A STUDY ON CONSUMPTION OF COFFEE AMONG WOMEN AND ITS IMPACT IN THE COIMBATORE CITY

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ABSTRACT: *Caffeine is one of the most widely used psychoactive drugs in the world and occurs in many commonly consumed foods and beverages (coffee, tea, chocolate, cola drinks, energy drinks). Caffeine is regularly used by individuals to combat fatigue and to provide both physical and mental energy. There are number of factors influencing the caffeine content of caffeinated products. Coffee, an infusion of ground, roasted coffee beans, is reported to be among the most widely consumed beverages in the world. Although coffee is lauded for its aroma and flavor, its caffeine content likely plays a role in its popularity.   The study has been undertaken to analyze the consumption of coffee among women and its impacts and it deals with the pattern of consumption of coffee, reasons and its awareness regarding the negative effects of coffee.*

Introduction

Coffee is a brewed drink prepared from roasted coffee beans, which are the seeds of berries from the Coffee plant. The genus Coffee is native to tropical Africa (specifically having its origin in Ethiopia and Sudan) and Madagascar, the Comoros, Mauritius, and Reunion in the Indian Ocean. Coffee drinking is not commonly considered a habit associated with a healthy lifestyle because caffeine is a stimulant. One of the key reasons many people around the world consume coffee is because of the stimulatory effect that coffee has on the body. The stimulatory effect is due to the photochemical found in the caffeine.

Statement of the Problem

The Indian scenario has been changing drastically due to globalization, high degree of competition and work culture. Today women in India are continuously challenged by the demands of full time work and when the day is done they need to carry more responsibilities and commitment to home. In day to day activities the intake of beverages may harm their health without knowing their impacts. This study was undertaken to analyze the consumption of coffee among women and their impacts regarding their health which helps to know about women about their health.

Objectives of the Study

1. To determine the consumption pattern of coffee among women.
2. To findout the factors influencing consumption of coffee among women.
3. To assess the impact of consumption of coffee on women's health.

Research Methodology

Quota sampling technique is used to collect the data. Quota sampling technique concentrates towards population of segment, respondents are confined to the group of women who consumes coffee. The data for the project includes both primary and secondary data has been collected. Primary data are collected from the respondents through questionnaire. The secondary data have been collected from books, internet, magazine and journals.

Review of Literature

Wolfgang C. Winkelmayer et al (2005) conducted a study on "Habitual caffeine intake and risk of hypertension in women" and to examine the association between caffeine intake and incident hypertension in women. In this study individual classes of caffeinated beverages habitual coffee consumption was not associated with increased risk of hypertension and it consumption of sugared or diet cola was associated.

Venla S. Laitala, et al (2008) conducted a study on "Genetics of coffee consumption and its stability" they analyzed about coffee consumption and its stability in a large population about heritability of coffee consumption and its stability in a large population based on the participants. Coffee consumption is affected by both additive genetic and unique environmental factors which are of equally important.

Kristy Pourshahidi (2016) in their article entitled about a study on "A comprehensive overview of the risks and benefits of coffee consumption" both the health benefits and the potentially harmful effects of coffee consumption have been contradictory. Coffee may have potential health benefits and risks, but causality cannot be established for either with the research currently available as these are largely based on observation data.

Analysis and Interpretation

ANOVA - Personal factors and consumers occasion of drinking coffee

ANOVA has been applied to find the significant difference if any, between the demographic factors namely, age, educational qualification, status, type of coffee and consumers occasion of drinking coffee.

Hypothesis: The consumption pattern of coffee towards eachoccasions do not differ significantly among various personal factors.

Table :1ANOVA showing difference between personal factors and Occasion of consuming coffee

S. NO	PERSONAL FACTORS	P-VALUE	SIGNIFICANT/NOT SIGNIFICANT	REMARKS
1	Age and Occasion of consuming coffee	.007	Significant	Rejected
2	Educational qualification and Occasion of consuming coffee	0.012	Significant	Rejected
3	Occupational status and Occasion for consuming coffee	.000	Significant	Rejected
4	Monthly income and Occasion for consuming coffee	0.720	Not Significant	Accepted
5	Type of coffee and Occasion of coffee consumption	0.074	Not Significant	Accepted

Source: Primary data

The ANOVA result shows that there is significant association with age, Educational qualification, Occupational status with Occasion of consuming coffee. Since it is inferred that the hypothesis is rejected.

ANOVA - Personal factors and the level of awareness towards the effects on consumption of coffee

ANOVA has been applied to assess the level of awareness towards the effects on consumption of coffee among women respondents.

Hypothesis: The awareness regarding effects of coffee consumption does not differ significantly among the various personal factors.

Table :2ANOVA showing difference between personal factors and awareness regarding effects of coffee consumption

S. NO	PERSONAL FACTORS	P-VALUE	SIGNIFICANT/NOT SIGNIFICANT	REMARKS
1	Age and Awareness of effects of coffee consumption	0.008	Significant	Rejected
2	Educational qualification and Awareness regarding the effects of coffee consumption	0.607	Not Significant	Accepted
3	Occupational status and Awareness regarding the effects of coffee consumption	0.221	Not Significant	Accepted
4	Monthly income and Awareness regarding the effects of coffee consumption	0.041	Significant	Rejected
5	Type of coffee and Awareness regarding the effects of coffee consumption	0.088	Not Significant	Accepted

Source: Primary data

The ANOVA result shows that there is significant association with age, monthly income with awareness regarding the effects of coffee consumption. Since it is inferred that the hypothesis is rejected.

Rank Analysis - Factors consider as important while buying coffee powder

Ranking refers to the data transformation in which numerical or ordinal values are replaced by their rank when data are sorted. Ranks are assigned to the values in ascending order (in some other cases, descending ranks are used). Ranks are related to the indexed list of order statistics, which consist of the original data set rearranged into ascending order.

Table: 3 Factors consider as important while buying coffee powder

Factors	Ranking	Mean of ranks
Taste	1	2.56
Aroma	2	3.42
Quality	3	3.50
Packaging	6	6.38
Advertisement	8	7.09
Brand	4	4.60
Price	7	6.42
Offers & discounts	9	7.47
Compliments	10	7.63
Quantity	5	5.92

Source: Primary data

Test statistics

N	150
Chi- Square	499.860
Df	9
Asymp.sig	.000

a. Friedman test

From the above table, it is clearly shown that the taste has the highest mean value of 2.56 and it is ranked higher by the respondents, followed by aroma with mean value of 3.42, followed by brand with a mean value of 4.60, followed by quality with mean value of 3.50, followed by quantity mean value of 5.92, packaging with mean value of 6.38, followed by price which has the mean value of 6.42, followed by advertisement with a mean value of 7.09, followed by offers and discounts with a mean value of 7.47 and followed by compliments mean value 7.63 is ranked the least by the respondents.

Conclusion

We cannot deny that coffee does play an essential role in the daily lives. However over consuming of coffee is harmful. It has been found that moderation taking less than three cups a day or drinking more decaffeinated coffee and filter brewed coffee instead which has still many concerns from both sides. The effects of caffeine intake might have a negative effect clearly that one should limit their consumption. Although coffee is a common beverage that has been consumed by many individual and it is harmful to the human body. So the consumption of it should be clearly monitored and limited.

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