

The Marketing Research of Innovative Casual Product in Taiwan- A Case Study of Macerating Coffee Bag

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ABSTRACT

This research was done by doing a survey of city-roasted, medium-grind, Arabica coffee bean, which was made to an innovative macerating 6g ground powder coffee in bags. The results were derived from 391 valid questionnaires out of a total of 420. Data from analyzing the consuming habit, sensory evaluation as well as the willingness to buy from coffee drinker offered better marketing strategies for coffee merchant. The main findings were as following: 1. The major reason for drinking coffee is to enjoy the aroma and atmosphere. The major point for light drinker is afraid of not falling asleep. Thirty-three percent of consumer doesn't know the exact brewing method of coffee. 2. The consumer recognized the aroma and freshness of this innovative product. 3. Among those who spend over 501NT dollars at a time to buy coffee product at coffee shops, the females are more than the males. 4. Sixty-eight percent of consumer would like to purchase this innovative product, and 50% of consumer expected the unit price of each bag at 11~20 NT dollars. 5. The one who favors black coffee is generally less sensitive to the bitter taste of coffee, this also means that once he/she has been used to the bitter taste of coffee, he/she will love coffee forever. 6. It is suggested that a cotton thread is attached to the convenient coffee bag to meet the requirement of a quick, convenient and clean-hands coffee brewing. Also, diversified products of different tastes, and a vacuum-pack to keep the aroma and freshness of coffee bags for 6 months are expected.

Keywords : innovative product ; macerating coffee bag ; sensory evaluation

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