



LA CUPPA

CONSUMER BEHAVIOUR ANALYSIS



ABOUT

La Cuppa is about bringing perfectly roasted coffee to coffee lovers. La Cuppa covers the South Indian market and provides extremely customised coffee to coffee enthusiasts who know a little about the drink in their cups. They hand pick each and every bean that is perfectly ripened and expertly blend, roast and ground them in small batches.



PRIMARY RESEARCH



WHO WE INTERVIEWED:

- We started by interviewing 10 different coffee lovers, within the range of 40-60 years of age and a few youngsters as well

PRIMARY RESEARCH



WHAT WE ASKED THEM:

We asked them about their Coffee Journey -

- Why do they drink coffee?
- At what age they started drinking coffee?
- What coffee brand do they prefer?
- Where do they buy their coffee from? Why?
- How well do they think they know their coffee?
- Are they very particular about their coffee - brand, taste, roast, grind, etc?
- What personalisation (in terms of coffee) means to them?

PRIMARY RESEARCH



INFERENCES:

- All interviewees have been drinking coffee since either childhood or over the last 6/7 years
- All of them have basic knowledge of coffee
- They prefer a particular brand of coffee rather than any roadside coffee i.e. they are willing to wait for their perfect cup of coffee
- They all like their coffee - strong and they love the taste of their coffee
- A few of the interviewees are also open to trying new types of coffee
- They are not price sensitive, they are paying for their preferred taste

PRIMARY RESEARCH



INFERENCES:

From all these interviews we summed up that there are two reasons our interviewees drink coffee -

- 1) They are morning drinkers and need their morning cup of coffee
- 2) They drink coffee because they enjoy the taste

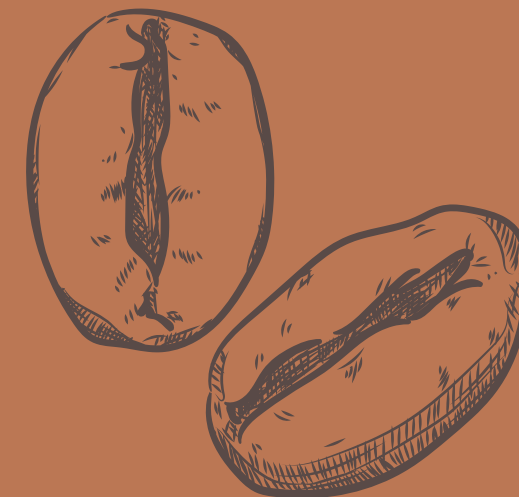
CURRENT CONSUMER PROFILE



CONSUMER PROFILE:

CONSUMER LIFESTYLE:





CONSUMER PROFILE:

- 45-year-old male, owner of an industrial textile factory called Arora Mills
- Lives in a bungalow in Pune with his entire family
- Has been exposed to the Western world through business interactions
- He consumes coffee as an integral part of his morning ritual
- Keeps himself abreast about current affairs across the globe
- He is a traditional - conservative with his ideology deeply rooted in tradition and culture
- Attends religious functions with family and donates in charities for the causes he adheres to
- Is part of a gentleman's boat club in his city and is active in social circles



CONSUMER LIFESTYLE:

- Someone who is set in their ways and sticks to the same routine everyday
- He wakes up at 6 am and immediately takes a shower and gets ready for work
- His wife is preparing his breakfast while his children are still in bed
- He likes making his own coffee as he prefers to add milk and sugar to his liking
- Reads the newspaper while drinking his perfect cup of coffee while his wife serves breakfast. Likes to be aware of the current affairs of the world
- Eats his breakfast and leaves for work
- He has a BMW and a round the clock driver for commute
- It takes him approximately half an hour to get to work
- Takes an extra cup of coffee of the same blend whenever he is super focused on work
- As he is a family man who believes in tradition. he spends time with his family
- He eats dinner with his family and goes to bed early

POTENTIAL CONSUMER: COLD BREW



CONSUMER PROFILE:

CONSUMER LIFESTYLE:

The ideal consumer profile for cold brew is young adults who are in college, high school, or just entering the job space or who are cold coffee enthusiasts but also one the strong bitter hit of coffee every morning while rushing for work or on a lazy Sunday afternoon just to indulge. They like to brew their coffee on weekends usually, so that they can have their fresh hit of coffee every morning

TG

17- 27 year old people
living in tier one and tier
two towns

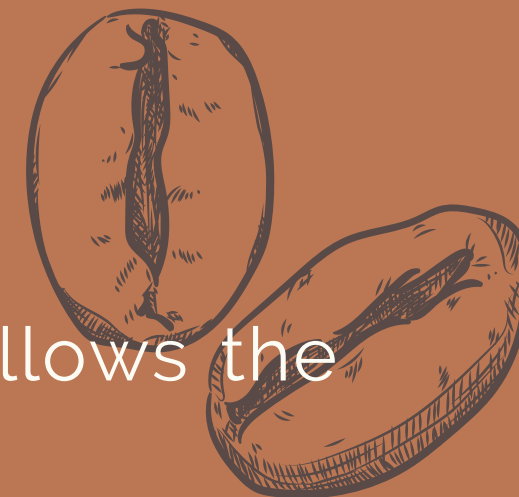
Brewing time: 4-4.5
minutes





CONSUMER PROFILE:

- Rohit Shah, a 22-year-old male, who lives in Mumbai, works as a management trainee at ICICI Bank
- He is from a tier 1 town, his family is based out of Ujjain in Madhya Pradesh
- Lives in a rented apartment in Mumbai in Andheri and travels to the fort every day for the office. (he lives on a sharing basis and contributes 15000 as a part of rent).
- He sometimes takes financial help from his parents.
- He has been living in Mumbai since his college days.
- A modern urban Man who has modern ideologies about the world
- Not a very social animal, he's an ambivert
- A Career oriented person and works each day with a thought to make his future better



CONSUMER LIFESTYLE:

- Wakes up around 6:30 - 7 am in the morning to get ready for work and follows the same routine every day.
- For breakfast, he eats the most convenient dish or has some biscuits (dishes include: boiled egg, Poha, Upma, and Paratha).
- While the bread gets toasted he likes to pour their cold brew and keep it ready to drink, sometimes at home or in a tumbler to take to work
- Then he leaves the house and takes public transport to reach his respective workplace.
- He has just entered the corporate world hence, has an entry-level job.
- He prefers to have a cup of coffee at the workplace after lunch from the canteen
- He reaches back home in the evening by 7:30-8 pm
- He either cooks some basic things that are easy to make with minimal efforts like dal chawal, pasta or orders online
- On Friday nights, he indulges in brewing their cold brew for the upcoming week

POTENTIAL CONSUMER: FRENCH PRESS



CONSUMER PROFILE:

CONSUMER LIFESTYLE:

People who are likely to drink French press focus on the rich aroma, the rich original, authentic taste of coffee that just wakes you and fix you up every single morning. These are the people who want to get the best taste of coffee but also don't want to put a lot of effort into it. It gives you the perfect hit of caffeine every morning.

TG

30-50 year old people
who live in tier 1 and tier
2 towns.

Brewing time: 24-48
hours





CONSUMER PROFILE:

- Sanjana Saxena, a 36-year-old, married female living in Gurgaon
- Her home town is Faridabad, but she has been living in Gurgaon for the last 7 years
- She comes from a well-educated background, and her parents were working in managerial positions
- They belong to the upper middle class and own an apartment in a renowned tower
- They have 2 cars, Creta and Kia Sonet
- Her husband is an engineer and works with a solar energy firm and earns around 1-1.5 lakh rupees a month.
- She is a person who tries to balance work and life
- She is good in her field and works as a marketing head for DLF and earns around the same as her husband.
- A cup of the french press is what she needs every morning, to take the challenges of the day head on

CONSUMER LIFESTYLE:



- This person is working in the corporate space for a few years now and is married
- Wakes up early to go to work at 6 am, she first needs her morning cup of coffee, so she heats the water, and brews the coffee, by the time the coffee is being brewed she brushes her teeth and washes her face (the brewing requires around 4 minutes)
- Then she makes some breakfast for herself and her husband (eg: omelette, toast, fruit)
- She sits, indulges in her coffee and eats breakfast
- After that, she does preparations for her meals which takes approx an hour
- She then goes and takes a bath, gets ready to go to the office
- Her afternoon lunch is often the dabba she brings from home or sometimes she likes to order her favourite dishes as well either from the office canteen or swiggy (online she prefers restaurants which are under 1000 rs per person). 2-3 times a month approx
- Sometimes when she feels stressed, she likes to drink a cup of coffee in the office
- She comes back home at around 8 in the evening, takes a shower, and starts to prep for dinner
- She eats her dinner with her husband, then they clean up the kitchen and go to sleep early



CONSUMER JOURNEY MAP



Consumer Journey Mapping



Name: Arvind Arora
Age: 45
Occupation: Textile Businessman

Exposed to the west.
However rooted to his culture.
Part of a gentleman's boat club in his city and is active in social circles.
Holds a position of influence in his social circles

Past relation with Coffee: Consumes coffee as an integral part of his morning ritual.
Is in search of good authentic coffee he can find in India rather than always purchasing while traveling.

Customer Journey: Current State	Awareness	Consideration	Decision	Delivery & Usage	Loyalty & Advocacy
Story Board					
What is the customer thinking or feeling?	<ul style="list-style-type: none"> In a social setting with peers, discussing about good coffee. Nostalgic about good quality coffee he had abroad, wants the same taste in India. Tried expensive brands but still isn't satisfied with the taste. 	<ul style="list-style-type: none"> He's comparing a number of brands together. Wants to choose the best coffee in the Indian Market. 	<ul style="list-style-type: none"> Looking for alternative sites to buy the product Eg. Amazon. 	<ul style="list-style-type: none"> Wondering how long it would take to deliver the coffee. Is excited but also anxious about his new brand of coffee and is satisfied with the quality. 	<ul style="list-style-type: none"> The taste matched his expectations perfectly. He wants seconds. Expects easier process of purchasing in the future..
What is the customer's touchpoint with the business?	<ul style="list-style-type: none"> Word of mouth. Google Comes across social media post like IG or FB 	<ul style="list-style-type: none"> They are still exploring and reading up on information on the website. Have probably had more conversations with the people who have already used or heard about La Cuppa. Review Sites. 	<ul style="list-style-type: none"> La Cuppa's website & Amazon. Payment Options sites. 	<ul style="list-style-type: none"> The 3rd party delivery website and partner. Reorder Page Refund policy page. Contact us page. 	<ul style="list-style-type: none"> Review sections. Feedback Form.
What is the customer's action?	<ul style="list-style-type: none"> Searches for good authentic ground coffee beans online. Does restaurant on coffee brands in India. 	<ul style="list-style-type: none"> Going through the blends La cuppa is offering. Where the brand is located. Checks review sites or channels online to compare between brands. 	<ul style="list-style-type: none"> Has chosen his blend, roasting level, grind type, quantity and goes to pay online by cards and upi payments. 	<ul style="list-style-type: none"> Before the package comes he will check on the refunds page to know what he can do if there is any issue with the coffee. He is impressed by the packaging and stores it without worry. Can feel the freshness of the coffee. Uses a coffee machine to make the coffee. 	<ul style="list-style-type: none"> He directly goes to the website to order a second time. He speaks about the brand to others.
What are the consumer's pain points with the Business	<ul style="list-style-type: none"> There's a plethora of brands, but he's looking for something specific. He wants to know the origin of his coffee. 	<ul style="list-style-type: none"> The site is not visually appealing and user friendly Is conflicted about the quality of the coffee since the price is low. 	<ul style="list-style-type: none"> A lot written on the site of the different types of coffee not a lot is written while choosing the specific roast. Sees the lack of reviews on the site. 	<ul style="list-style-type: none"> He is skeptical of how the coffee would taste good especially with the 4-7 days shipping time. 	<ul style="list-style-type: none"> Since he would want to buy it again, it's a hassle to always go through the same process of remembering when the coffee gets over. Accessibility issues. No sense of community with the brand.
Emotions.	Hopeful to find a good coffee beans in India	Puts mind into comparing	Tired with looking at all the information on the site and from different brands.	Skeptical but trying to be positive with the purchase Wondering if it was the right decision.	Loves the coffee and wants to clear off any doubts about the brand others may have.
How will we move the buyer along his or her journey with us in mind?	<ul style="list-style-type: none"> Increase our reach through other mediums - Facebook, Youtube, SEO & SEM. Create a positive brand image showcasing La Cuppa's authenticity and origin. 	<ul style="list-style-type: none"> A visually appealing user interface informing the viewer about the origin and process of their coffee. Heavy focus on personalisation. 	<ul style="list-style-type: none"> Adding reviews, taste profiles, offers to order samples along with your first order. Subscriptions to newsletters. Adding more information while choosing the product. 	<ul style="list-style-type: none"> Will have to put more focus on the freshness of the coffee and the unique packaging before and when the consumer places the product in the cart. Help the consumer track their product and enable easy contacting when the consumer wants to get in touch. 	<ul style="list-style-type: none"> Create a subscription based model. Create loyalty programs. Referral codes. Create La cuppas own community. Ask consumers to give feedbacks and reviews when they receive the package.

Consumer Journey Mapping



Name: Arvind Arora

Age: 45

**Occupation: Textile
Businessman**

Exposed to the west.

However rooted to his culture.

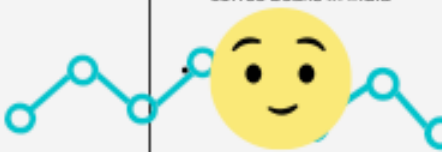

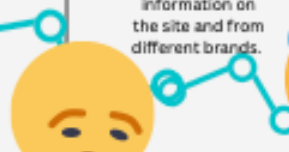

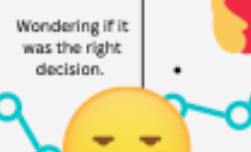
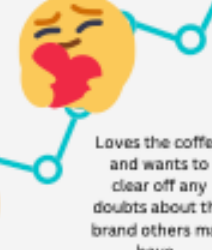
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PAIN POINTS



- CONSUMERS ARE NOT CLEAR ABOUT THE USP
- THE FOCUS IS ONLY ON FILTER COFFEE
- INCONSISTENT COMMUNICATION THROUGH THEIR WEBSITE AND SOCIAL MEDIA ACCOUNTS
- NO VISUAL DIFFERENCE IN THEIR PRODUCT PORTFOLIO
- THERE IS MORE TELLING RATHER THAN SHOWING THROUGHOUT THEIR WEBSITE
- IT IS DIFFICULT TO ACCESS INFORMATION ABOUT CERTAIN TERMS WHILE BROWSING THE PRODUCTS

PAIN POINTS



Consumers are not clear about the USP



PAIN POINTS



High Range



Classic Filter



Bold Robusta



Fine Arabica

The focus is only on Filter coffee



PAIN POINTS

At La Cuppa Coffee, we have one simple mission in mind – to bring great tasting, freshly-roasted coffee to coffee lovers. The coffee is sourced directly from the farms, expertly blended, roasted and ground in small batches. We offer blends and roasts that are completely customised because we understand that each of our consumers has exclusive tastes and preferences. Roasted coffee tastes amazing for the first one month from roasting!

We wish to be the coffee in your mug!

[Read More](#)

[Buy Coffee](#)

BUY COFFEE > LEARN > ABOUT US >

Soulful Picks

WE BELONG TO COFFEE DYNASTY

#WORLD MENTAL HEALTH DAY
ARE YOU GETTING STRESSED?
Have A Coffee

Happy AYUTHA POOJA

For online Orders www.lacuppacoffee.com

For online Orders www.lacuppacoffee.com

For online Orders www.lacuppacoffee.com

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INTERNATIONAL COFFEE DAY

I'M FUELED BY HAPPY THOUGHTS AND
Coffee

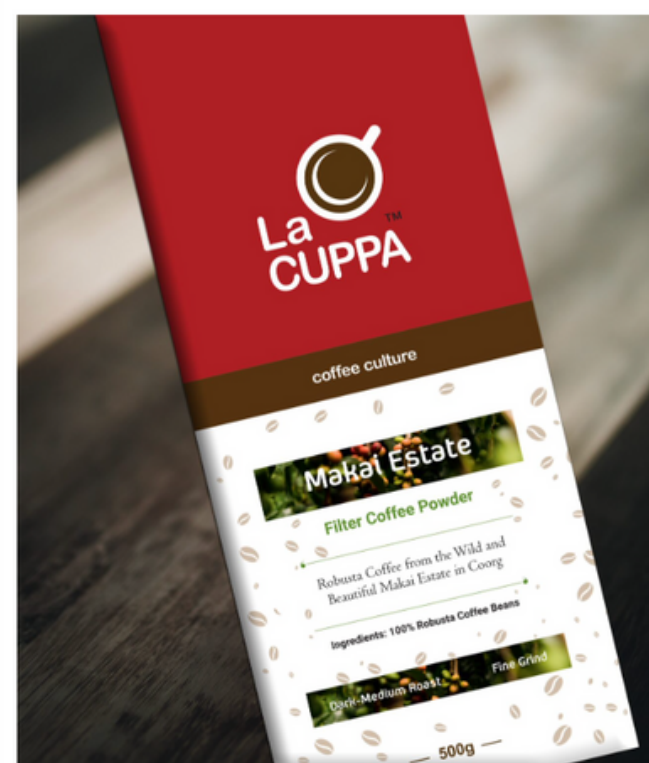
Inconsistent Communication through their Website and Social Media Accounts



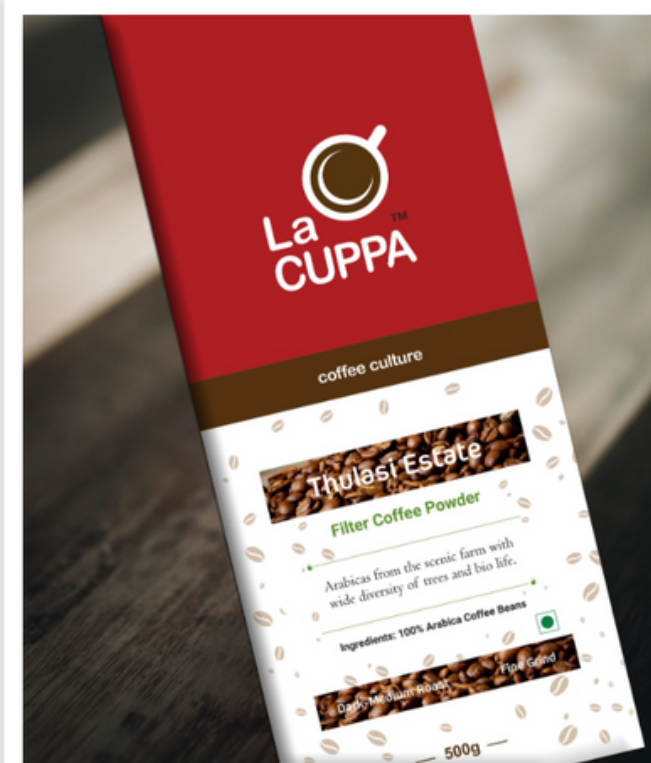
PAIN POINTS



Altaghat Plantation
100% Arabica
Roast & Grind Customized
Rs.250



Makai Estate
100% Robusta
Roast & Grind Customized
Rs.165



Thulasi Estate
100% Arabica
Roast & Grind Customized
Rs.250





High Range
100% Arabica
Medium - Dark Roast
Fine Grind

No visual difference in their product portfolio




PAIN POINTS



How to Brew the best coffee every time

- Buy fresh roasted coffee and ideally use it within one month from roasting.
- Start with fresh, cold water for heating. Avoid using hot water that has been boiled for a long time.
- Use the correct grind: Each brewing method requires its own grind. Please ask about the correct grind for your coffee maker.
- Measure Carefully: We recommend two level table spoons of ground coffee for every 200 ml of water.
- Keep it Fresh: Use fresh decoction for maximum flavour and aroma. Do not reheat the coffee decoction as the flavour will be lost.
- Always store coffee in an airtight container to retain its flavour and aroma.



Growing conditions: Arabica coffee is shade grown in the cooler mountains above 1,000 meters and up to 2,500 meters, while Robusta is typically cultivated at lower altitudes in warmer climates. Robusta is also more disease and pest-resistant than Arabica.

Caffeine content: Caffeine content in Arabica ranges from 0.85 to 1.4%, while the caffeine content in Robusta ranges from 1.7% to 4.0%. So on average, Robusta has more than twice the caffeine content of Arabica.

Chemistry: Arabica has about 60% more lipids (fatty acids) than Robusta which plays a part in promoting Arabica's overall superior cup.


Visually: Arabica is elongated in shape while Robusta is round.

Price: Arabica is typically traded at twice the price of Robusta due to Arabica's lower plant yield, high labour intensity in farming and increased costs associated with crops grown at higher and on more difficult terrains.

There is more Telling rather than Showing throughout their website



PAIN POINTS



Rs.165.00 – Rs.300.00

100% Robusta

Filter Coffee Powder

Pack Size


Select

1

SKU: N/A

Categories: All Products, House Blends

Tags: 100% Robusta, Fine Grind, Medium - Dark Roast, Rs.165



Rs.250.00 – Rs.470.00

Thulasi estate situated in Palani hills. 100% Arabica, Customisable Roast & Grind

Roast

- Select
- Espresso
- South Indian Filter
- Aeropress
- Pourover
- Moka Pot
- French Press
- Cold Brew
- Whole Beans
- Select

Clear

1

It is difficult to access information about certain terms while browsing the products

FUTURE POSSIBILITIES

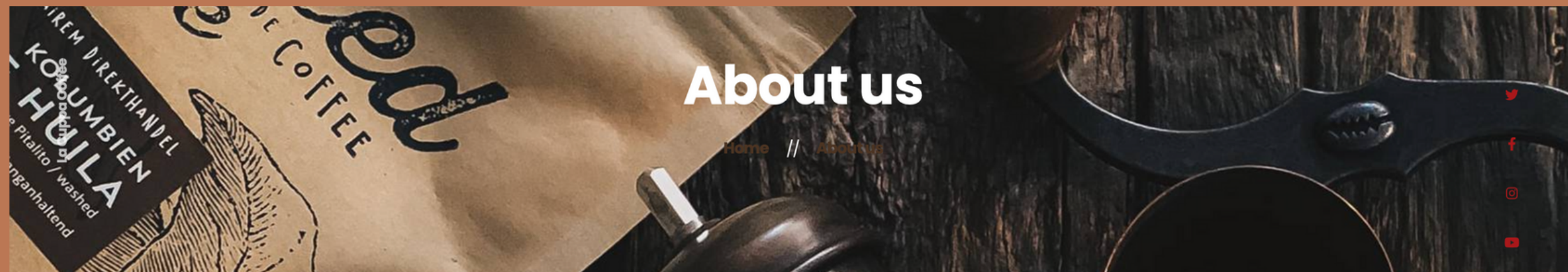


- WEBSITE COPY CHECK
- SHOW > TELL
- HIGHLIGHT THE BRAND'S USP
- CONSISTENT COMMUNICATION THROUGH WEBSITE & SOCIAL MEDIA
- PRESENT CONTENT IN A VISUALLY APPEALING MANNER TO CUSTOMERS
- DIFFERENT COMMUNICATION LANGUAGES FOR DIFFERENT TARGET GROUPS
- CUSTOMER ACCOUNT = PERSONALISED CUSTOMER SERVICE
- COMMUNITY BUILDING
- DIGITAL MARKETING STRATEGY

FUTURE POSSIBILITIES



WEBSITE COPY CHECK



For most people, a day begins with coffee. And everyone has a unique way they want their coffee, unique in many ways. There are different blends, flavours, roasting, brewing methods and so on, with and without milk, sugar.

When the choices are so many, packaged coffee on the shelves limits the choice to a few variants. Moreover, by the time the coffee from the large roasteries comes to the shelves the coffee is already becoming stale where most of the amazing flavors of freshly roasted coffee are lost. .

We want to be the coffee in your mug!

At La Cuppa Coffee we have one simple mission in mind – to bring great tasting, freshly-roasted coffee to Coffee Lovers. To deliver this goal, we source coffee from some select coffee farms in South India, roast them in our small batch roastery in Coimbatore. We believe in sourcing coffee responsibly in regard to the environment and farming communities. We work closely with the coffee farms with whom we have direct relationships.

We then package and deliver this coffee to the consumer as quickly as possible to maximize freshness and flavor.



FUTURE POSSIBILITIES

SHOW > TELL

LEARN BREWING

Learn to brew the perfect cup of coffee using a variety of different methods and equipment. If you don't know where to start, check out the [Coffee Starter Kits](#) and we'll ensure that you have everything to begin your coffee journey!

SOUTH INDIAN FILTER

READ MORE

INVERTED AEROPRESS

READ MORE

Aeropress

Blue Tokai Coffee Roasters

A video player showing a person's hands using an Aeropress coffee maker. The person is holding the top handle and pressing down on the plunger. The video player interface includes a play button, a progress bar showing 02:01, and icons for volume, settings, and full screen. The Vimeo logo is visible in the bottom right corner.

02:01

vimeo

FUTURE POSSIBILITIES



HIGHLIGHT THE BRAND'S USP

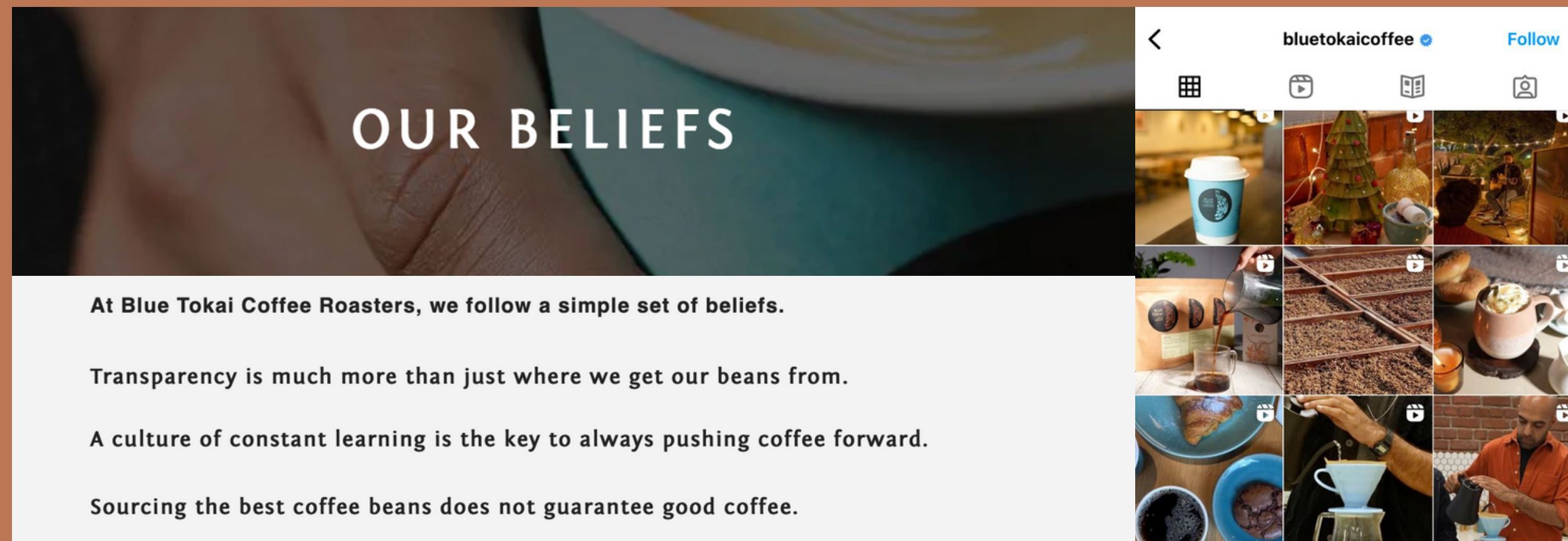


- **Small Batch Processing**
- **Transparency & Traceability**
- **Freshly roasted coffee**
- **Customization**



FUTURE POSSIBILITIES

CONSISTENT COMMUNICATION THROUGH WEBSITE & SOCIAL MEDIA



OUR BELIEFS

At Blue Tokai Coffee Roasters, we follow a simple set of beliefs.

Transparency is much more than just where we get our beans from.

A culture of constant learning is the key to always pushing coffee forward.

Sourcing the best coffee beans does not guarantee good coffee.

The right side of the image shows a grid of social media posts from the account 'bluetokaicoffee'. The posts include a blue coffee cup, a Christmas tree, coffee beans in a tray, coffee being poured into a cup, and a person in an orange shirt working with coffee equipment.



FUTURE POSSIBILITIES

PRESENT CONTENT IN A VISUALLY APPEALING MANNER TO CUSTOMERS

Don't know which roasting type to choose? COFFEECOPPER is here to help you!

ACIDITY

LIGHT ROASTS

- ★ Light brown in color
- ★ No oil on the surface
- ★ Origin of the beans are most distinct

MEDIUM ROASTS

- ★ Medium brown in color
- ★ Slightly sweeter than light roasts
- ★ Balanced flavor, aroma, and acidity

MEDIUM-DARK ROASTS

- ★ Rich, darker color with some oil on the surface
- ★ Bittersweet aftertaste
- ★ Flavor and aroma emerge and acidity disappears completely

DARK ROASTS

- ★ Shiny black color with oily surface
- ★ Significant amount of bitterness
- ★ Origin flavor is gone and the flavor of the roasting process comes out the most

Light

Medium

Medium-Dark

Dark

Light
Fruity smell.

Cinnamon
Perfect for drinking black!

Medium
Most preferred roast in the U.S.

High
Balanced bitterness and acidity.

City
More bitterness than acidity.

Full City
Heavy body and bitterness.

French
Goes well with milk!

Italian
Good for espresso drinks.

BITTERNESS

The 4 Types of Coffee Beans

High Caffeine

Low Caffeine

Robusta

- Used for espresso drinks and instant coffee
- Strong, bitter flavor
- Lower price tag

Arabica

- Most common type of coffee bean
- Sweet, smooth flavor
- Requires careful pruning, leading to a higher price tag

Liberica

- Used for Kapeng Barako or instant coffee
- Bold, smoky flavor
- Rare and mostly found in Indonesia or the Philippines

Excelsa

- Used for instant coffee
- Tart, fruity flavor
- Found in Southeast Asia

French Press

20g

Coffee Amount

94°C

Water Temperature

6 Min

Brew Time

240ml

Water Volume

MILK / BLACK

Black Or With Milk

ACIDITY

● ○ ○ ○

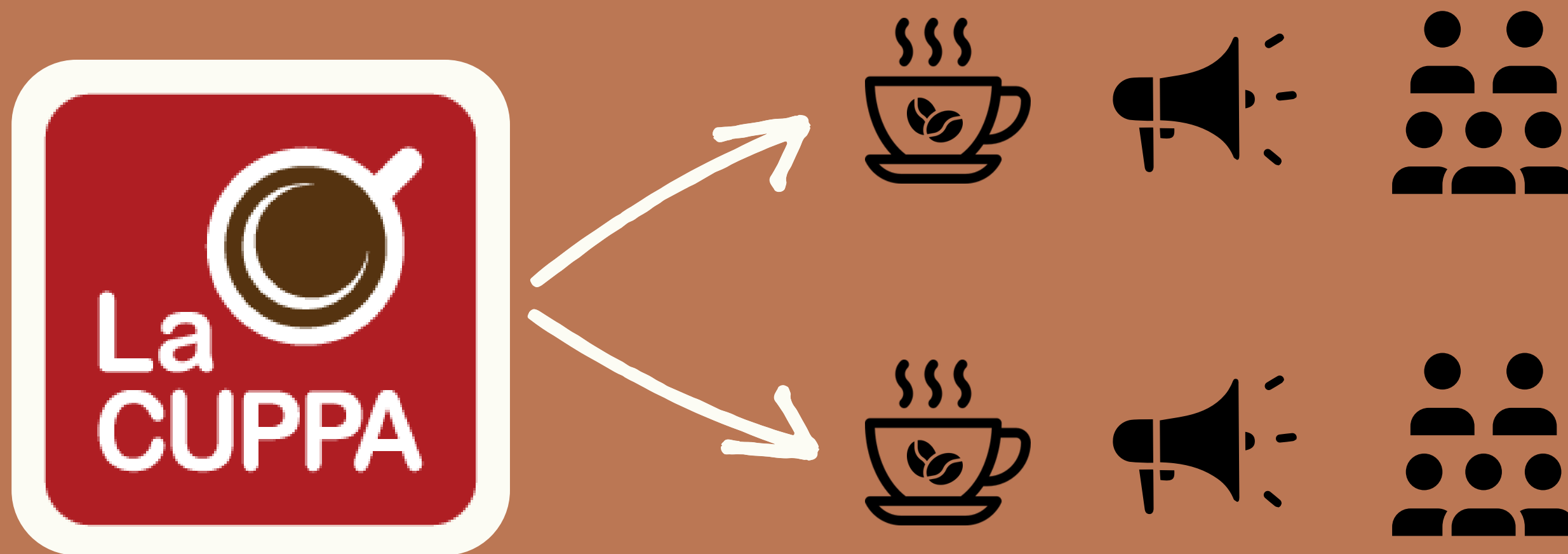
BITTERNESS

● ● ● ○



FUTURE POSSIBILITIES

DIFFERENT COMMUNICATION LANGUAGES FOR DIFFERENT TARGET GROUPS





FUTURE POSSIBILITIES

CUSTOMER ACCOUNT = PERSONALISED CUSTOMER SERVICE

LOGIN

Email




Password

Remember me?

LOGIN

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OR

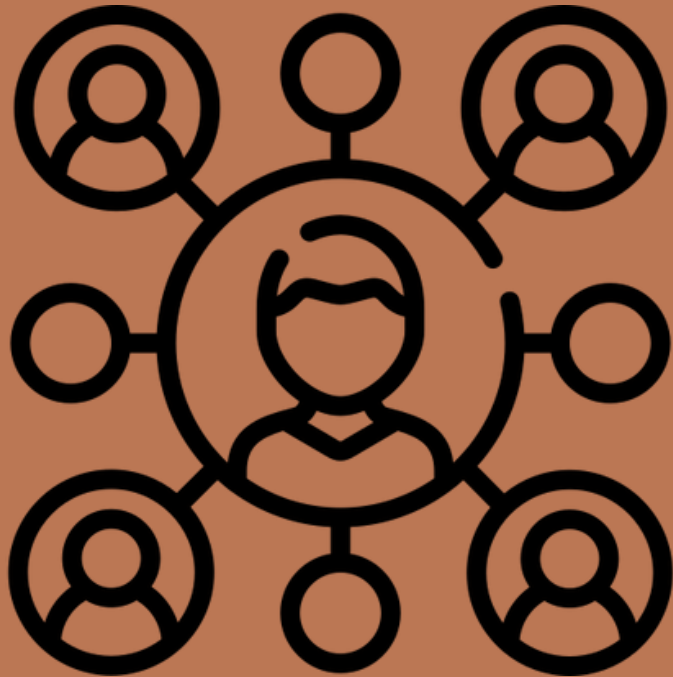
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FUTURE POSSIBILITIES

COMMUNITY BUILDING



HELPLINE SERVICES



COFFEE WORKSHOP



CHAT ASSISTANT



FUTURE POSSIBILITIES

DIGITAL MARKETING STRATEGY





THANK YOU