



**SIES College of Management Studies**

**Idea Research Paper Series**  
*A Research Initiative by Students*

## **Coffee Drinking Habits of Indian Consumers**

### **Abstract**

The objective of this research project was to understand the coffee drinking habits of Indian consumers and to do an image analysis of three leading café outlets namely; Barista, Mocha and Café Coffee day. A sample size of 165 coffee consumers was surveyed and analysis was done using suitable statistical tests. It was observed that tea was primarily consumed at home while coffee consumption was largely at café outlets. The sub-objective of the research was to do image analysis of three leading café outlets namely; Barista, Mocha and Café Coffee day. The key finding of the research was that coffee consumption at café outlets was more for the experience than the coffee itself. It was seen that Mocha was perceived as being trendier, a better hangout place offering more variety. CCD was seen as a great hangout place for the youth, while Barista was seen as the preferred outlet for business meetings.

### **Research Team**

Research team consisted of following PGDBA 2nd year students

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