were collected carefully, the study was based on only 50 respondents, out of which 42 valid responses were analysed. Therefore, the findings may not completely represent the opinions and preferences of the larger population.

Another challenge was that the research was limited to a specific geographical area, namely Kanpur, Panki. Since consumer behaviour and preferences often vary from one region to another, the results of the study remain region-specific and cannot be fully generalised to consumers in different cities or regions. In addition, the study was completed within a limited time period, which restricted the scope of detailed data collection and in-depth analysis.

The study also used the convenience sampling method, where respondents were selected based on their accessibility and availability. As a result, there is a possibility of sampling bias because the selection was not completely random. During data collection, another challenge faced was the possibility of inaccurate or biased responses from some respondents. Certain participants may not have answered seriously or may have been influenced by personal opinions and assumptions while filling out the questionnaire.

Furthermore, the research focused only on two major coffee brands, Nescafé and Bru, and did not include other competing brands available in the market. This limited the comparative scope of the study. The research was also largely dependent on questionnaire-based responses, which may not always capture deeper psychological or emotional aspects of consumer behaviour. Lastly, consumer tastes and preferences keep changing with time, trends, and lifestyle changes. Therefore, the findings of the study may not remain equally relevant in the long term as market conditions and consumer choices continue to evolve.

VII. CONCLUSION

Coffee has emerged as one of the most important and fast-growing beverages in developing countries like India. With the liberalisation of the coffee market and the increasing presence of different brands, competition within the industry has become stronger than ever. To survive and grow in such a competitive environment, coffee companies must continuously introduce new strategies, improve product quality, and understand changing consumer expectations. In the Indian market, Nescafé has gained a stronger consumer base compared to Bru and several other brands due to factors such as taste, quality, availability, pricing, and consumer trust.

The present study on consumer preference towards different coffee brands provides a clear understanding of consumer behaviour and purchasing patterns in the coffee market. The findings indicate that coffee has become a regular part of daily life for many consumers, with a large number of respondents consuming it frequently. Among the available brands, Nescafé emerged as the most preferred choice because of its strong brand reputation, consistent product quality, rich taste, and easy availability in the market. Although Bru enjoys a comparatively smaller preference share, it continues to remain a strong competitor by offering variety and appealing to different consumer tastes.

The study further highlights that consumers give greater importance to taste while selecting a coffee brand, followed by factors such as availability and price. Advertisements and celebrity endorsements were found to have a comparatively lower influence on purchasing decisions. Most consumers depend more on their personal experience, satisfaction, and product quality while choosing a brand. The research also reveals that a majority of consumers prefer drinking coffee at home and purchase it regularly, indicating stable and consistent demand in the market. Overall, the study concludes that long-term success in the coffee industry depends more on maintaining superior quality, satisfying customer expectations, and ensuring product availability rather than relying only on promotional activities. In today's competitive market, companies must focus on innovation, consumer satisfaction, and understanding changing

lifestyle trends in order to strengthen their market position and achieve sustainable growth.

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