

Introduction:

Indian Vending Machine Market for Tea/Coffee:

Indian consumer is a very interesting entity. The consumer in India is really as heterogeneous as the country itself is. The urban consumer contrasts with the rural and the South Indian consumer with the North Indian. Further still, the consumer in the metros militates with his usage and habit patterns - the mind and mood of the consumer - in the 29 and odd one million plus population towns. The Indian consumer, is therefore very difficult to understand and very difficult to predict. Colonial marketing efforts across for India as a whole, would never work. Change remains the one constant in the consumer mood and mind. There are a whole host of changes happening all around us. In usage, in habits, in attitudes, in buying behaviour, in retailing patterns and indeed in a whole host of other areas related to the world of marketing, selling, branding and advertising.

Tea is by far the largest selling hot drink in India, with other hot drinks in second place. With tea plantations found throughout the country, it is no surprise that tea is widely consumed, not only because of its perceived benefits but also its relatively cheap prices. Coffee, which is made up mainly of malt-based hot drinks, has the smallest sales base. Growth in coffee volume sales was the lowest amongst all hot drinks during the review period as there is already near-maximum penetration of coffee.

Tea is widely consumed in North, East and Northeast, and West India. In comparison, many consumers in South India prefer coffee to tea given the peculiar preferences as well as close proximity to coffee

plantations. Malt-based hot drinks is the favorite hot drink in South India, and is the fastest growing beverage. The drink is consumed as a substitute to milk and health drinks in this milk-deficient region.

In 2005, tea constitutes 70% of retail volume sales, compared to coffee and other hot drinks with 4.4% and 26% shares respectively.

Coffee chains like Barista, Qwiky's and Cafe Coffee Day (run by Amalgamated Bean Coffee Trading Co Ltd) have become hugely popular hangouts for Indian cities' young and trendy consumers. These cafes and pubs are not just places where people buy coffee; they also try to sell a certain lifestyle. The chains, with their glitzy interiors and designer furniture, are targeted at urban, upper-middle-class and rich Indians. Coffee served in these chains includes latte, mocha, cappuccino, espresso, friazzo and even the perennial old favourite, Madras filter coffee. For India's coffee sector, hurt by a global slump in prices, the cafe chains are stirring hopes that domestic consumption may finally come to the aid of the largely export-driven trade.

The market for vending products in India is opening up. Towards the end of the 2005, with organised retailing coming in, consumers started believing in brand names. Vending products through machines started not only for coffee and tea, but also for soft drinks, chocolate confectionery and magazines, amongst others. The total strength of vending machines in the country is approximately about 45,000 machines

in 2005, which includes a large number of unbranded machines too. Cafe Coffee Day's vending machines have a special niche in the market compared to competitors because Cafe Coffee Day machines offer filter

coffee unlike the instant coffee offered by competitors of brands. They have more than 5,000 machines in the market as of 2005. The company is focusing on the southern states of the country such as Tamil Nadu, Karnataka, Andhra Pradesh and Kerala, and the western region, starting with various markets in the state of Maharashtra.

Coke is a new entrant in this vending machine tea/coffee market with its brand 'GEORGIA'.

Research Design:

◆ **Research Problem Statement:**

Following are the problems that are faced by the company:

- ❖ *Finding the behaviour of a typical vending machine consumer.*
- ❖ *Finding untapped locations for placing vending machines.*
- ❖ *Finding the preferences of a typical vending machine consumer.*
- ❖ *Finding the Top brand of tea/coffee that is sold through vending machines in Bangalore city.*

◆ **Research Objective:**

- ❖ *Defining a typical tea/coffee vending machine consumer.*
- ❖ *Finding new locations (apart from existing) for placing tea/coffee vending machine.*
- ❖ *To find habits and preferences of a typical tea/coffee vending machine consumer.*

◆ **Methodology of Data Collection:**

- ❖ Primary data: - It has been collected through the structured

questionnaire. The respondents were asked questions according to the structured questionnaire. Almost all of the questions were close ended and the respondents were suppose to tick the suitable choice and/or to give points.

- ❖ Secondary data: - Data regarding information about the company itself were collected through secondary data. Sources used were brochures, publications, news Articles, internet and company records.

❖ **Sampling Procedure used:**

- ❖ **Procedure:** *Random selection of respondents in Bangalore city for collecting the data.*
- ❖ **Sample Size:** *Total size of the sample is 290 with 80% of respondents between age group of 20 years to 40 years.*

❖ **Field Work:**

I started my field study from 3rd week of April. For the first two weeks I was involved in understanding the concept and frame the questionnaire as per the requirements.

Fieldwork for me was turned to be the most difficult part of my total project as many people refused directly to co operate saying they don't have time. Also many respondents left the questionnaire half filled and therefore I had to remove those half filled questionnaire from the total data collected. But, On the whole it was a good experience for me in the field.

◆ **Limitations:**

The study is restricted to the city of Bangalore.

The sample size of 290 is not very comprehensive.

Since respondents were randomly selected and because students cooperated more than working people and also they were seen mostly around vending machines, the sample comprises around 65% of respondents of age group 20-30, of which major portion was of students.

◆ **Operational Definitions of Concepts:**

Vending machine: A vending machine is a machine that dispenses merchandise when a customer deposits coins or bills sufficient to purchase the desired item. These are of mainly two types, manned and unmanned.

Beverage: A beverage is a drink specifically prepared for human consumption. Almost always it largely consists of water. Broadly they are classified as Hot and Cold beverage.

Tea: Tea is an infusion made by steeping the dried leaves or buds of the shrub *Camellia sinensis* in hot water. Tea may also include other herbs, spices or fruit flavors.

Coffee: It is a stimulating beverage prepared from the seeds of Coffee tree.

Stimulant: A stimulant is a drug which produces a sense of euphoria or awakening. Examples of stimulants are caffeine and amphetamines. Stimulants are used both as recreational drugs and to improve productivity.

Flavour: The taste experience when a savoury condiment is taken into the mouth.

Aroma: A distinctive odor that is pleasant.

Strength: Capacity to produce strong physiological or chemical effects.

Infusion: An infusion is a beverage made by steeping a flavoring substance in hot or boiling water.

Random sample: A random sample is one where each person or thing in a population has a known chance of being chosen.

Structured questionnaire: Structured questionnaire are those questionnaire in which there are definite, concrete and pre-determined questions. The questions are presented with exactly the same wording and in the same order to all respondents.

Analysis and Interpretation of

Data

The total sample size that I have taken in to consideration is 290.

The analysis has been divided into following subgroups:

- ◆ Socio-Economic class of respondents.
- ◆ Tea/Coffee drinking habits and preferences of respondents in general.
- ◆ Tea/Coffee drinking habits and preferences of respondents with respect to vending machines.
- ◆ Brand awareness and preference of respondents towards Tea/Coffee brands that are sold through vending machines.
- ◆ Respondent's preference for location of Tea/Coffee vending machines.

Socio-Economic class of respondents

Table – 1

Age group of respondents

Less than 20years	38
20years to 30years	194
30years to 40years	42
More than 40 years	16

Total 290

Graph – 1

Age group of respondents

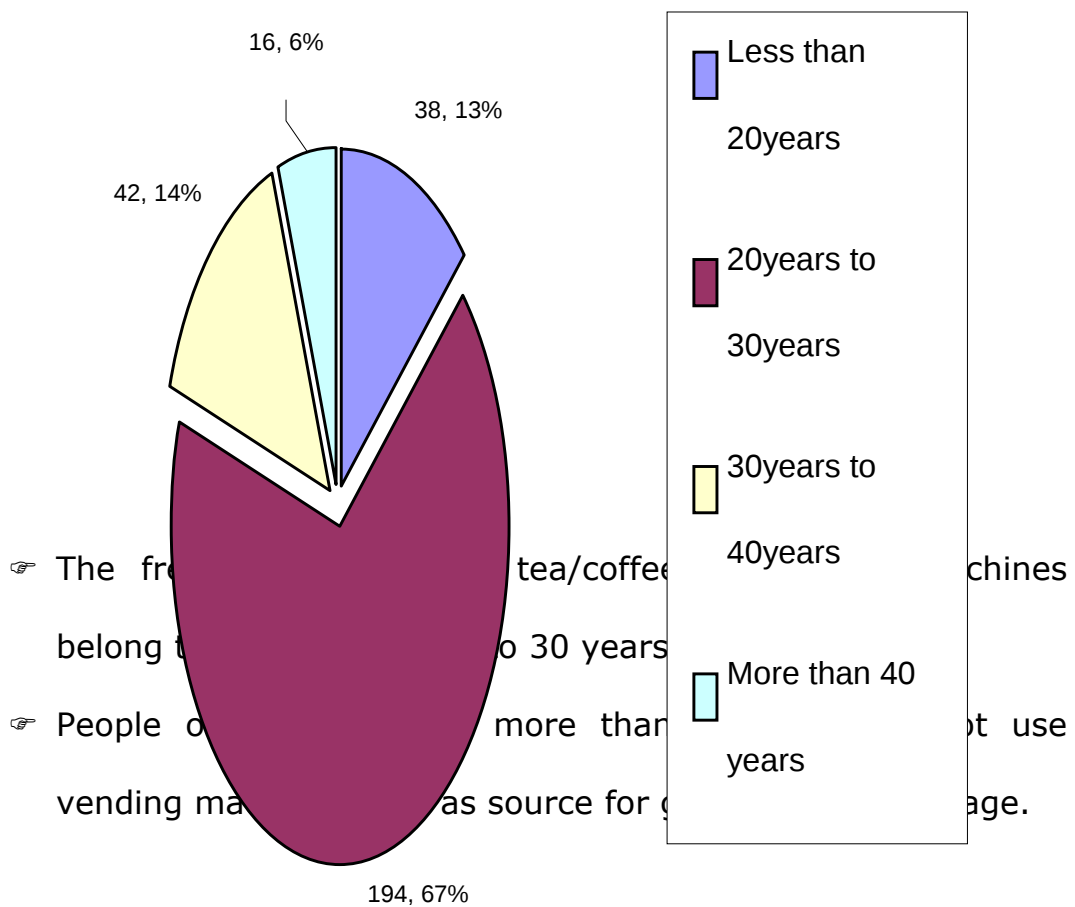


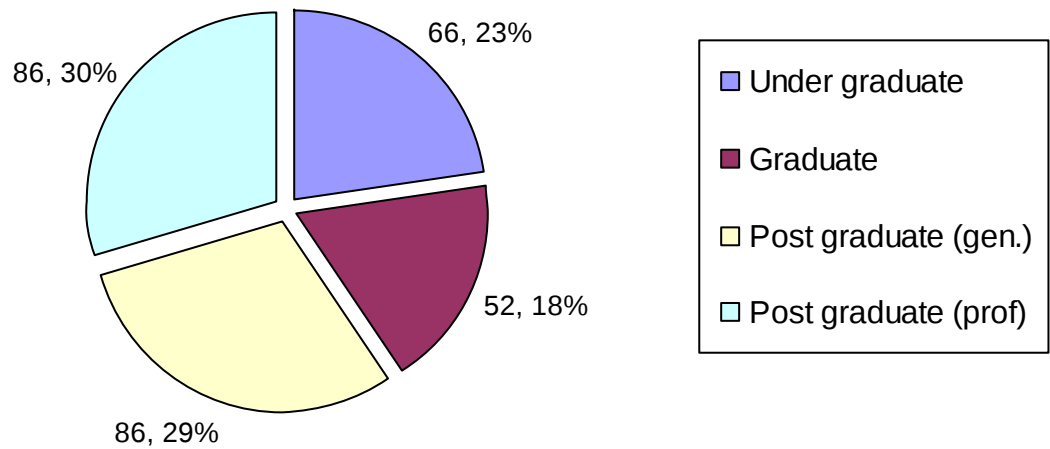
Table – 2

Educational Level of respondents

Under graduate	66
Graduate	52
Post graduate (gen.)	86
Post graduate (prof.)	86
Total	290

Graph – 2

Educational Level of respondents



The data shows that people of all educational strata drink tea/coffee. Educational level does not have an impact on tea/coffee drinking habit of people.

Table – 3

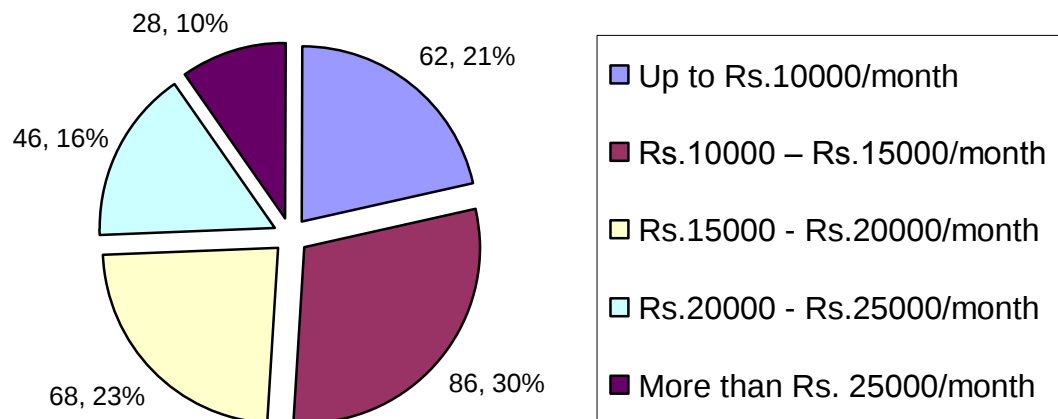
Income Level of respondents

Up to Rs.10000/month	62
Rs.10000 – Rs.15000/month	86
Rs.15000 - Rs.20000/month	68
Rs.20000 - Rs.25000/month	46
More than Rs. 25000/month	28

Total 290

Graph – 3

Income Level of respondents



People of all income group drink tea/coffee but the data shows that 53% of the respondents belong to the income level of Rs. 10000 to Rs. 20000.

People of high income group (more than Rs.25000/month) drink very less at vending machines.

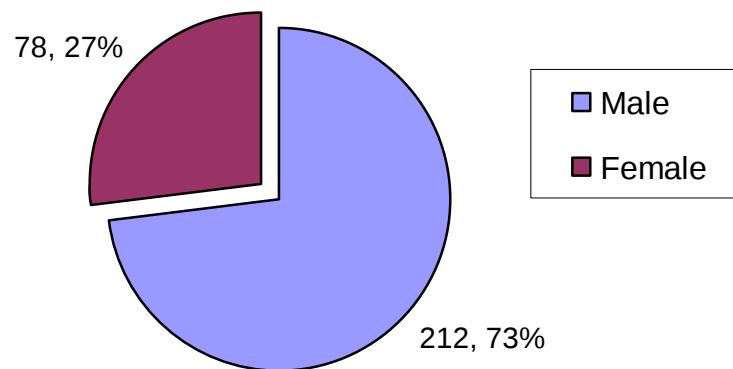
Table – 4

Gender of respondents

Male	212
Female	78
Total	290

Graph – 4

Gender of respondents



The data clearly shows that male segment uses more of vending machines as a source for getting their tea/coffee compared to female segment.

Tea/Coffee drinking habits and preferences of respondents in general

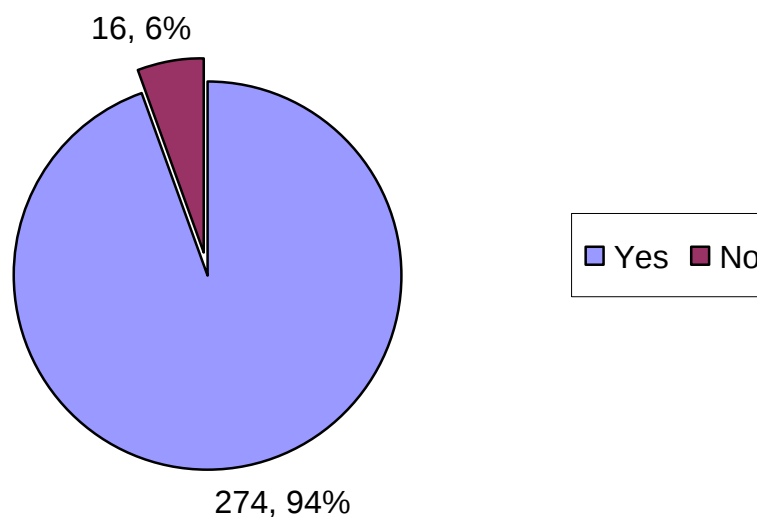
Table-5

Number of Respondent drinking tea/coffee

Yes	274
No	16
Total	290

Graph-5

Number of Respondent drinking tea/coffee



94% of the respondents drink tea/coffee.

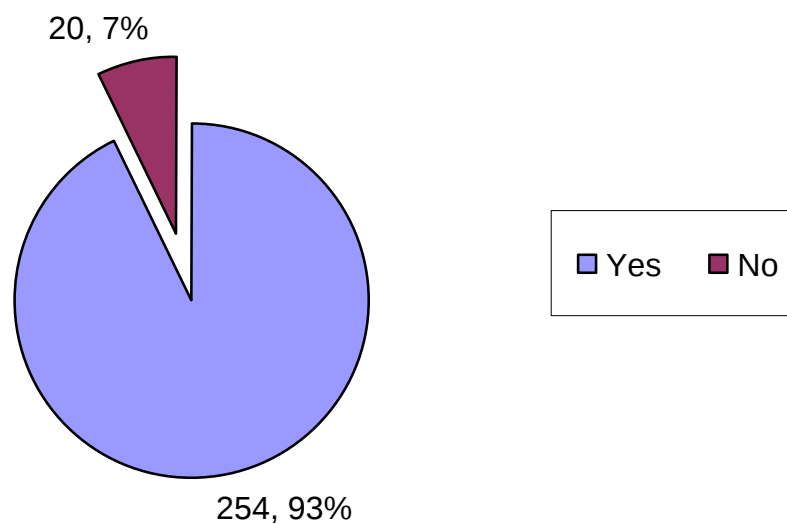
Table-6

Number of respondents drinking tea/coffee at home

Yes	254
No	20
Total	274

Graph-6

Number of respondents drinking tea/coffee at home



Of all the respondents who drink tea/coffee, 93% of them drink tea/coffee in their home. Only those people who don't have facility of preparing tea/coffee at home don't drink at home.

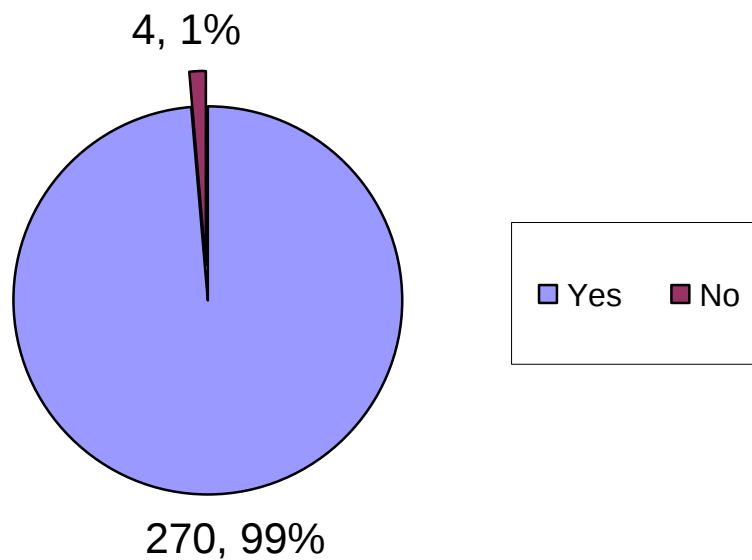
Table-7

Number of respondents drinking tea/coffee outside

Yes	270
No	4
Total	274

Graph-7

Number of respondents drinking tea/coffee outside



99% of the people drink tea/coffee outside their home also, so we can conclude that all those people who drink tea/coffee, they drink out side their home also.

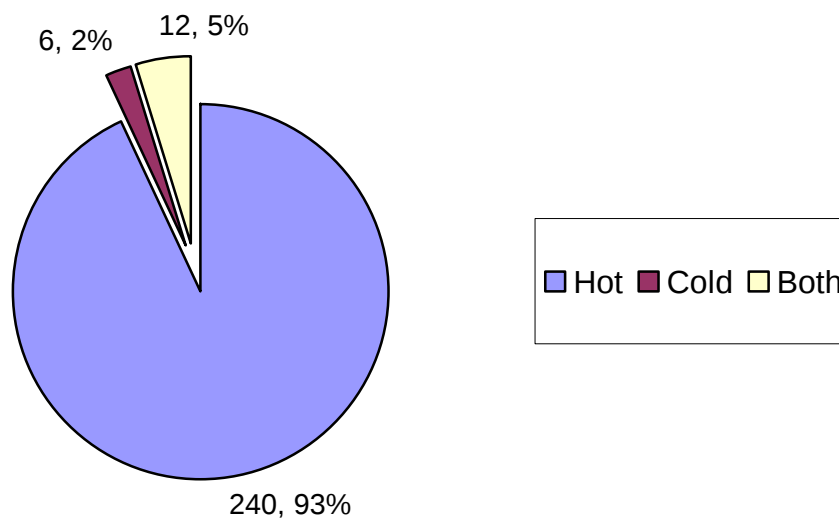
Table-8

Preference for type of Tea of all the respondents who drink Tea outside

Hot	240
Cold	6
Both	12
Total	258

Graph-8

Preference for type of Tea of all the respondents who drink Tea outside



98% of the respondents like hot tea and 7% of respondents like cold tea. So, we can conclude that almost all people like their tea HOT.

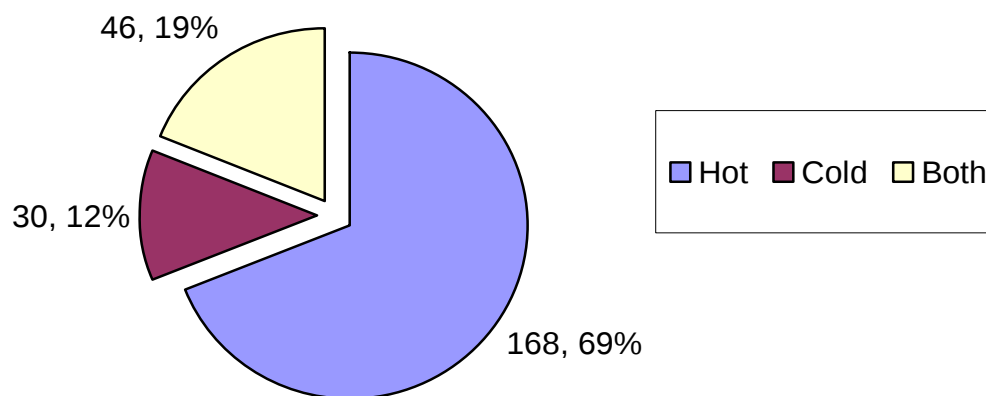
Table-9

Preference for type of Coffee of all the respondents who drink Coffee outside

Hot	168
Cold	30
Both	46
Total	244

Graph-9

Preference for type of Coffee of all the respondents who drink Coffee outside



88% of the respondents like hot coffee and 31% of respondents like cold coffee. 19% of respondents like both hot and cold coffee. So, we can conclude that there is a sizable amount of people who like cold coffee and the market for cold coffee is comparatively more than cold tea.

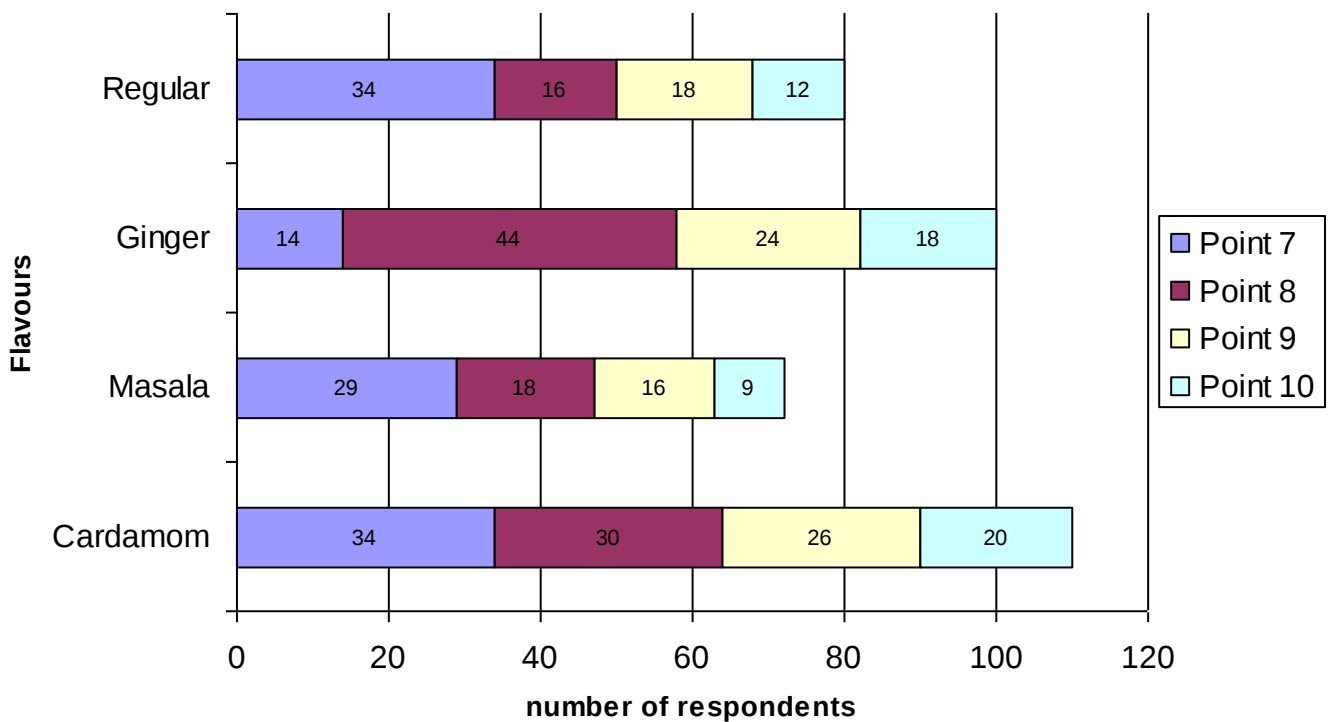
Table-10

Respondent's preference for various flavors of Tea

Flavours	Rating										Total
	Point 1	Point 2	Point 3	Point 4	Point 5	Point 6	Point 7	Point 8	Point 9	Point 10	
Cardamom	20	6	32	42	24	24	34	30	26	20	258
Masala	26	40	36	42	22	20	29	18	16	9	258
Ginger	34	43	24	17	22	18	14	44	24	18	258
Regular	38	26	28	26	38	22	34	16	18	12	258

Graph-10

Respondent's preference for various flavors of Tea



Respondents were asked to give points for their preference for various flavours (10 being the maximum and 1 being the minimum).

Top four points were considered for analysis and 110 respondents (42% of the respondents) voted for cardamom flavour followed by ginger.

The data reflects that cardamom is the most preferred flavour of people drinking tea.

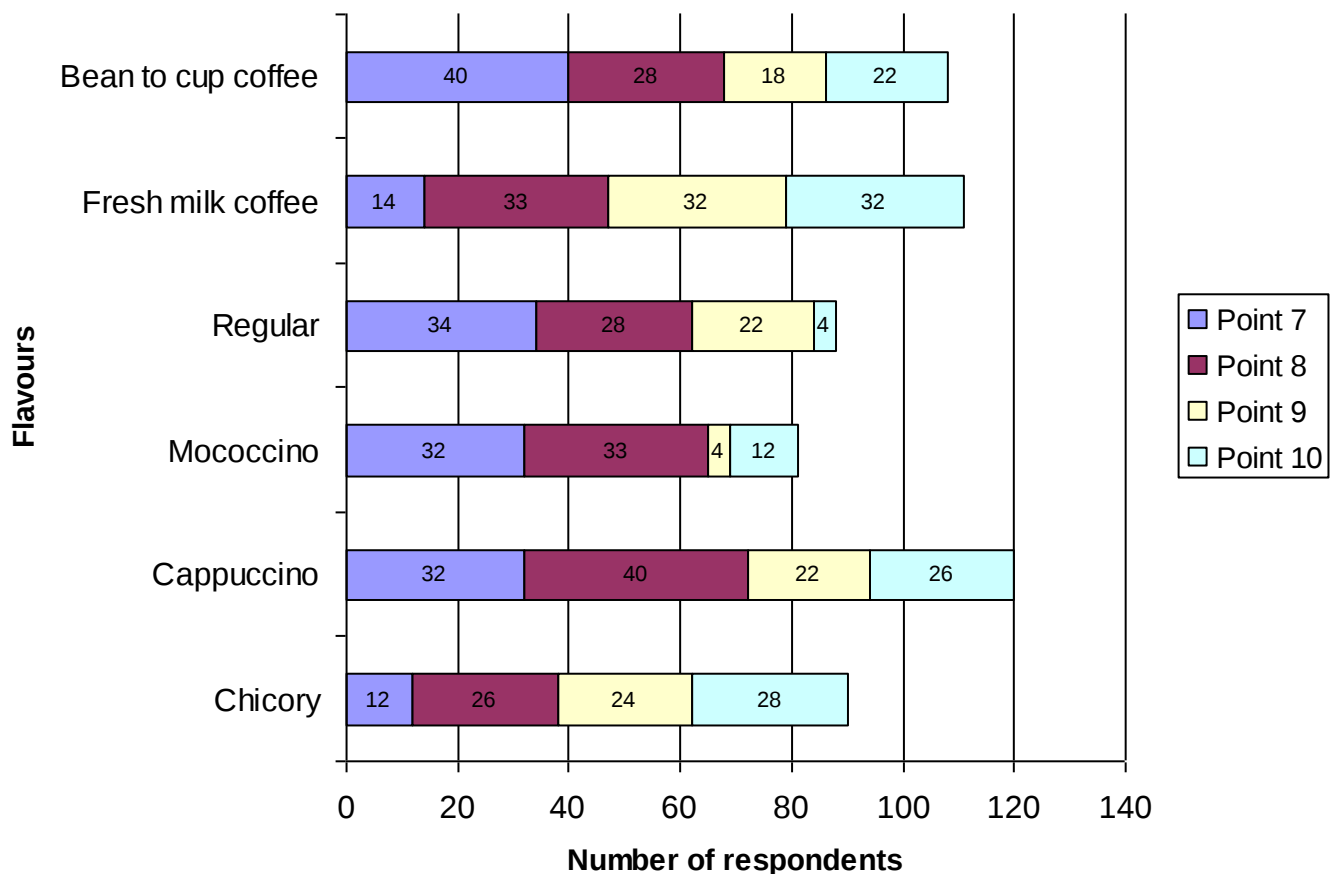
Table-11

Respondent's preference for various flavors of Coffee

Flavours	Ratings										Total
	Point 1	Point 2	Point 3	Point 4	Point 5	Point 6	Point 7	Point 8	Point 9	Point 10	
Chicory	18	18	20	26	34	38	12	26	24	28	244
Cappuccino	20	16	14	26	20	28	32	40	22	26	244
Mococcino	10	11	17	24	54	47	32	33	4	12	244
Regular	16	28	20	20	36	36	34	28	22	4	244
Fresh milk coffee	13	24	18	18	20	40	14	33	32	32	244
Bean to cup coffee	14	18	30	36	18	20	40	28	18	22	244

Graph-11

Respondent's preference for various flavors of Coffee



Respondents were asked to give points for their preference for various flavours (10 being the maximum and 1 being the minimum).

Top four points were considered for analysis.

The data reveals that there are two distinct group of people:

- ❖ Traditional drinker, and
- ❖ Variety seekers.

Traditional drinker (favoring fresh milk and bean to cup coffee) may not like to experiment with their coffee and may not favor vending machine as a source for getting their tea/coffee.

Table-12

Important Traits Respondents look for while choosing their Tea/Coffee

Traits	Very important	Important	Slightly important	Not important	Total
Aroma	82	112	60	16	270
Convenience	50	126	74	20	270
Flavor	137	122	11	0	270
Freshness	152	92	18	8	270
No messy cleanups	52	100	74	44	270
Price	26	136	76	32	270
Strength	104	100	38	28	270

Weighted points of responses:

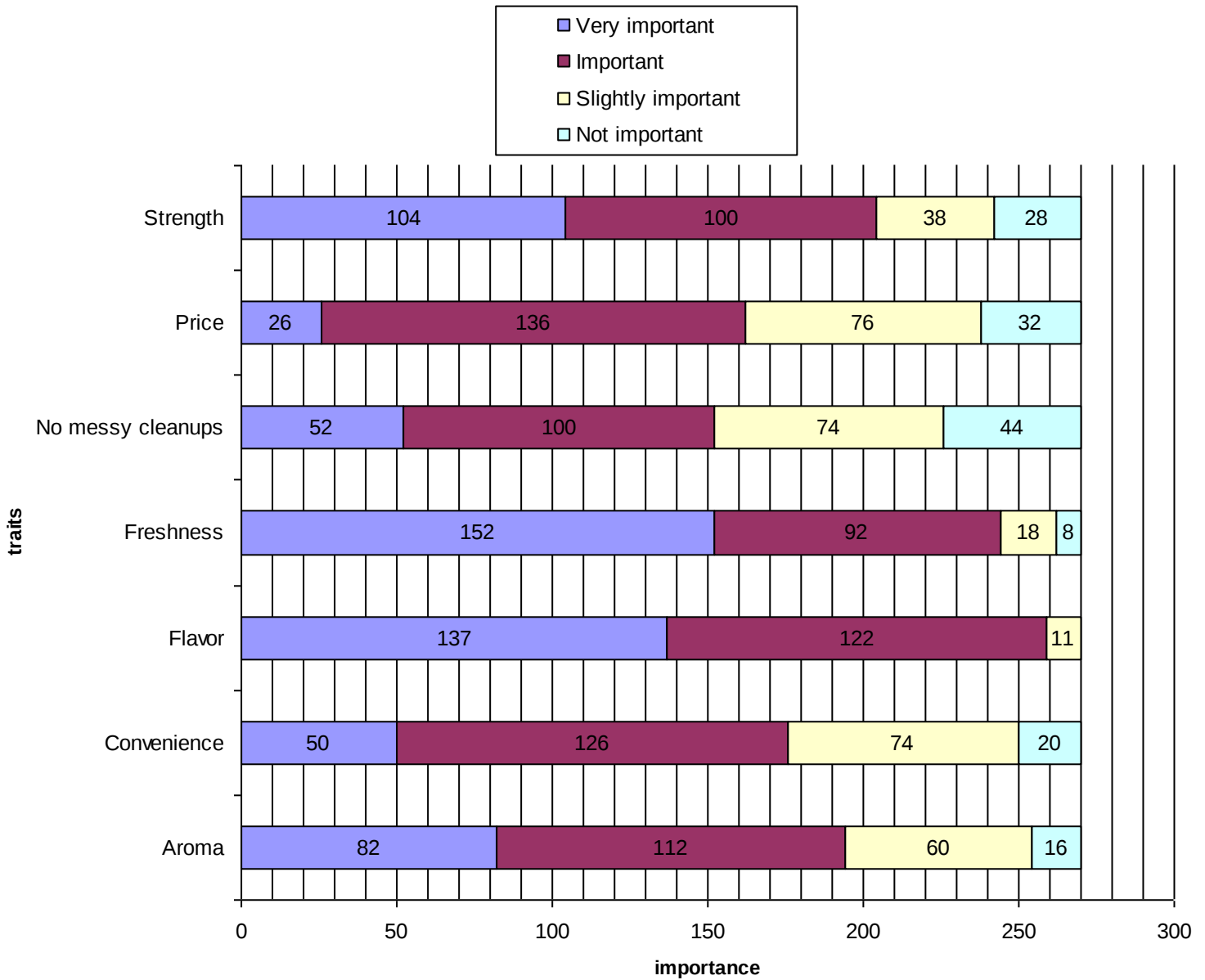
Traits	Very important 4	Important 3	Slightly important 2	Not important 1	Total
Aroma	328	336	120	16	800
Convenience	200	378	148	20	746
Flavor	548	366	22	0	936
Freshness	608	276	36	8	928
No messy cleanups	208	300	148	44	700
Price	104	408	152	32	696
Strength	416	300	76	28	820

Flavour and freshness has emerged as the most important trait that consumers look for in while choosing their tea/coffee.

After it, they look for strength and aroma of their beverage. Price is not the deciding trait for consumers while they choose their tea/coffee.

Graph-12

Important Traits Respondents look for while choosing their Tea/Coffee



Tea/Coffee drinking habits and preferences of respondents with respect to vending machines

Table-13

Respondent's awareness about Tea/Coffee being sold through vending machines

Yes	254
No	16
Total	270

Table-14

Respondents using vending machines to get their Tea/Coffee

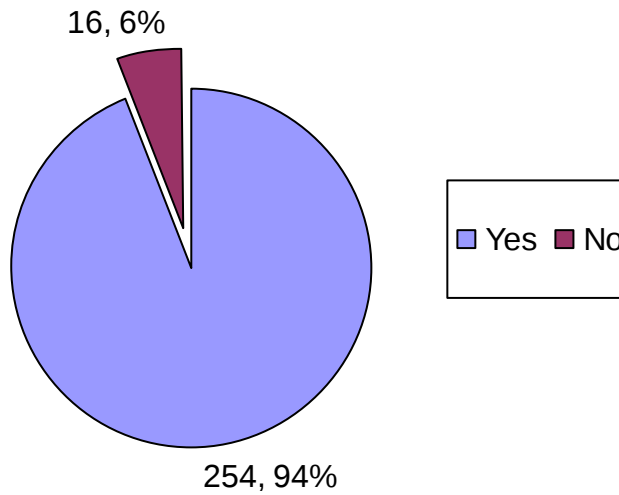
Yes	244
No	26
Total	270

94% of the respondents are aware that tea/coffee is sold through vending machines also.

90% of this segment (244 respondents) actually uses vending machine to get his tea/coffee.

Graph-13

Respondent's awareness about Tea/Coffee being sold through vending machines



Graph-14

Respondents using vending machines to get their Tea/Coffee

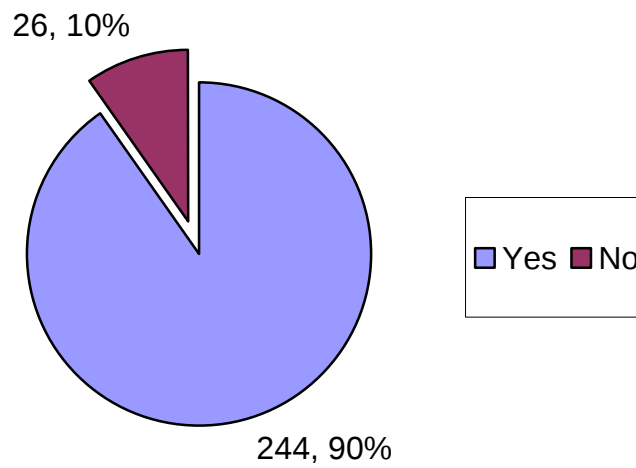


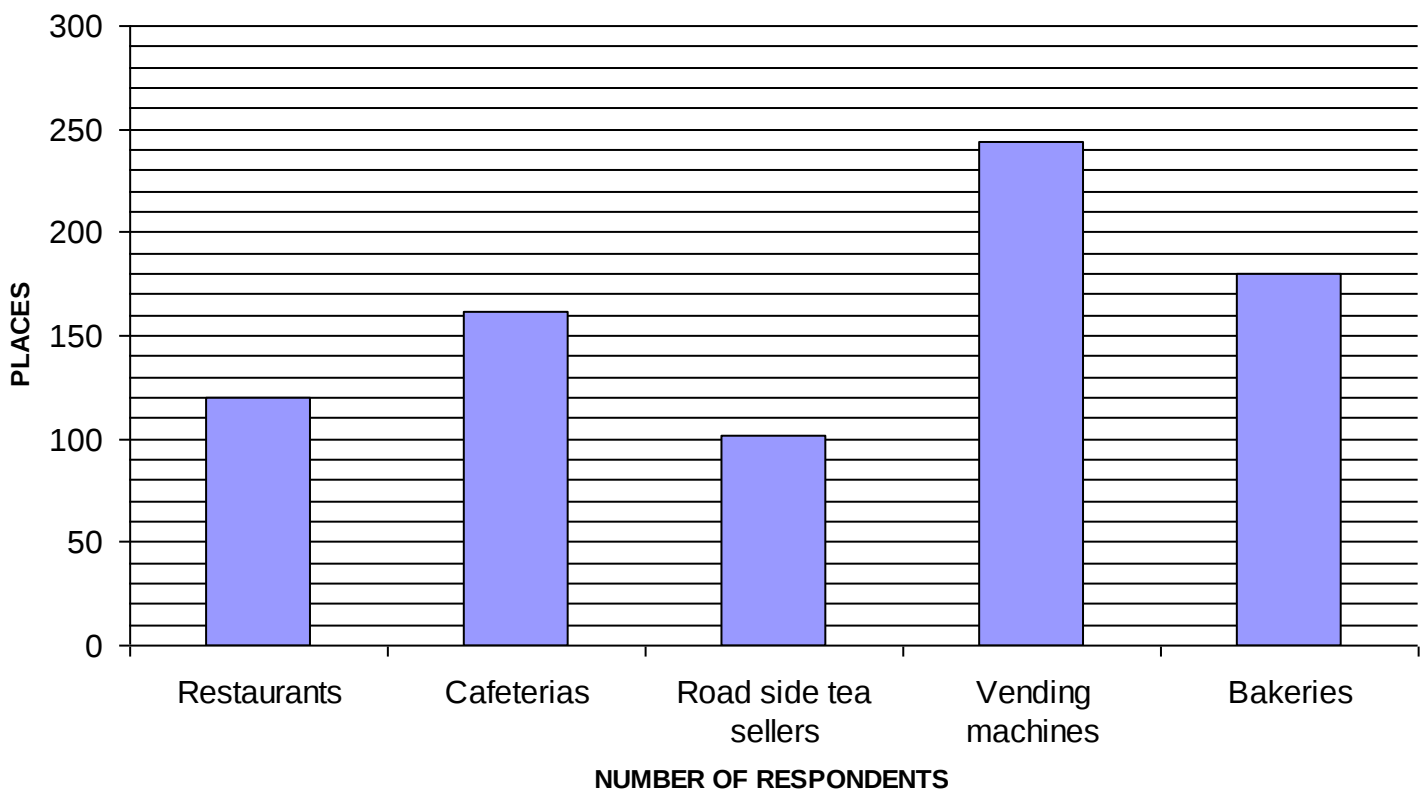
Table-15

Respondent's preference for location to get their Tea/Coffee when they are out

Restaurants	120
Cafeterias	162
Road side tea sellers	102
Vending machines	244
Bakeries	180

Graph-15

Respondent's preference for location to get their Tea/Coffee when they are out



After vending machines, the most preferred channels to get tea/coffee are **Bakeries** and **Cafeterias**.

Table-16

Respondents reason for drinking Tea/Coffee at vending machine

Parameters	Strongly agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
No restaurants available	29	46	85	61	23	244
Remote place / location	28	104	64	32	16	244
Hygiene	53	92	71	17	11	244
Instant delivery	110	108	22	0	4	244
Affordable	54	107	64	15	4	244
Convenience of use	76	108	46	12	2	244
Served hot	59	128	44	9	4	244
Consistency of taste / flavors	44	84	78	28	10	244
Many varieties/flavors available	30	67	84	37	26	244

Weighted points for Respondents reason for drinking Tea/Coffee at vending machine

Parameters	Strongly agree 5	Agree 4	Indifferent 3	Disagree 2	Strongly Disagree 1	Total
No restaurants available	145	184	255	122	23	729
Remote place / location	140	416	192	64	16	828
Hygiene	265	368	213	34	11	891
Instant delivery	550	432	66	0	4	1052
Affordable	270	428	192	30	4	924
Convenience of use	380	432	138	24	2	976
Served hot	295	512	132	18	4	961
Consistency of taste / flavors	220	336	234	56	10	856
Many varieties/flavors available	150	268	252	74	26	770

The most important reason because of which people drink tea/coffee at vending machines is instant delivery and because it is convenient to use and is served hot.

People also prefer vending machines as a source to get their tea/coffee because of affordable prices and consistency of taste.

Hygiene and availability of many flavours are not important reason for drinking tea/coffee from vending machines.

Graph-16

Respondents reason for drinking Tea/Coffee at vending machine

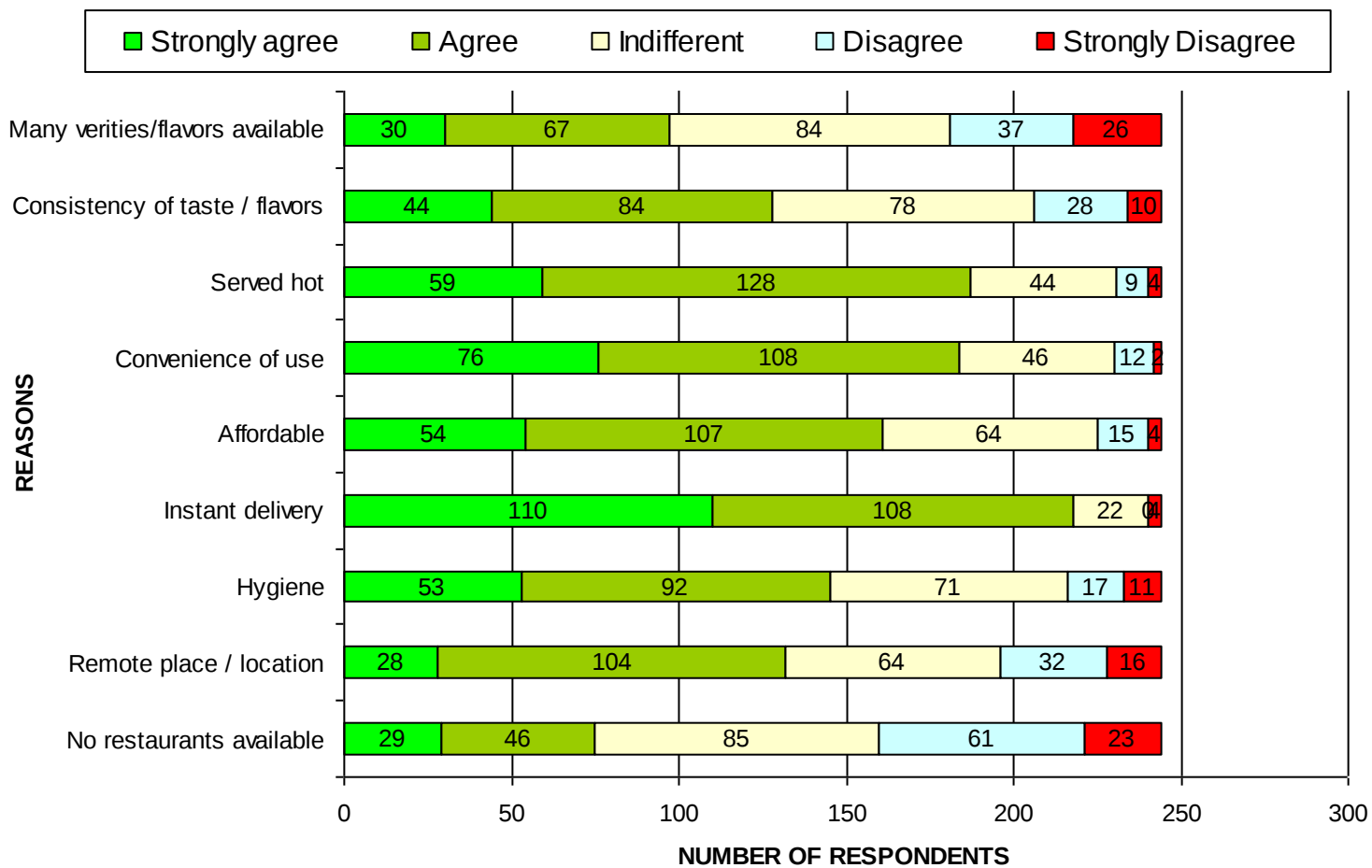


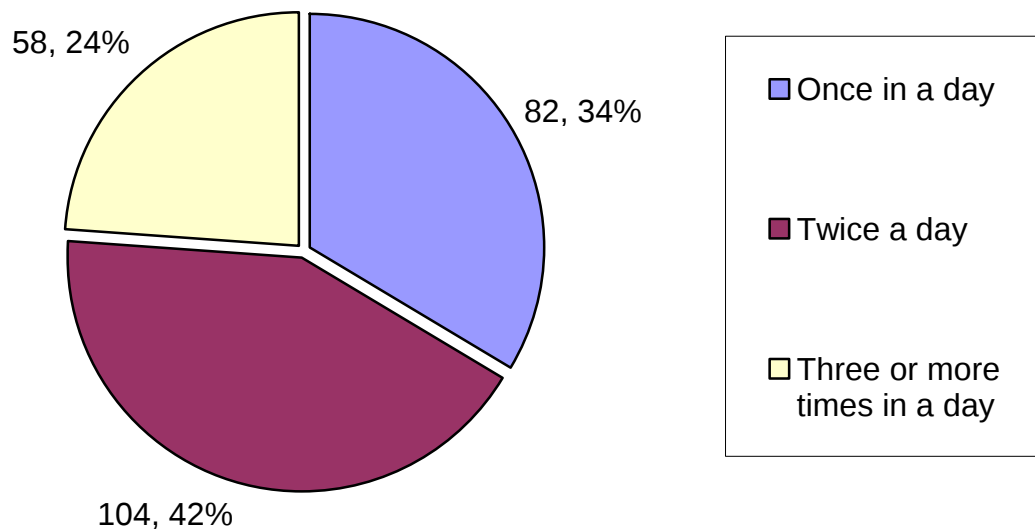
Table-17

Respondent's frequency of drinking Tea/Coffee at vending machine

Once in a day	82
Twice a day	104
Three or more times in a day	58
Total	244

Graph-17

Respondent's frequency of drinking Tea/Coffee at vending machine



42% of the respondents drink twice a day at vending machine while 34% of respondents drink once in a day.

Only 24% of the respondents are heavy user of vending machines.

Table-18

Respondents drinking more Tea/Coffee in any particular season of year

Yes	124
No	146
Total	270

Table-19

Variations in frequency of drinking Tea/Coffee in different seasons

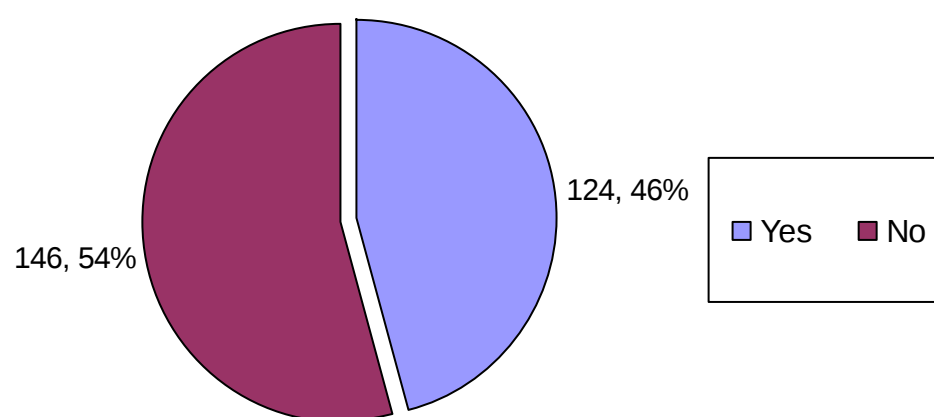
	1 to 2 times	3 to 4 times	5 or more times
Summer	96	28	0
Monsoon	32	66	26
Winter	6	40	78

54% of the respondents say that they don't change their drinking habits due to change in season while 46% of the respondents say that there is seasonal change in their drinking habit.

In summer the consumption of tea/coffee is less compared to winter, where drinking pattern increases from 2 cups a day to 5 cups a day.

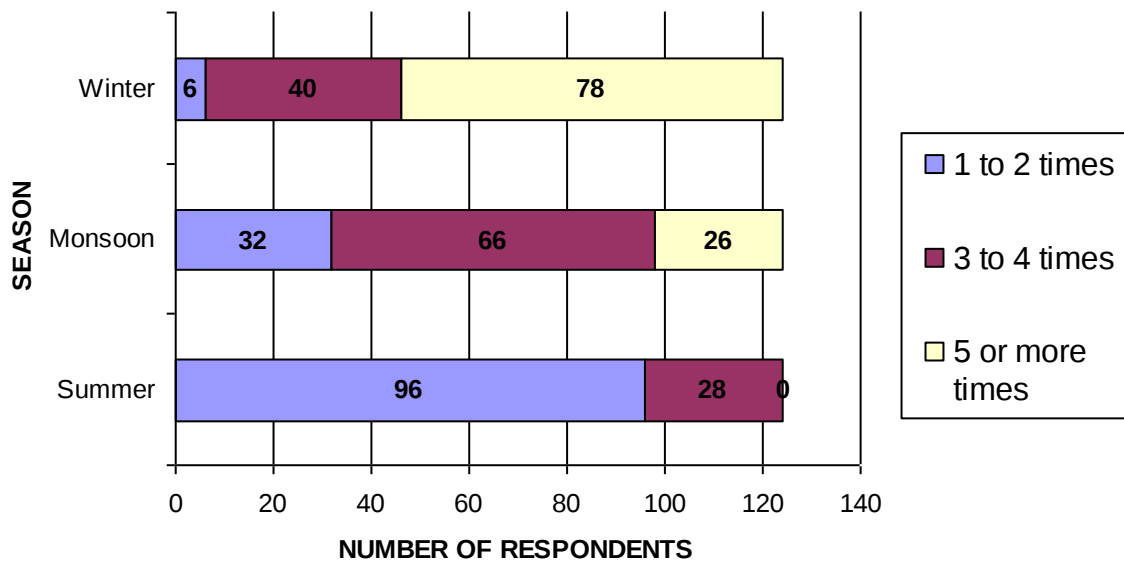
Graph-18

Respondents drinking more Tea/Coffee in any particular season of year



Graph-19

Variations in frequency of drinking Tea/Coffee in different seasons



Brand awareness and preference of respondents towards Tea/Coffee brands that are sold through vending machines

Question no.11 and 12 of the questionnaire were kept open ended to gather information about the preferred brand of Tea and Coffee of the respondents. The Brand with the most response was chosen as the most preferred brand.

Following were the major findings:

- ♥ Most preferred Brand of Tea in home: Brook Bond
- ♥ Most preferred Brand of Coffee in home: Nescafe

Most people responded that they do not know which brand they drink outside, so brand preference could not be determined in this case, that is out of home consumption of tea and Coffee. When asked to name all the brands that sell Tea and Coffee through vending machines, respondents readily said Coffee Day. So, coffee Day is the Brand having the highest Top of the Mind Recall. Following is the order of the Brands selling tea/Coffee through vending machines according to the responses they have gained:

1. Coffee Day
2. Bru
3. Nestle
4. Lipton

Table -20

Parameters because of which Respondents prefer their
Brand of Tea/Coffee

Parameters	RANK									total
	1	2	3	4	5	6	7	8	9	
Brand name	64	40	34	37	27	20	12	14	22	270
Trust in quality	67	55	40	20	24	20	8	18	18	270
Brand delivers what it promises	22	48	53	41	28	17	24	27	10	270
Available at all places	62	50	36	38	34	16	10	16	8	270
Can easily be identified	12	34	18	28	62	42	36	20	18	270
Got used to	16	12	20	32	35	64	53	24	14	270
Not convinced of other brands	4	14	20	32	28	34	60	52	26	270
Parent brand has influenced	4	10	22	14	24	32	40	54	70	270
Affordable	10	16	20	16	18	30	26	52	82	270

(Respondents were asked to rank the parameters where 1 was considered as first rank and 9 was considered as last rank. only first three ranks have been considered for analysis.)

Respondents gave "trust in quality" and "Availability", highest ranking so we can conclude that for a given brand of tea/coffee, availability and quality of that brand are the parameters that influences the buying behavior of the people.

Graph -20

Parameters because of which Respondents prefer their Brand of Tea/Coffee

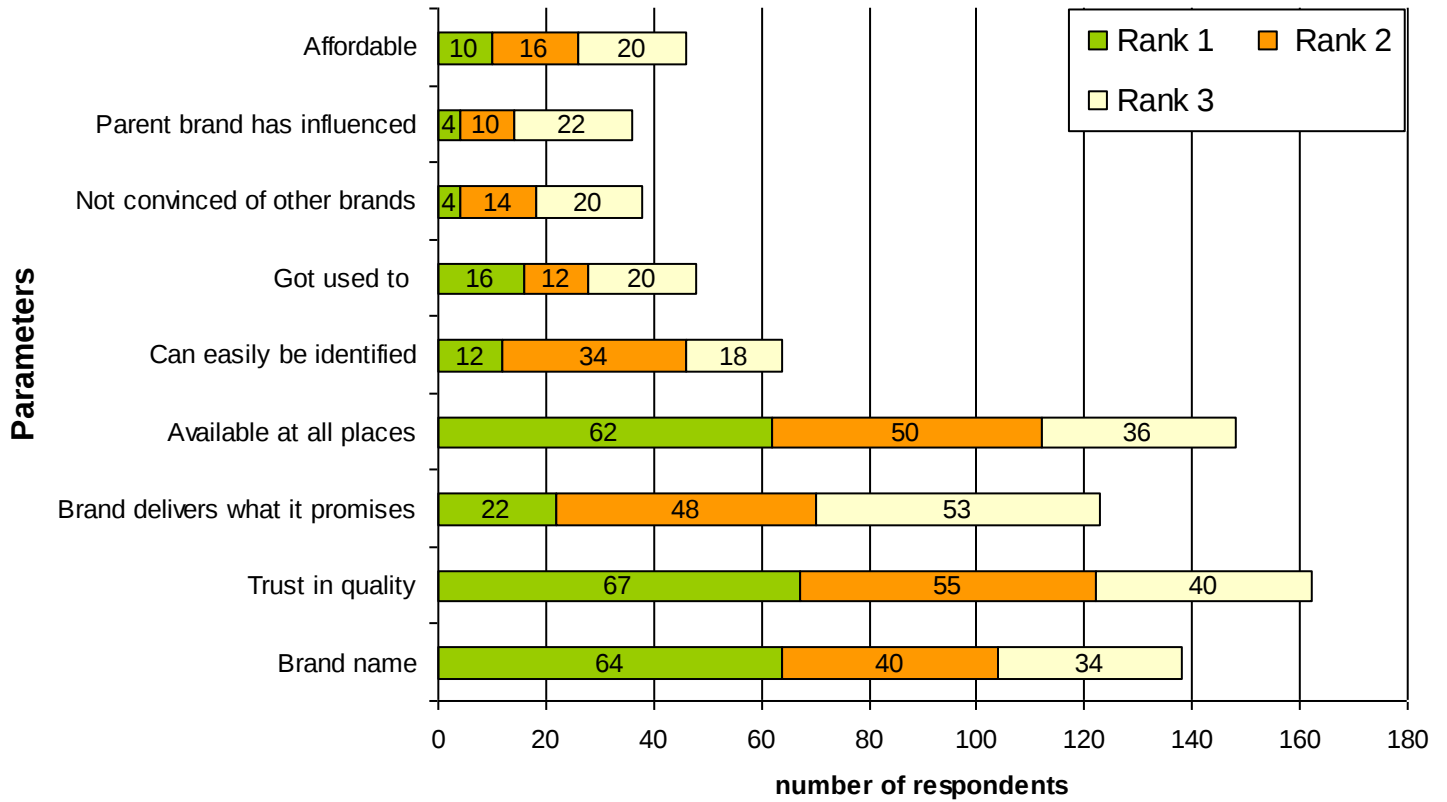


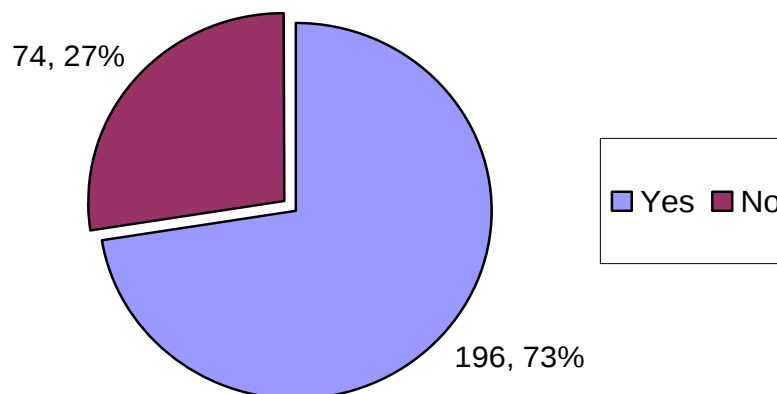
Table -21

Eagerness of Respondents to change their Brand if it is not available at all places

Yes	196
No	74
total	270

Graph -21

Eagerness of Respondents to change their Brand if it is not available at all places



73% of the respondents said that they will change their brand if it is not available at all the places. This shows that there is no Brand Loyalty and consumers will readily change their brand if it is not available at their desired location.

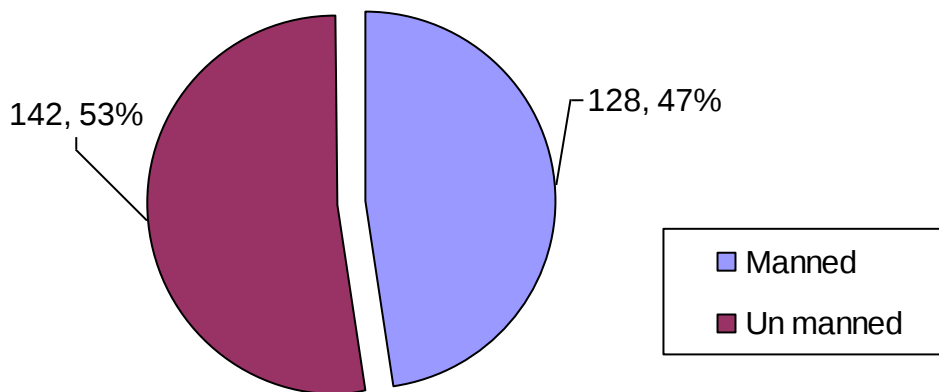
Table -22

Respondent's preference for type of vending machines

Manned	128
Un manned	142
total	270

Graph -22

Respondents preference for type of vending machines



Respondents were asked that if there is a choice, which type of vending machine they would prefer and 53% of the respondents said that they would prefer unmanned vending machines.

Respondent's preference for location of Tea/Coffee vending machines

Table -23

Respondent's preference for location for placement of vending machines

Highways	140
Campus (college/office/courts etc.)	229
Apartments	72
ATM Outlets	152
Petrol pumps	97
Super markets / Shopping malls	178
Theaters	179
Amusement parks	142
Railway station/ Bus stands	207

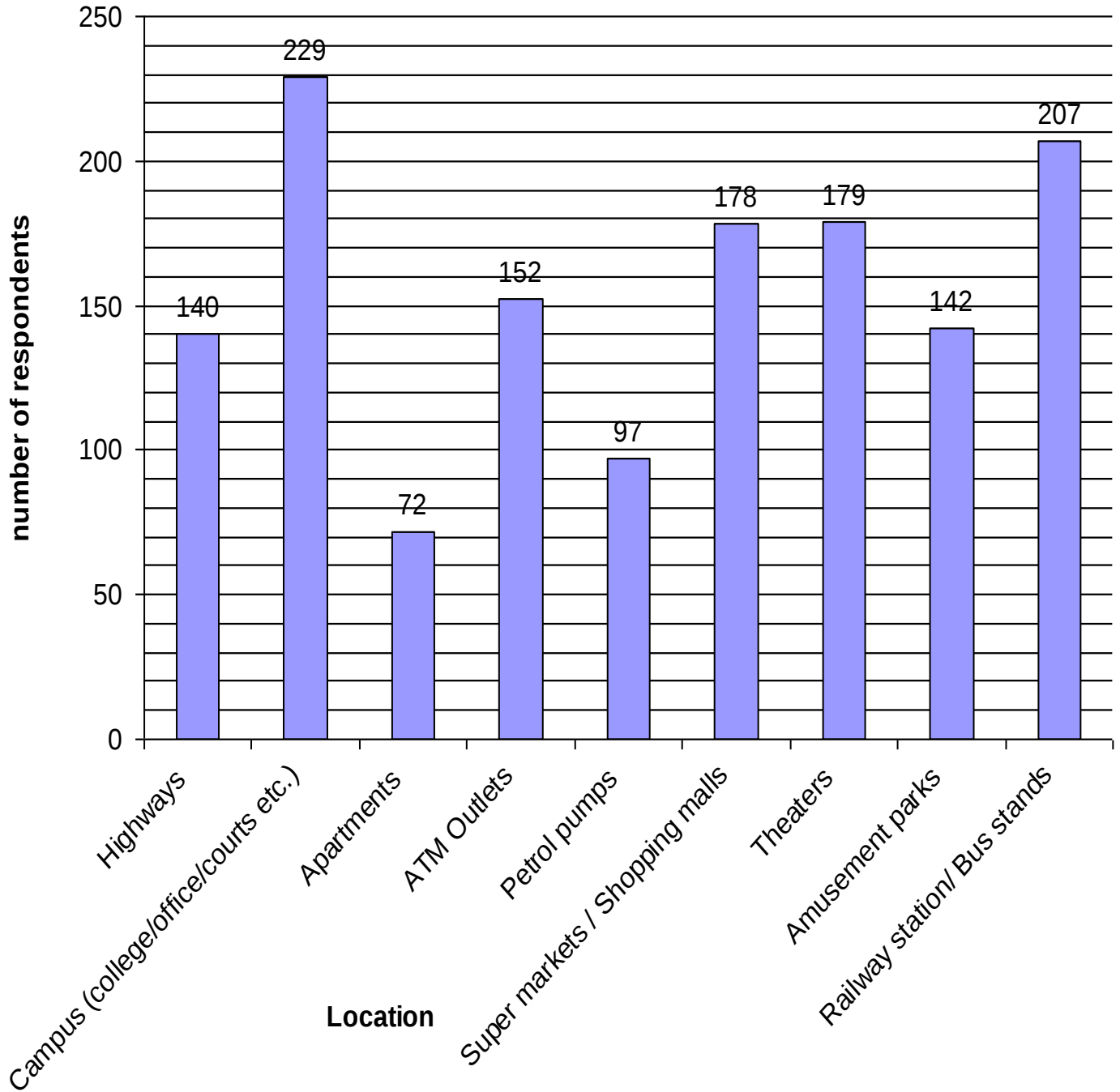
This question was kept open ended so that respondents can suggest new locations for placing vending machines.

New locations suggested were:

- ✓ Hospitals
- ✓ College libraries
- ✓ Xerox/Photo copy shops

Graph -23

Respondent's preference for location for placement of vending machines



Findings and

Conclusions of Data

The age group of a typical vending machine consumer of tea/coffee is 20 years to 30 years and the income level of this group lies between Rs.10000 to Rs.20000.

Consumers like hot tea/coffee and cardamom is the most preferred flavour of tea and fresh milk coffee and Cappuccino is the most preferred flavor of coffee.

Consumers look for flavour and freshness while choosing their tea/coffee.

Preferred locations for getting tea/coffee are vending machines, bakeries and cafeterias.

People drink tea/coffee at vending machines because of instant delivery and also because it is convenient to use and is served hot.

Most people drink twice a day at vending machine.

Coffee Day is the most recognized brand selling tea/coffee through vending machine.

There is no brand loyalty in this segment and the selection of brand is purely dependent on availability.

Recommendations and

Suggestions

New channels for placing vending machines are:

- ✓ Hospitals
- ✓ College libraries
- ✓ ATM Outlets
- ✓ Xerox/photocopy counters

People choose a brand because of their trust in its quality and availability.

Around thirty hospitals were visited by the surveyor and it was found that only Manipal Hospital has a tea/coffee vending machine and none of the other hospitals have tea/coffee vending machines.

The survey revealed that after *instant delivery, convenience of use* and *served hot, hygiene* is the reason because of which people choose to drink tea/coffee from a vending machine. And in hospitals, this reason may top other reasons for drinking tea/coffee from the vending machine.

Bibliography

Book referred:

- ❖ Marketing Research- measurement and methods
(Tull & Hawkins)
- ❖ Managing Brand Equity (David A. Aaker)
- ❖ Marketing Management (Philip Kotler)

Internet:

- ❖ www.cocacolaindia.com
- ❖ Indiainfoline.com
- ❖ www.cocacola.com

Annexure

The questionnaire was prepared in two phases. In the first phase, a comprehensive questionnaire was prepared to gather data with many-open ended questions along with close ended questions.

After going through the questionnaire, it was felt that the questionnaire was too long and also that respondents would not answer open ended questions.

In the second phase, modifications were done in the first questionnaire and many open ended questions were removed and the also, number of questions were reduced from twenty-five to sixteen.

Company wanted that the name of the brand or the company should not be revealed to the respondents. So, brand name and company name has not been used anywhere in the questionnaire and during data collection.

QUESTIONNAIRE

This questionnaire is for the study purposes only. All the data collected here will be kept confidential and used by the under mentioned student of Al Ameen Institute of Management Studies for his research study and as a partial fulfillment of the requirement for the award of the degree Master of Business Administration as prescribed by Bangalore University.

ZAKEER HUSSAIN

Please [☐] or fill the blanks where applicable.

Individual data:

Name: _____

Gender: Male [☐] Female [☐]

Address: _____

Contact / E-Mail: _____

Age group: Less than 20years [☐] 20years to 30years [☐]
30years to 40years [☐] More than 40 years [☐]

Education: Under graduate [☐] Graduate [☐]

Post graduate (gen.) [☐] Post graduate (prof) [☐]

Household Income: Up to Rs.10000/month [☐] Rs.10000 –
Rs.15000/month [☐]

Rs.15000 - Rs.20000/month [☐] Rs.20000 - Rs.25000/month [☐]
More than Rs.25000/month [☐]

Do you drink Tea / Coffee?

Yes [☐] No [☐]

If yes, please answer the following questions:

1. You drink your Tea / Coffee in:

i. Home Yes [☐] No [☐]

ii. Outside Yes [☐] No [☐]

2. You drink :

i. Tea Hot [] Cold []

ii. Coffee Hot [] Cold []

3. Given a choice, which is your preference for following flavors of hot tea / coffee?

(Please give points on the scale of 10)

TEA	
Flavours	Rating
Cardamom	
Masala	
Ginger	
Regular	

COFFEE	
Flavours	Ratings
Chicory	
Cappuccino	
Mococcino	
Regular	
Fresh milk coffee	
Bean to cup coffee	

4. What trait do you give importance to, while choosing your tea / coffee:

Traits	Very important	Important	Slightly important	Not important
Aroma				
Convenience				
Flavor				
Freshness				
No messy cleanups				
Price				
Strength				

5. Are you aware that tea / coffee are being sold through vending machines?

Yes [] No []

6. Do you use vending machines to get your tea coffee?

Yes [] No []

7. Where do you get your tea / coffee, when you are out:

- i. Restaurants []
- ii. Cafeterias []
- iii. Road side tea sellers []
- iv. Vending machines []
- v. Bakeries []
- vi. Others _____

8. Reasons for drinking tea / coffee at vending machines: -

Parameters	Strongly agree	Agree	Indifferent	Disagree	Strongly Disagree
No restaurants available					
Remote place / location					
Hygiene					
Instant delivery					
Affordable					
Convenience of use					
Served hot					
Consistency of taste / flavors					
Many varieties/flavors available					

9. What is the frequency of drinking at vending machines?

Once in a day []

Twice a day []

Three or more times in a day []

10. Do you drink more of Tea / Coffee in any particular season of year?

Yes [] No []

If yes, please fill following table:

	Summer	Monsoon	Winter
1 to 2 times			
3 to 4 times			
5 or more times			

11. Which brand of tea / coffee do you prefer?

In home

Tea : _____

Coffee : _____

Outside home

Tea : _____

Coffee : _____

12. Please name all the brands you are aware of that sell tea / coffee through vending machines?

1. _____

2. _____

3. _____

4. _____

5. _____

13. You prefer your brand because of: (please rate 1 as 1st preference and 9 as last preference)

- i. Brand name []
- ii. Trust in quality []
- iii. Brand delivers what it promises []
- iv. Available at all places []
- v. Can easily be identified []
- vi. Got used to []
- vii. Not convinced of other brands []
- viii. Parent brand has influenced []
- ix. Affordable []

14. Will you change your brand if it is not available at all places?

Yes [] No []

15. Given a choice, which type of vending machine would you prefer?

- i. Manned [] ii. Unmanned []

16. Where do you like the vending machine to be placed so that you can access it easily?

- | | | |
|---|-------|-----------|
| i. Highways | [] | vi. Super |
| markets / Shopping malls | [] | |
| ii. Campus (college/office/courts etc.) | [] | vii. |
| Theaters | [] | |
| iii. Apartments | [] | viii. |
| Amusement parks | [] | |
| iv. ATM Outlets | [] | ix. |
| Railway station/ Bus stands | [] | |
| v. Petrol pumps | [] | x. |
| Others | _____ | |

-: Thank you! :-