
PROMOTING THE BRAND JACOBS ON THE COFFEE MARKET

BOTEZ IONELA¹, VENIG ADELINA², VENIG AURORA², PEȚ ELENA*¹

¹ *Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism, Romania*

² *University of Oradea, Faculty of Environmental Protection, Oradea, Romania*

*Corresponding author's e-mail: elenapet@usab-tm.ro

Abstract: Jacobs represents the German symbol of quality coffee since the year of 1895. The brand was founded in Bremen after the name of Master Johann Jacobs. His dream was to offer his customers fresh coffee, full of the magical flavor of Alintaroma. After more than 100 years, Alintaroma Jacobs continues to delight the senses of its customers with a diverse range of products. The aim of the brand is to meet the expectations of coffee consumers in a short time and in an efficient manner.

Key words: *quality, market, consumers, brand, hospitality.*

INTRODUCTION

Coffee is the second most economically important product, with an annual production of over 7 million tons. Coffee is considered a specialty beverage for the taste buds. The term "specialty coffee" was first coined during a speech to the delegates of an international coffee conference in France in 1978. The term is used for the highest quality coffee and refers to coffee that comes from a single origin [10,12,13,14].

European merchants got to experience the taste of coffee during their travels and brought this habit of enjoying coffee to Europe as well [11]. It was not until the 17th century that coffee has become a popular drink on the continent. The first populations that have imported coffee in large quantities were the Dutch people, who cultivated it in their colonies in Indonesia, as well as on the islands of Java, Sumatra, Bali [13]. During the American Revolutionary War, the demand for coffee increased to such an extent that the only alternative for traders was to supply themselves in the long run, which also led to a considerable increase of the price [10]. In the mid-19th century, coffee plantations in Southeast Asia were affected by a rare plant disease, and crops were compromised. Since then, Brazil has remained the largest producer of coffee [11,13]. Brazil produces 40% of total world coffee production, twice as much as Colombia and Vietnam [12]. Over the centuries, people have tried to obtain the strongest flavors from the darkest, most roasted and ground beans, through various techniques. Worldwide, approximately 1.4 billion cups of coffee are drunk daily, demonstrating the large scale of coffee consumption [11,12,13]. Finland is the country with the largest coffee consumption in the world with 12 kg of coffee per capita, followed by Norway with 9.9 kg per capita and Iceland with 9 kg per capita [18,19]. The economical coffee sector is constantly growing due to the higher number of the population and not so much due to the taste of the beverage. Due to the growing coffee culture among today's young generation, as well as growing incomes, urbanization and grocery stores, the growth of the global coffee market is determined by a series of factors such, as: improving living standards that stimulates market demand, customer satisfaction and gaining their loyalty by innovating services and brands, increasing the demand for organic food in correlation to the awareness of maintaining a healthy lifestyle and launching various coffee flavors on the market [8,9].

In Romania, the annual coffee consumption is still low compared to many countries in the world, of only 2.3 kilograms per capita, compared to 7.96 kg in Austria or 6.95 kg in Germany [18,19].

MATERIALS AND METHODS

Coffee brings a high intake of antioxidants to the human body and, studies have shown, that if it is consumed in moderate amounts it has many beneficial effects on human health [14,15,16]. Jacobs International Branded Coffee has a reputation for high-quality coffee and unique taste, which are the main criteria that determine sales and profits [2].

This study was carried out on a group of 50 people and the survey for this study includes 14 questions that have been designed to highlight the criteria for which the Jacobs brand is preferred by consumers.

RESEARCH RESULTS

The quality is the main criterion for coffee consumers when choosing the product [2]. Following the responses received, the Jacobs was found to be the most preferred brand by the respondents. The reason why respondents prefer the Jacobs brand is due to its quality (38%).

1. Why do you prefer Jacobs coffee?

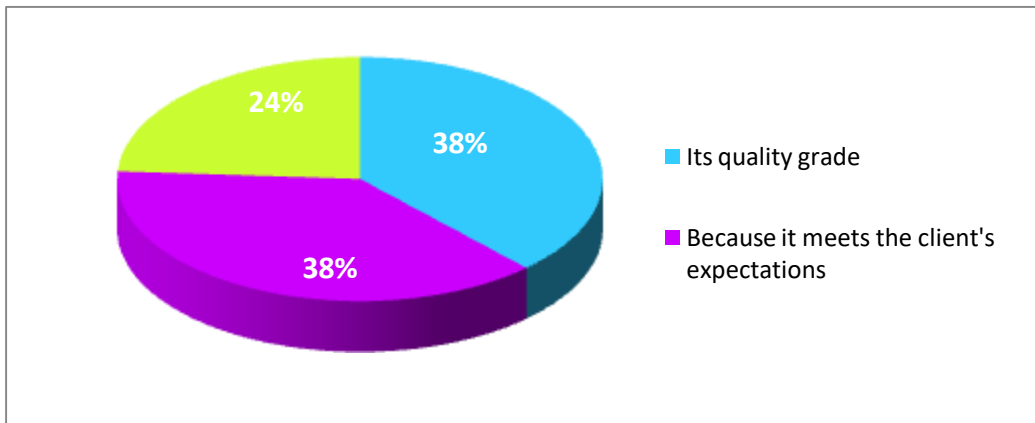


Figure 1. The reason that Jacobs coffee is preferred

2. As for the range of Jacobs coffee, what kind do you usually consume?

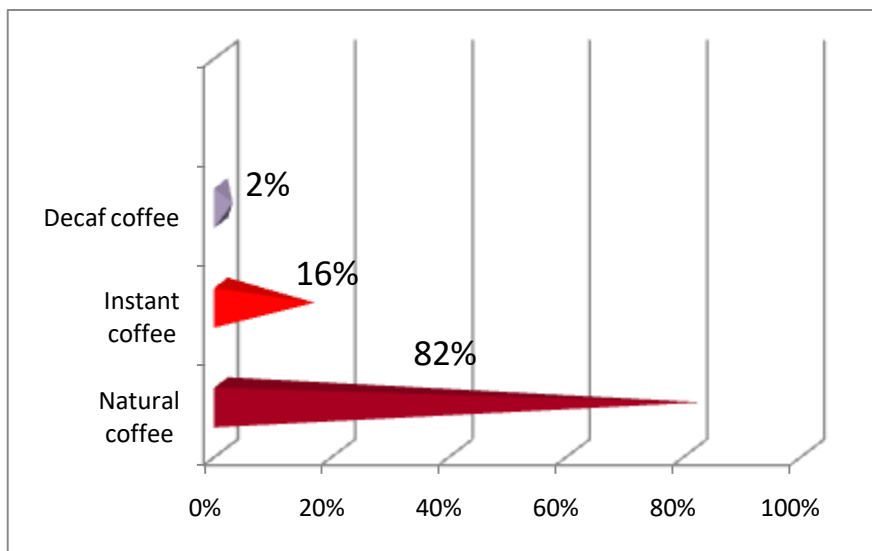


Figure 2. Assortment range

Regarding the assortment range, Jacobs coffee consumers prefer natural coffee (82%), 16% prefer instant coffee and 2% opted for decaffeinated coffee.

3. How often do you consume coffee?

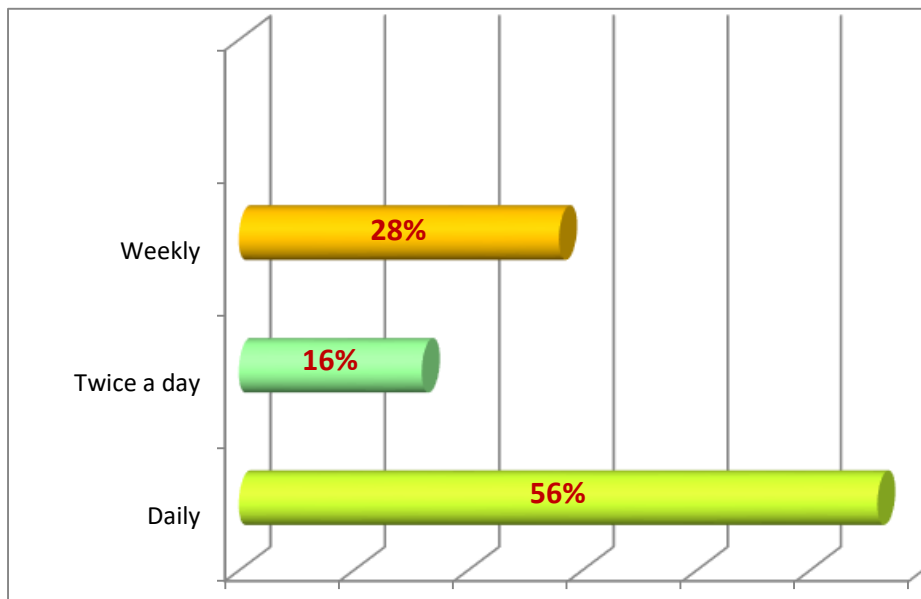


Figure 3. Frequency of coffee consumption

In terms of the amount of coffee consumed, 56% of respondents consume the beverage daily, 28% consume it weekly and 16% twice a day.

4. What is the main reason that determines you to drink coffee?

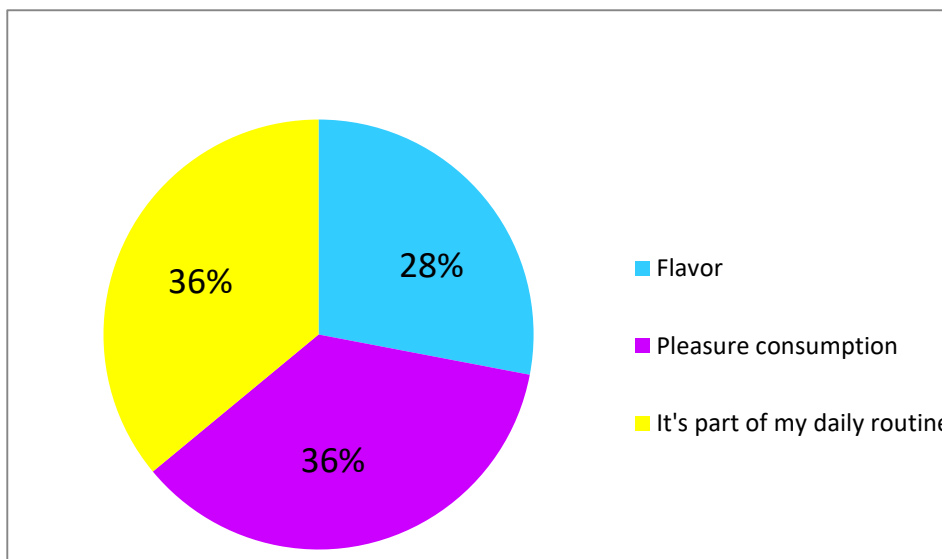


Figure 4. Coffee consumption reasons

Regarding this question, 36% of the respondents mentioned aroma as the main reason of coffee consumption.

5. How do you appreciate the quality-price ratio of Jacobs coffee?

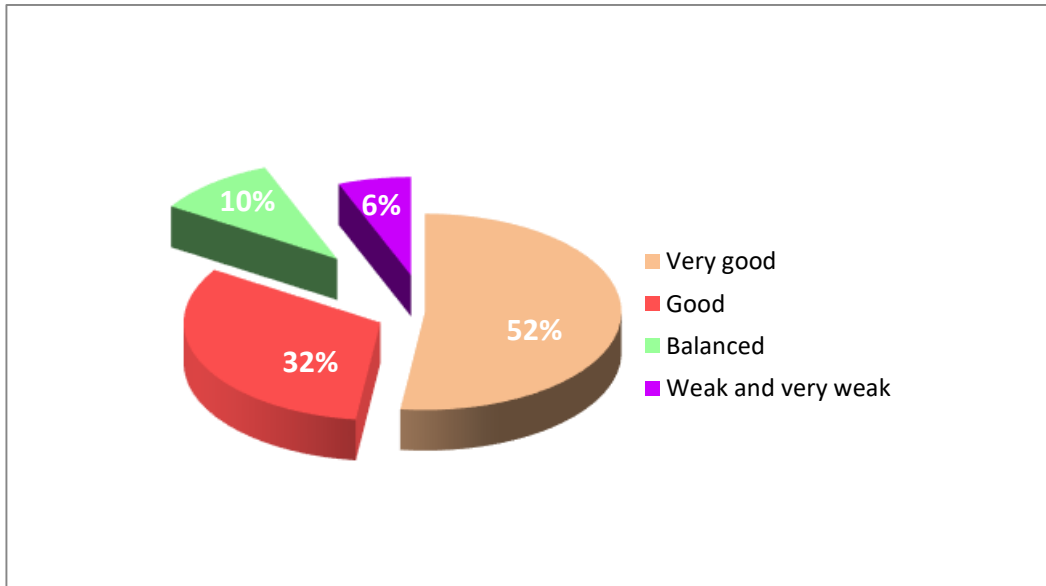


Figure 5. Quality-price ratio

Regarding the quality-price ratio, 52% of respondents mentioned that the ratio is very good, 32% considered it to be a good one and 10% said that the ratio is balanced.

6. How did you find out about Jacobs coffee?

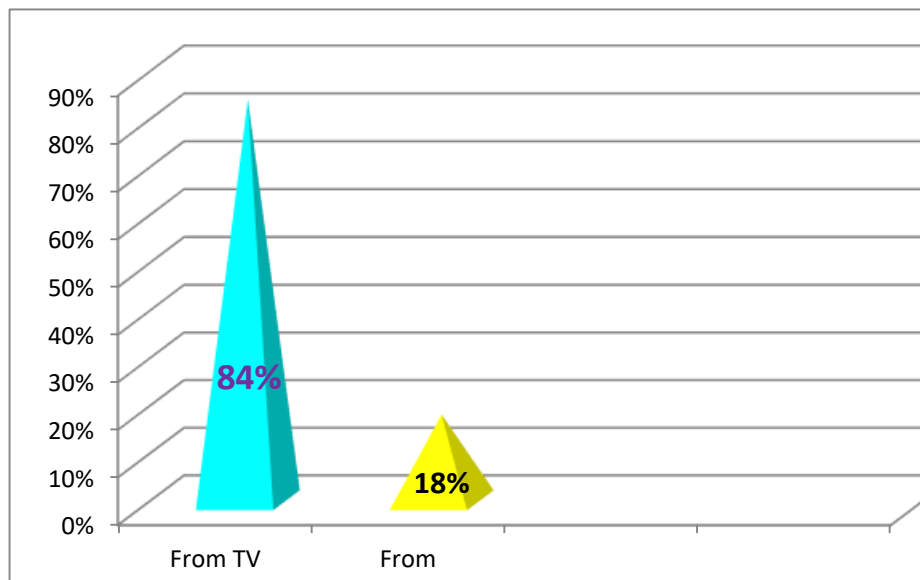


Figure 6. The means of knowing Jacobs coffee

At this question, 84% of respondents answered that they have found out about Jacobs coffee through TV commercials, while 18% of respondents found out about acquaintances.

7. What does coffee mean to you?

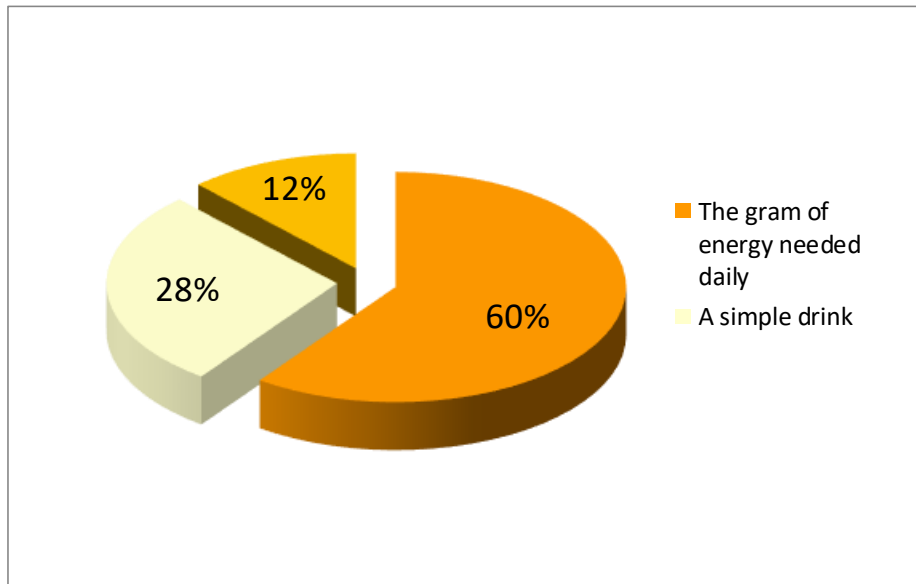


Figure 7. The meaning of coffee

For a percentage of 60% of the people surveyed, coffee represents the gram of energy needed daily, for 28% it is a simple beverage and for 12% of the people questioned it represents their breakfast.

8. How do you usually drink your coffee?

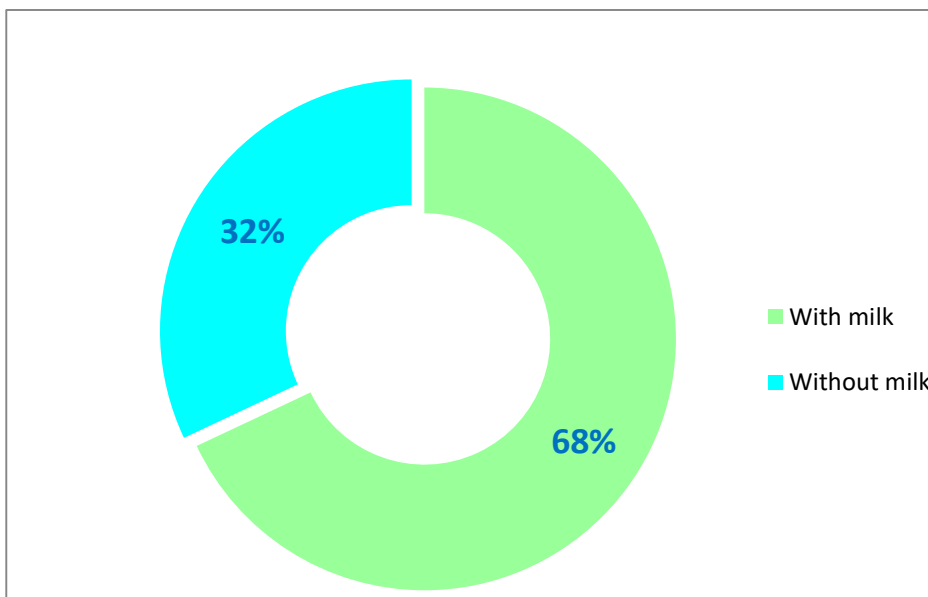


Figure 8. The habit of the coffee consumer

To this question, 68% of respondents stated that they prefer to serve their coffee with milk and 32% of them said that they prefer it without milk.

Based on the interpretations in the questionnaire, it appears that both the urban and the rural population consume the Jacobs coffee brand because of its aroma and because it meets consumers expectations. Representing the gram of energy they need daily, most

respondents stated that they consume Jacobs coffee in the natural version and they serve it with milk.

CONCLUSIONS

Coffee is produced in about 50 countries, and in many of them, especially in the least economically developed ones, foreign exchange earnings, which are extremely important for the foreign balance, depend entirely on coffee exports. Coffee is a beverage considered to be the economic engine of many countries from the tropics, being the second most widely marketed product in the world.

Coffee is a product that contains substances that stimulate the activity of the nervous system and blood circulation. Because of this, coffee, by consuming it, removes the state of fatigue, prolonging the time affected by physical or intellectual activity. Coffee is a zero-calorie beverage, that contains a series of substances that ensure its particular aroma and taste and helps to supplement the human body need for beverages with minerals and trace elements such as iron, potassium, magnesium and manganese.

Jacobs coffee is appreciated as the brand with the greatest impact in the food category in Romania.

REFERENCES

- [1]. **BALAURE V. ȘI COLAB.**, 2002, Marketing, Editura Uranus, București
- [2]. **BOTEZ IONELA, PET ELENA**, 2019, Study regarding consumers preferences in choosing the product, *Lucrări Științifice Management Agricol*, ISSN 1453-1410, Ed. Agroprint, Timisoara, vol.21 (3)
- [3]. **CONSTANTIN M., CHIRAN A., FUNAR SABINA, PET ELENA**, 2009, Marketingul productiei agroalimentare, Editura AgroTehnica, Bucuresti
- [4]. **DIACONESCU M.**, 2005, Marketing Agroalimentar, Editura Universitară, București
- [5]. **KOTLER PH.**, 2002, Managementul marketingului, Editura Terra, București
- [6]. **KOTLER PH.**, 2004, Principiile marketingului, Editura Terra, București
- [7]. **MANOLE V., STOIAN MIRELA, ION ANDREEA RALUCA**, 2003, Agromarketing, Editura ASE, Bucuresti
- [8]. **PET ELENA**, 2004, Marketing Agrar, Editura Marineasa, Timisoara
- [9]. **PET ELENA**, 2015, Marketing, Editura Eurobit, Timisoara
- [10]. *** <https://www.agerpres.ro/flux-documentare/2014/01/15/documentar-totul-despre-cafea-10-54-50>, accesat octombrie 2019
- [11]. ***<https://ro.wikipedia.org/wiki/Cafea#Compozi%C8%9Bie>, accesat octombrie 2019
- [12]. *** <http://www.ethiopiamd.com/boabele-de-cafea.html>, accesat octombrie 2019
- [13]. *** <https://ro.wikipedia.org/wiki/Cafea#Etimologie>, accesat octombrie 2019
- [14].***<http://www.gandul.info/sanatate/6-greseli-care-transforma-cafeaua-intr-un-pericol-pentru-organism-15272208>, accesat octombrie 2019
- [15].***<http://www.gandul.info/sanatate/8-efecte-in-organism-ale-consumului-de-cafea-15922266>, accesat octombrie 2019
- [16]. ***http://www.sfatulmedicului.ro/Educatie-pentru-sanatate/8-motive-intemeiate-sa-nu-renuntati-la-cafea_12022, accesat octombrie 2019
- [17]. *** https://ro.wikipedia.org/wiki/Cafea#Efectele_cafelei, accesat octombrie 2019
- [18]. *** www.magazinulprogresiv.ro, accesat octombrie 2019
- [19]. *** www.capital.ro, accesat octombrie 2019