

Perceived Quality and Attitude Toward Tea & Coffee by Consumers

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Abstract

The main purpose of this study is to determine the consumers' perception and attitude toward Tea and Coffee. Total 100 South Korean consumers participated as respondents in this study. Fishbien's Multi-attribute attitude model and t-test were used to measure hypothesis and compare attitude toward Tea and Coffee. Findings indicate that consumer attitudes toward Coffee and Tea differed significantly among consumers in Korea. Consumers had an overall more positive attitude towards Coffee compared with Tea with regards to availability, different flavor, and environment of shop attributes. In contrast, mean value and t-value indicate that there were no significant differences in aspects of freshness, habitual facts, and status, but correlation value indicate that there were some differences with regards to freshness and status. Findings of this study are only related to the consumers from South Korea, study period was September 2010 to January 2012, and maybe it is not generalized to other nationalities or countries. The research hints that the Tea Company should give attention to its marketing strategy on enhancing the attributes of "different flavor", "availability" and "good environment of shop". This study fills a gap in the literature on coffee and tea in business research.

Keywords: Consumer Attitude, Tea and Coffee, Fishbien's Model, Perceived Quality, Korea.

1. INTRODUCTION

Tea and Coffee are the regarded as the most popular temperance drink in the world. Every day billions of cups of tea and coffee are consumed by the consumers. The competition is more because of big market. So, most of the companies emphasize on differentiate their product from competitors. Perceived quality is one of the bases of this quality measured by the consumers'. So, in sometimes it becomes essential for some companies to improve the quality of their product. Now-a-days huge numbers of consumers are shifting their preference Tea to Coffee. This is alarming for tea industry. This study will also focus on that area and show how it can cope.

Important Variable of This Study

Perceived quality: Quality can be an overall evaluation of a product quality most commonly refers to a degree of excellence or finesse often in conformance to a pre-established standard. The American society for quality control defines quality as the totality of features and characteristics of a product or services that bear on its ability to satisfy customers' need. Quality as an elusive construct likes beauty is a key competitive weapon in the global market place. Quality cannot be defined precisely; it is simple, unanalysable property that we learn to recognize only through experience (Parasuraman, Zeithamal, and Berry, 1985).

Monroe and Krishnan (1985) defined perceived quality as the perceived ability of product to provide satisfaction relative to available alternatives.

Consumers' Attitudes, opinions and beliefs: Attitudes are a person's knowledge and positive or negative cognitive evaluation most an object such as product or service. It is one of the most important concepts marketers use to understand consumer, others combined three response types (thoughts, feelings, and actions) into the tripartite model of attitude.

Finally we can say that consumer attitude as a person's overall evaluation of a concept. In this study consumer attitude is related with the cognition, affect, predisposition, socialization, and experience of consumer's on Coffee and Tea.

Approaches in defining quality (By Gravin 1984b),

Transcendent approach: Quality, like beauty, can only understand after one is successively exposed to the characteristics of an object.

Product-based approach: This approach views quality as a measurable variable. It assumes that if a product possesses more desired attribute than other products the product is considered as higher quality.

User-based approach: Product that better satisfy consumers is high quality product. If the products cannot satisfy consumers that product is not higher quality even though it has objectively better characteristics.

Manufacturing-based approach: The essence of this approach concerned with engineering and manufacturing practice. The primary emphasis is productions control to reduce overall costs of producing a product.

Value-based approach: This approach suggests that the quality product is one which performs satisfactory at a reasonable cost.

Based on the five approaches in defining quality, Gravin (1984a, 1984b, 1987) mentioned eight dimensions of quality for various product categories, performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality with respect to consumers' durable.

Brucks and Zeithaml (1991) identified six dimensions of perceived, quality, ease of use, functionality, serviceability, durability, performance and prestige. Examples of each dimension, Ease of use: How it should be used. The brand is easy to start and operate.

Functionality: The brand has unique functions that cannot be found in other brands.

Serviceability: Parts for the brand are easily obtainable and service warranty of brand is well honored.

Durability: The brand has longer product life than most other brands and requires less service.

Performance: The brand does the basic job very consistently.

Prestige: The brand reflects a high degree of social status.

2. IMPORTANCE OF THE STUDY

By performing this study the quality dimensions of Tea and Coffee will be measured. It will help to understand the consumers' evaluation and strategy formulation.

3. LITERATURE REVIEW

3.1. Coffee & Tea

(Boughton and Ian, 2005) note, from the current scenario we see that the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year. In the UK tea sales have fallen by 84 million pound in the last five

years. Taste also changing all around the world, British customers drank more café latte (47.4%) than cappuccino (47.1%).

(Capone and Lisa, 2009) indicate that Present coffee buying habit introducing a niche market for shade coffee. Speakers at a SCAA workshop said that though the coffee buying in U.S. decreasing but the specialty or gourmet coffees market is rising.

(Freeman and Laurie, 1997) find out that day by day the iced tea and iced coffee demand are increasing and beverage departments also keeping their space for these cold coffee and tea. Star buck's also introduced cold Cappuccino coffee drinks which has achieved a very positive market response

(Sorensen and Chris, 2011) note that in Canada, Star bucks has a pilot project to open Best branded "coffee bars" inside four Wal-Mart supercenters and another four to opened over the next year. "It is a new concept for us. They are coffee bars with a walk-up window on one side and a bar to linger at on the other," says Jenny McCabe, a Star-bucks spokesperson. "We think we can simplify premium coffee and make it really accessible."

(Boughton and Ian, 2011) mention that Coffee vending machine given a chance to drink ready-made coffee in a plastic cup. The full concept is to drink coffee wherever and whenever you want with self-service. Though the Coffee and Tea is the most consumed beverage in the world after water, but we see very few writings of the beverage of tea in hospitality aspects. Hospitality is defined by the Oxford English Dictionary (2002, p. 1213) as "the friendly and generous reception of guests or strangers". The offering of a cup of tea is a universal sign of hospitality, in either a home or commercial hospitality setting (Walton, 2001). Taking tea at afternoon is common habit to many people and its origin in Britain. Media reports (Kelly, 2001) show that many hotels are now serving afternoon tea for the different clients.

Fairmont Hotel web site (2004a) notes "Premium tea business is soon to become the new lunch". Profit may be a partial motive for the extension of traditional afternoon tea hours, as the tea meal service affords hoteliers the opportunity to use dining facilities beyond the traditional hours for breakfast, lunch and dinner.

Green tea is rich in possibilities as a functional food and is a popular beverage among the new health-conscious generation. Research has started to remove the veil concealing some of its true power as a functional food as attention is being paid to the role of green tea in bio-regulating functions (McKay & Blumberg 2002; Erba et al. 2005; Williamson & Manach 2005; Cabrera et al. 2006); bio-defense function by preventing cancer (McKay & Blumberg 2002; Wu & Wei 2002; Higdon & Frei 2003; Lambert & Yang 2003; Horie et al. 2005; Shimizu et al. 2005; Arts 2008; Ashihara et al. 2008; Wang et al. 2008), disease preventing function by preventing high blood pressure or diabetes, disease-recovery function by inhibiting the rise of cholesterol inflammatory activity (Wang & Helliwell 2000; McKay & Blumberg 2002; Ashihara et al. 2008), physical rhythm-controlling function by stimulating the central nervous system with caffeine and aging-suppressing function by providing the body with antioxidants (McKay & Blumberg 2002; Jeong & Kong 2004; Bunkova et al. 2005; Kuzuhara et al. 2006; Kotani et al. 2007; Raza & John, 2007).

3.2. Perceived Quality and Attitude

The concept becomes indistinct when scholars in different disciplines tend to view quality from different standpoint. However, we should not forget that consumers' serve the ultimate judge of the quality in the market place. Ever well designed, defect free products can fail if they do not fit consumers' perceptions of high quality. Thus, Monroe and Krishnan (1991) defined quality as "the perceived ability of product to provide satisfaction relative to available alternatives.

Perceived quality is the consumer's judgment about an entity's overall excellence or superiority (Zeithaml, 1988). It differs from objective quality (as defined, for example, Gravin 1984a and Hjroth Anderson 1984); it is form of attitude, related but not equivalent to satisfaction, and result from a comparison of expectations with perceptions of performance.

Perception of quality is based on subjective perceptions of intrinsic attributes (Gravin, 1984); and/or extrinsic like manufacturer's image, price and country of origin and other (Dodds et al. 1991; Lee's (1999); Teas and Agarwal 2000; Zeithaml, 1988). However, it may also contain affect that is not reflected in the measured attributes, even when a large set of attributes is included. Thus, Lee's (1999) definition to overcome the previous controversies deserves special attention because of its all inclusiveness characteristics. He defined perceived quality as "consumer's evaluative and effective judgments concerning the overall excellence of a brand based on intrinsic as well as extrinsic attributes which are directly related to his or her satisfaction with that brand."

Gravin (1984 b) proposed five approaches in defining quality, Transcendent Approach, product-based, user-based, Manufacturing-based, value-based approach. Among these five approaches; definitions are generally equated with perceived Quality (Zeithaml, 1988). The major focus of perceived quality is the consumers' satisfaction and related subjective perceptions of the products attribute (Gravin, 1984).

Based on the five approaches in defining quality, Gravin (1984a, 1984b, and 1987) mentioned eight dimensions of quality for various product categories, performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality with respect to consumers' durable. Brucks, and Zeithaml (1991) identified six dimensions of perceived, quality, ease of use, functionality, serviceability, durability, performance, prestige.

From the above literature review we can see that almost all the literature in Tea & Coffee part has taken from Pure Science journal or magazine, there is no any Business journal or Business related full research paper where it is discussed Tea & Coffee related things in the perspective of consumers, that is why this paper is unique.

4. PROBLEM OF THE STUDY

In this research work three types of problems have been identified. The problems are as follows: (a) what are the attributes contribute the perfect role on perceived quality of tea and coffee? (b) What are the dissimilarities between tea and coffee in aspect of perceived quality? (c) What are the consumers' attitudes and opinion regarding the perceived quality of tea and coffee drinks?

5. STATEMENT OF THE RESEARCH OBJECTIVE

- a. To identify different attributes that have important role on the perceived quality of tea and coffee.
- b. To compare tea and coffee from perceived quality viewpoint.
- c. To know consumers' attitude and opinion regarding perceived quality of tea and coffee.

Finally, to propose some recommendations on the basis of these research findings which will be helpful for the company to survive in the competitive market

6. RESEARCH METHODOLOGY

6.1. Pre-testing

The purpose of this test was to obtain a list of salient attributes of tea and coffee.

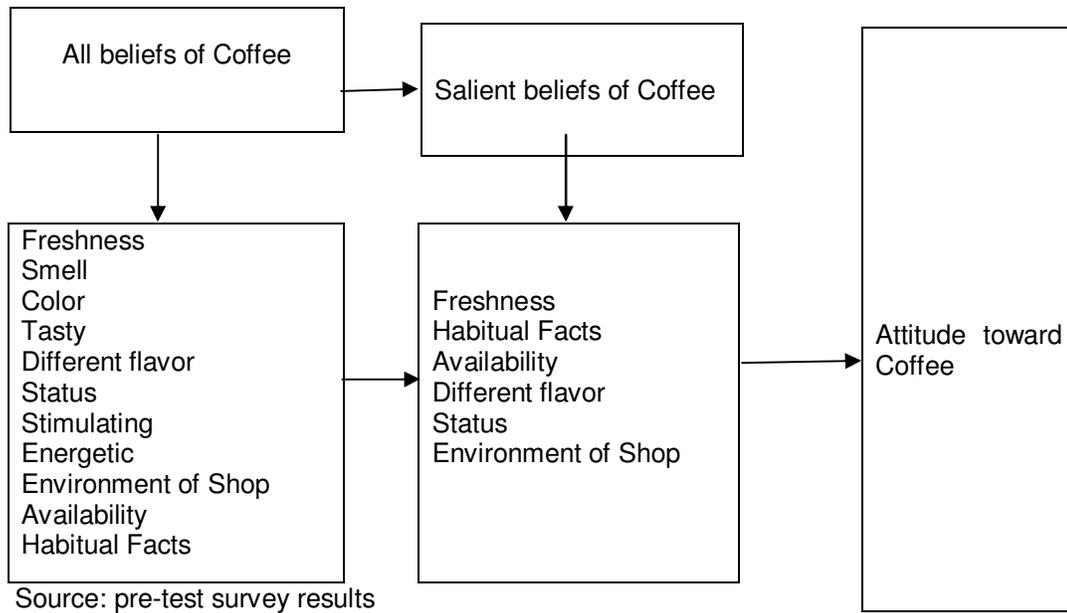
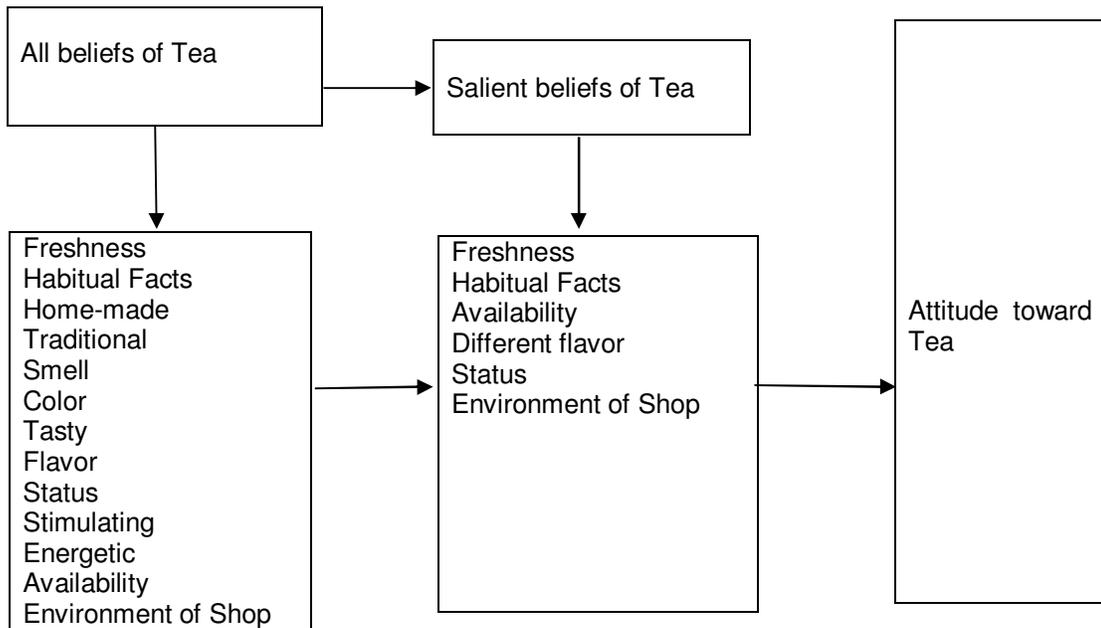


FIGURE 1: All beliefs and salient beliefs of Coffee

Figure-1 shows the pre-test results of coffee, where all beliefs mean all the attributes which are normally mentioned in package in any product, or marketer claim the attributes which are associated with the product. There are eleven attributes we found in our study as all beliefs in coffee. And Salient belief means activated beliefs, the attributes which a customer can recall while purchasing any product. From figure we see that there are six salient beliefs in coffee. From all beliefs create salient beliefs, and salient beliefs help to form attitude. The pre-test question was “Please mention various attributes which you usually consider when drink coffee”.



Source: pre-test survey results

FIGURE-2: All beliefs and salient beliefs of Tea

In the same way Figure-2 shows the pre-test results of tea, where there are thirteen all beliefs of tea, two more (Home-made, Traditional) than coffee, and six same salient beliefs. From all beliefs generate salient beliefs and salient beliefs help to form attitude toward any object or product. And the pre-test question was "Please mention various attributes which you usually consider when drink Tea".

6.2. Hypothesis of the Study

As the quality dimension may vary of tea and coffee. So, the consumers' may perceive the two products differently. The hypothesis is:

H=There are some differences between tea and coffee from the consumers' perceived quality perspective in the aspects of Freshness, Habitual Facts, availability, Different flavors, Status, and Environment of Shop.

6.3 Sample

The mall-intercept method was used to collect most data (n=65) in the city of Kwangju, South Korea. Rests of the questionnaires were administered to students and employees of Chonnam National University to increase the heterogeneity. The majority of respondents were age 20 -40 years old, and men were 60% and women 40%.

6.4 Data Collection and Data Analysis

First the data was collected from the respondents and calculated by using the Fishbein's model. The data were analyzed through t-test and significant level was 5%. And as per testing results necessary interpretations and comments are made.

7. RESULTS

7.1 Overall Attitude Measurements

Much of marketing research has focused on developing models for predicting the attitudes produced by this integration process. Of these Martin Fishbein's model has been most influential in marketing. The key proposition is Fishbein's theory is that the evaluation of salient beliefs because overall attitudes toward an object is a function of two factors. The strength of salient beliefs associated with the object and the evaluations those beliefs.

7.2 Formally the Model Proposed That

$$A_o = \sum_{i=1}^n b_i e_i$$

Where, A_o = Attitudes toward the object, in this study two objects are Tea and Coffee

b_i = The strength of the belief that the object has attributes means, how strongly consumers believe that in Tea and Coffee have that attributes.

e_i = the evaluation of beliefs i ; means when consumers purchase tea and coffee how much important of that attributes are.

n = the number of salient beliefs about the objects. Here we have six salient beliefs for tea and coffee; those are Freshness, Habitual Facts, Availability, Different Flavor, Status, and Environment of Shop.

After inputting values -

$$A_o \text{ (Attitude Coffee)} = \sum_{i=1}^n b_i e_i$$

A_o =Attitude toward Coffee

b_i =the belief while drinking coffee will lead to certain attribute.

ei= the evaluation of the importance of the attributes

$$A_o = (b_1 \times e_1) + (b_2 \times e_2) + (b_3 \times e_3) + (b_4 \times e_4) + (b_5 \times e_5) + (b_6 \times e_6)$$

$$(5.40 \times 1.79) + (5.18 \times 1.85) + (6.49 \times 2.68) + (6.50 \times 2.53) + (4.19 \times 0.95) + (6.63 \times 2.62)$$

$$= 9.666+9.583+17.393+16.445+3.980+17.370$$

$$=74.44$$

$$A_o \text{ (Attitude Tea)} = \sum_{i=1}^n b_i e_i$$

Ao=Attitude toward Tea

bi=the belief while drinking tea will lead to certain attribute.

ei= the evaluation of the importance of the attributes

$$A_o = (b_1 \times e_1) + (b_2 \times e_2) + (b_3 \times e_3) + (b_4 \times e_4) + (b_5 \times e_5) + (b_6 \times e_6)$$

$$(5.16 \times 1.56) + (4.95 \times 1.25) + (2.37 \times -1.78) + (1.25 \times -2.69) + (4.04 \times 0.32) + (1.20 \times -2.62)$$

$$= 8.0496+6.1875 - 4.218 - 3.362 + 1.292 - 3.144$$

$$= 4.81$$

The overall attitudes of consumers' on coffee (Ao=74.44) is very higher than the attitude of Tea (Ao=4.81). So the consumers' overall attitudes on coffee are comparatively better than that of Tea.

	Attributes	Mean	Standard deviation	1	2	3	4	5	6
1	Freshness	5.4000	.95346	-	.015	.747**	.436**	-.152	.508**
2	Habitual Facts	5.1800	.55741			-.019	-.057	.593**	-.136
3	Availability	6.4900	.77192				.600**	-.226*	.702**
4	Different Flavor	6.5000	.94815					-.223*	.725**
5	Status	4.1900	.59789						-.349**
6	Environment of Shop	6.6300	.58006						-

**p<0.01, *p<0.05 (Strongly believe +7 +1 strongly disbelieve)

Source: Developed from the research

TABLE-1: Mean, Standard Deviation and Correlation matrix of Coffee (bi data)

	Attributes	Mean	Standard deviation	1	2	3	4	5	6
1	Freshness	5.1600	.83750	-	.724**	-.624**	-.028	.187	-.006
2	Habitual Facts	4.9500	.72995			-.768**	-.310**	.228**	-.344**
3	Availability	2.3700	.59722				.612**	-.205*	.530**
4	Different Flavor	1.2500	.43519					-.376**	.866**
5	Status	4.0400	.86363						-.489**
6	Environment of Shop	1.2000	.40202						-

**p<0.01, *p<0.05 (Strongly believe +7 +1 strongly disbelieve)

Source: Developed from the research

TABLE-2: Mean, Standard Deviation and Correlation matrix of Tea (bi data)

Table-1 and 2 show the mean value of six attributes, standard deviation and Pearson correlation value of coffee and tea respectively. And the scale was 7 point Likert type scales, starting from strongly believe 7 and strongly disbelieve 1. The same scale was used in hypothesis test and paired correlation analysis in table-4. The mean value of six attributes of coffee in this table were used as (bi) data to measure the attitude toward coffee in Fishbien’s model, and in the same way mean value of six attributes of tea were used to measure attitude toward tea. Overall, the correlations are modest, but with a substantial number being statistically Significant ($p < 0.01$ and $p < 0.05$). The strongest was between freshness and availability (.747) in case of coffee, in case of tea it was between different flavor and environment of shop (.868).

Attribute of Coffee	Mean	Std. Deviation	Attribute of Tea	Mean	Std. Deviation
Freshness Coffee	1.7900	.53739	Freshness Tea	1.5600	.65628
Habitual facts Coffee	1.8500	.55732	Habitual facts Tea	1.2500	.57516
Availability Coffee	2.6800	.46883	Availability Tea	-1.7800	.52378
Different flavor Coffee	2.5300	.65836	Different flavor Tea	-2.6900	.77453
Status Coffee	.9500	1.45904	Status Tea	.3200	1.00383
Environment of shop Coffee	2.6200	.61595	Environment of shop Tea	-2.6200	.97214

* Strongly favorable +3 +2 +1 0 -1 -2 -3 strongly unfavorable

Source: Developed from the research

TABLE-3: Average evaluation of beliefs of coffee & Tea (ei data)

Table-3 shows the mean value and standard deviation of six attributes of coffee and tea, in this case the scale was different from that of table 1. It was also seven point scale with negative value and “zero” was neutral. The starting point was strongly favorable +3 and strongly unfavorable -3. Mean value from this table were only used as (ei) data in the attitude measurement model. SPSS IBM 19.0 was used in all statistical analysis in table-1, 2, 3 and 4.

7.3 Test of Hypothesis

Attributes		Correlation	t-value
Pair 1	Freshness Coffee – Freshness Tea	.223**	1.531
Pair 2	Habitual facts Coffee – Habitual facts Tea	.047	1.165
Pair 3	Availability Coffee – Availability Tea	-.704***	32.555***
Pair 4	Different flavor Coffee – Different flavor Tea	-.477***	43.121***
Pair 5	Status Coffee – Status Tea	-.250**	1.286
Pair 6	Environment of shop Coffee – Environment of shop Tea	-.546***	62.591***

* ** = $p < 0.001$, ** $p < 0.01$ (Strongly believe +7 +1 strongly disbelieve)

Source: Developed from the research

TABLE-4: paired t-test and Paired correlation result:

Table-4 shows the hypothesis test result and correlation value. The test of hypothesis involved for comparing between coffee and tea from the consumer perceived quality perspective. In order to determine which Drinks attributes made this difference Significant, consumer attitudes toward Tea- and Coffee were compared for each of the Tea and Coffee attributes separately.

Consumers gave higher evaluations for Coffee than Tea on all six attributes, but among six attributes three were significantly high differences, that three attributes were–Availability, different flavor, and environment of shop. In table-1 in the aspect of availability the mean value of coffee were 6.49, tea 2.37; Different flavor-coffee 6.50, tea 1.25; Environment of shop-coffee 6.63, tea 1.20; and in Table-4 paired t-value were availability (pair 3) 32.56, Different flavor (pair 4) 43.12, environment of shop (pair 6) 62.59 and the significant level were $p < 0.001$ for these three attributes, meaning that consumer had a more positive attitude toward coffee than tea for these attributes.

However, the results indicated that there were no significant differences between Tea and coffee regarding Freshness (mean value of coffee 5.40, tea 5.16, and t-value 1.531), Habitual facts (mean value of coffee 5.18, tea 4.95, and t-value 1.165), and Status (mean value of coffee 4.19, tea 4.04, and t-value 1.286), from table-2 and table-4 respectively. Paired Correlation value also indicated the same results-there were significant differences among three attributes availability, different flavor, and environment of shop and correlation value also indicated that there were some differences in aspects of freshness and status.

8. DISCUSSION

After analyzing Martin Fishbein's attitude model, we can easily understand by showing above figures the overall attitudes of consumers' about the quality of coffee is different from the tea. From the model we see that the overall attitude toward coffee is better than tea. This study shows (t-statistics, mean value, and correlation value) that there were some reasons,

Firstly, in tea there are not enough variation of flavors, different consumers choice are different they expect and like different flavor and taste, but there is limited option in case of tea; may be tea marketer never think this aspects and from the ancient period it is serving as it is, and they think that, this is traditional drink item and they should not do any experiment on it, and always serve with fresh water. On the other hand coffee companies are well aware about consumers' choice and continuously introducing different types of flavor to the consumers. For example if we

think about coffee we can get it in different flavor and varieties like Americano, Black coffee, Café au lait, Café Breve, Caffè Latte, Café Macchiato, Cappuccino, Dry Cappuccino, Espresso con panna, Frappe, Iced coffee, Mocha, White coffee, and more. In these varieties of coffee not only flavor and taste are different but also their color and serving style are also very attractive. On the other hand, if we consider tea, hardly will we get milk tea, fresh tea, and sometimes if consumers wish they can mix themselves some lemon juice drops to make it pleasant and tasty. So in these aspects consumers were given lower rating to the tea evaluation and higher to the coffee.

Secondly, Tea is not available, if someone wants to drink coffee they can easily get it from vending machine, different types of coffee shop, in every major road-side, shopping center, crowded area, everywhere we can see different types of coffee house, for example, Starbucks, Angel-in-us, Kenya espresso, Café Mozart, Caffè Bene, not only these famous brand Coffee shops but also there are many local coffee shops are also available, like in South Korea lots of Global branded as well as local branded coffee house are available, some of them are-Hello Bene, Coffee Lab, Jeon Gwang-su COFFEE HOUSE, La Caffè, Cafe Miz Moren, Coffee Factory, CBTL, Club Espresso, Addis Ababa, Chan's Espresso Bar, Republic of Coffee and many more; but in case of tea, tea is not serving in vending machine or such type of tea house. That is why attitude toward coffee was higher than tea.

Thirdly, there are very few or hardly to find any tea shop or tea house which can attract the consumers. And if we found any, those are not well decorated, pleasing, romantic or good times to have a cup of tea in a good environment. In contrast, in everywhere we can find different types of coffee house in very pleasant environment where people want to pass their leisure time with a cup of coffee. Interior decoration is fantastic with pleasant light, interesting photo and posters and everything is so clean. The way they serve is really enjoyable; good music, free Wi-Fi, in summer good cooling system and in winter good warming inside, even now day's students are doing their group study in this kind of coffee shops with this pleasant environment. This was another important reason for which consumers attitude not good toward tea but excellent toward coffee.

One interesting finding was t-analysis shows that there was no significant differences between coffee and tea in aspect of status but paired correlation value shows that there were some differences ($p < 0.01$). Means some consumers feel that drinking coffee is more prestigious than tea. May be it was because if the environment of shop is good, serving style is attractive with different flavor then definitely it will be more prestigious to enjoy a cup of coffee than tea. But in the aspects of other two attributes there were no significant differences between Tea and coffee regarding Freshness and Habitual facts that means both sides consumers believed that they drink coffee and tea for freshness and for many consumers drinking coffee and tea is habitual matter.

Our study's main contribution to the marketing discipline relates to the consumer perception and attitude toward Coffee and Tea. Billions cups of Coffee and Tea is being consumed in everyday, it is a huge market but little attention has given in consumer or business research.

9. MANAGERIAL IMPLICATION

The overall consumers' attitude of coffee is better than Tea, for this reason Tea Company should take initiative to upgrade the consumers' satisfaction and their attitude about this product. For developing consumers' overall perception of Tea the company would take the following steps:

To extend their flavor to identify innovative distribution channel Campaign more promotional activities to extend brand image. The consumers have perceived that the Tea is not available so Tea Company should set-up vending machine and use other shopping store to make it available to the consumer. The consumer have perceived that the tea do not have different flavor so tea company must add a different type of flavor as consumer like. The consumers have also perceived that the coffee is status-full so Tea Company should take initiative to increase its status. They can improve their package, serving system; most importantly need intensive promotional activities indicating that tea is an important part of our history and tradition. The

consumers have perceived that the Tea has no any good tea shop or tea house like as coffee house, so Tea Company should setup aristocratic, and traditional and very attractive tea house. . Ready tea should be available in every where near the hand of consumer. Smell and taste of tea should be increased. On the other hand Coffee Company should maintain and improve their quality to satisfy their customers.

10. LIMITATION AND FUTURE STUDY

The limitations of the study lie in obvious limitation is the scope of the sample. It is concentrated in a particular country, so it should be replicated with samples from other countries, because like in Korean soft drink habit and other countries like India, Bangladesh will not be the same, as in those countries Tea is more available than Coffee. Another limitation is attributes, it may be varied in other countries, for example in developing or underdeveloped country cost is one the main things for purchasing decision whether they will drink Tea or Coffee.

There are some future directions that should be considered. First, why the company are not interested to serve Tea through vending machine, second if the company start to serve tea in vending machine whether consumer will consume or not, or what are the expectation of consumers?.

11. CONCLUSION

When consumers buy a product they normally consider different types of attributes which we saw the same in case of drinks item also. The product examined in this research study was Coffee and Tea. This paper focused on Korean consumers' attitudes toward Coffee vs. Tea. Korean consumers had an overall more positive attitude toward Coffee over Tea. Findings from this study should assist in filling the substantial knowledge deficit that exists regarding Coffee and Tea research in marketing or business field.

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