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Marketing strategies of Vietnamese coffee on the Belgian market

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<p data-bbox="233 725 352 759">Abstract</p> <p data-bbox="233 797 1367 909">Belgium is a country which imports lots of coffee and the second-biggest coffee importer in Vietnam. Even though Vietnam import lots of coffee, there are often hidden in store shelves.</p> <p data-bbox="233 947 1367 1059">The aim of this thesis is to provide insights into the marketing strategies suitable for a Vietnamese coffee company, retailer, or producer, for them to sell their coffee in Wallonia, in Belgium.</p> <p data-bbox="233 1097 1367 1209">In the literature research, Belgium is an ideal country but with lots of competitors on the market which may make it hard to start selling coffee when the product has no added value.</p> <p data-bbox="233 1247 1367 1382">A mixed-methods approach was employed, utilizing a literature review to establish a theoretical framework and a survey conducted among 100 Walloons coffee consumers to identify their purchasing habits and key factors influencing their choice of Vietnamese coffee.</p> <p data-bbox="233 1420 1367 1576">Based on the results of the research, the most effective way to promote coffee is through word of mouth. Belgians tend to like Arabica beans more than Robusta beans which compose 96% of the coffee production in Vietnam, but Belgium still has a market for Robusta coffee.</p>		
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1 INTRODUCTION

1.1 Background

Thomas Jefferson once stated: “Coffee, the favourite drink of the civilized world.” That drink is one of the most consumed on earth with lots of producers all around the world. In this thesis, it will be discussed about that hot drink, more precisely, the marketing strategies of Vietnamese coffee on the Belgian market. Or in other words, which marketing strategies could be effective if a Vietnamese coffee company, producer, or reseller wants to sell their product to the Belgian population.

This topic has been chosen for three main reasons. The first one is because the author appreciates and has a deep interest in the countries from Eastern Asia and especially Vietnam. The second reason is because the author discovered Vietnamese coffee during one of his travels and since decided to drink mainly that sort of coffee. And the last reason is that the author is originated from Belgium and so he already had a step into the culture of the country. Belgians consume quantities of coffee, but looking in stores, there is non- or almost non-Vietnamese coffee sold, even if Vietnam is a main actor in coffee production.

1.2 Purpose of the Study

The purpose of this thesis is to uncover the effective marketing strategies that can be used by Vietnamese coffee companies, producers, or resellers to introduce their coffee on the Belgian market. Belgium is already one of Vietnam’s coffee export markets, but Belgium is also the largest coffee re-exporter from Europe (Entering the Belgian coffee market, 2021). There is not much of Vietnamese coffee in Belgians stores, but there is an increase in demand. It can be a big opportunity for Vietnam.

1.3 The Structure of the Thesis

This thesis is divided in three main parts for a total of eleven chapters.

The first part of the thesis covers the first two chapters and give an overview of the reason for this work. The first chapter gives background information about the thesis, the purpose of it and the general structure. The second chapter state the problem and the research objectives, while providing a conceptual frame of references and stating the boundaries.

The second part contains five chapters. They represent the literature review of the thesis. Chapter three concentrates on what the PESTEL Matrix is, while chapter four focuses on the STP, chapter five on the customer behaviour, and chapter six on the Marketing Mix. Each of the previous mentioned chapter contains examples to give a better understanding of their use and functioning. The last chapter of this part is chapter seven, and it explains the methodology used by the author to collect data and how it would be analysed.

The third and last part consists of all the findings that have been made through the interpretation of the data collected. These findings and interpretation would be regrouped under the chapter eight. Chapter nine will give a summary of the whole thesis and showing some conclusions that could be deduced based on the findings from the previous chapter. Chapter ten will regroup some recommendations coming from the author based on his findings, and the last chapter, which is chapter eleven, will be the final words of the author and suggestions for those interested in doing further research on this topic.

2 PROBLEM SETTING AND CONCEPTUAL FRAME OF REFERENCE

2.1 Problem Setting

The problem setting is composed of the research problem which is the big question that should be answered through this thesis, and the research objective which are the small questions that are based on the big question (How are research questions and the hypothesis dependent on the research problem and study objectives, 2019).

The research problem for this research-based thesis is what marketing strategies for Vietnamese coffee on the Belgian market should be effective in the country. In other words, if a company, producer, or reseller intends to sell Vietnamese coffee to the Belgian market, what should they do to maximise their chance and reach as many potential customers as possible.

The research objectives or sub-problems within this work are:

- What kind of marketing strategies would be effective to promote Vietnamese coffee to the Belgian market or help who establish themselves in the country and what challenges and threats are when entering the Belgian market?
- Who are the potential customers that could be interested in Vietnamese coffee?
- What are the key factors that influence these consumers' purchase decision regarding coffee?
- Which promoting strategy is effective to reach potential customers?

These questions should be answered in order to answer the big question, and they will give a direction for the author to follow throughout the thesis.

2.2 Conceptual Frame of Reference

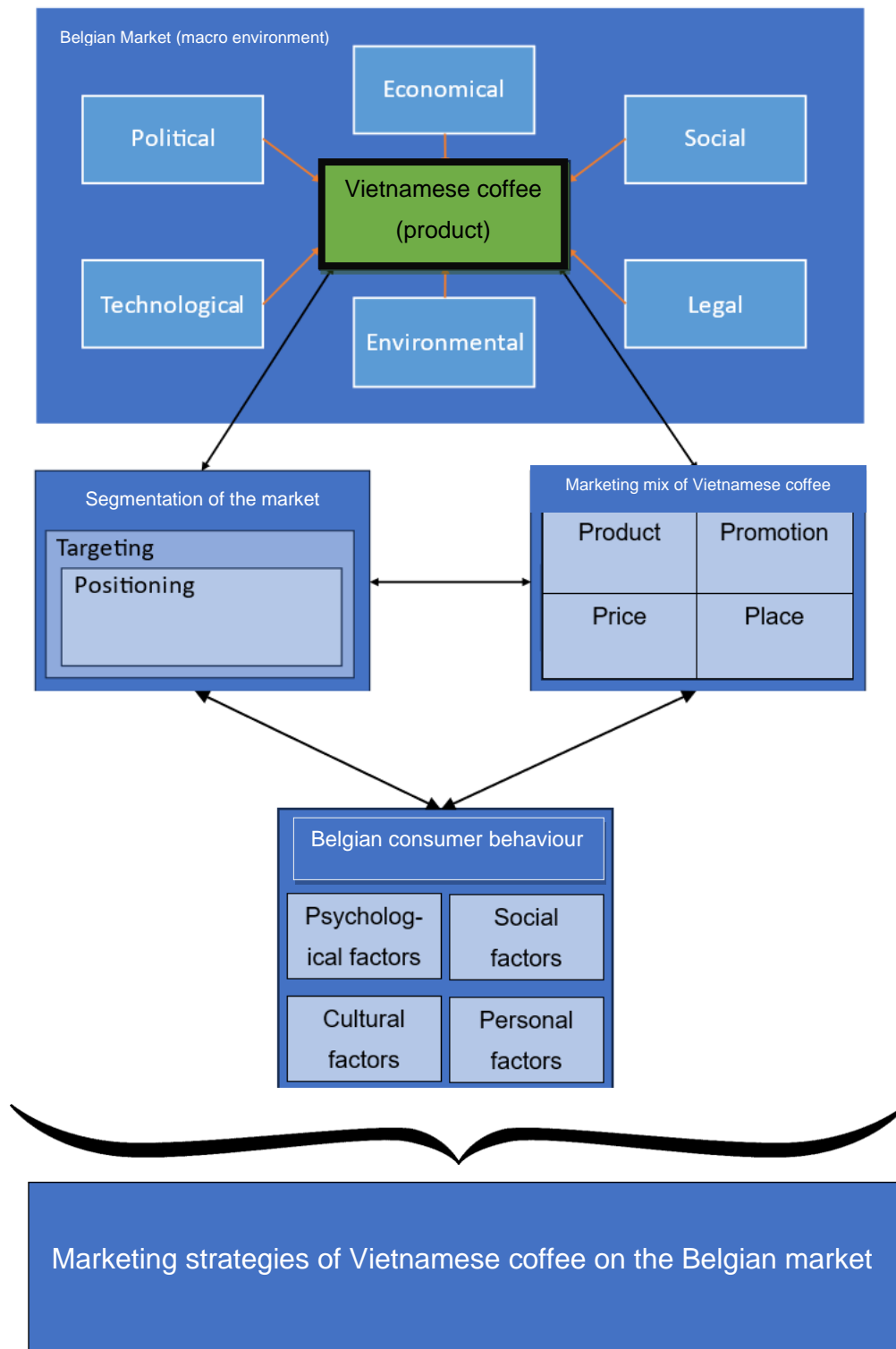


Figure 1. Conceptual frame of reference.

This subchapter is about the conceptual frame of reference. It is a representation of the thesis. The centre of this work is the product or rather said the Vietnamese coffee. The coffee will evolve in a macro environment which is the Belgian market. There are factors also called PESTEL that influence the macro environment and will have a positive or negative impact on the product.

Beneath the macro environment, there are three rectangles. They are related to one another since they derive from the customers, and they will have an impact on the product.

The left rectangle is the STP. A company would have to segment the market to know who they will target and how to position themselves to maximise their potential sales.

Knowing who the target is will help with the bottom rectangle. That rectangle is about the analyse of consumer behaviour which is the target of the previous paragraph. After that, it would be possible to start analysing all the factors that influence the target's actions before they buy any product.

Now that the target is known that the company knows how they must position themselves, and that the factors influencing the customer before any purchase, it is time to analyse the marketing mix. The right rectangle is about the four aspects of a product that will influence the purchase of a product. The price to which it can be sold, the place where it should be sold, how the product itself should look to attract attention and finalize the purchase, and how the product should be promoted.

These three rectangles are related together and have and influence the product on the Belgian market, but the product also influences those three rectangles since to know who the target is, the product sold should be known. In this work, the product is Vietnamese coffee, and the target would be some Belgian people drinking coffee. The way of how those Belgian consume coffee will on his turn influence the way of how Vietnamese coffee should be sold on their market.

The last rectangle locating all the way down represent the findings concerning the marketing strategies that should be used on the Belgian market to sell Vietnamese coffee.

2.3 Boundaries

To fulfil this objective, some boundaries would be implemented to this work:

- The first one is that the work will concentrate on the southern part of Belgium. The country is divided in two with Flemish in the north speaking Dutch, and the Walloons in the south speaking French. Both parts have their own culture and since the author is from the French-speaking part, Wallonia has been chosen.
- The second is that the work will concentrate on selling Vietnamese coffee as a finished product and not as a component good that will be used in coffee blend.
- The third one is that it would be discussed about how Vietnamese coffee can be sold on the Belgian market. It will not be a financial analysis.
- The fourth one is that the work will concentrate on B2C and not on B2B. So, it will concentrate on the final customer rather than other companies.

3 PESTEL MATRIX

When a company wants to enter a market, there are various factors that will affect them to which the company will have to adapt in case to see himself failing. The macro-environment is the global environment in which a company evolves, and in this environment, there are external factors on which the company has no influence, but they will have an impact on the company's success. These impacts can have a positive or negative impact. A well-known tool used to analyse that environment is the PESTEL Matrix. PESTEL stands for

(P)olitical, (E)conomical, (S)ocial, (T)echnological, (E)nvironmental and (L)egal (Albrecht et al., 2023, p. 25).

3.1 Political

The politics of a country can have huge consequences on companies. This is a factor in which a company has no influences, but it has an influence on the company. Each country has a political party at his head which will dictate what companies are allowed to do or not. It is important to always have an overview of every change made by the government. The state can introduce some environmental and trade restrictions. Other factors include political stability and business policy. When a company established itself in a country, there might be some restriction concerning employment laws which may change when the priorities of a new government are different from their predecessor. There might also be some changes regarding: employment laws, consumer protection laws, environmental regulations, taxation regulations, trade restrictions or reforms, health and safety requirements, etc. (Albrecht et al., 2023, pp. 25-26).

These changes can have a positive impact. For example, in Vietnam, it used to be hard for a company to get credit. The banks had almost no information on their clients. They could only use their own records to see if their customer was at risk or not. It made it difficult to get access to credit and the fee due to the general risk was significantly high. But in 2020, the state released data regarding their retailers which made it easier for both the banks and their customers (Doing Business 2020, Comparing Business Regulation in 190 Countries, 2020, pp. 126-127).

Unfortunately, it can also have a negative impact. For example, in 2022, Russia invaded Ukraine. In an effort to stop that war, the European Union launched multiple sanctions against Russia. The 3rd of January 2024 saw the European Union adding the Russian state-owned diamond-mining company added to the bloc's sanction list, which means that no goods can entering or leaving the blockade (Sanctions against Russia – a timeline, n.d.).

3.2 Economical

The second factor to consider when entering a market is related to the economy, and it can have a huge consequence of a company. Within this factor, there is inflation, people's spending power, unemployment rates, interest rates, exchange rates, government fiscal policy, and much more. These factors affect pricing, but it can also affect the supply/demands curve for products and services (Albrecht et al., 2023, p. 26).

For example, when Vietnam and Finland are compared, there can be seen that there is a big difference regarding the cost of life. Vietnam is "cheaper." A company selling coke will not be able to sell his product at the same price in both countries (Cost of living comparison between Vietnam and Finland, n.d.).

Inflation is also a big concern for companies. Inflation means that the overall price of goods in the country are rising. Europe has set as objective for each year to achieve the inflation of 2% to ensure price stability (Two per cent inflation target, 2021). But 2022 saw his inflation rate reaching almost 10% (O'Neill, 2023). When the inflation is too big, people see their purchasing power decreasing. People will have to pay more for their basic needs which will leave them with a smaller amount of spare money that they can use on other goods. They may even be keener to spare money that purchase products. The consequence of a company is to see their turnover decreasing (Oner, 2019).

3.3 Social

The social factor is also known under the name of socio-cultural factors. It considers everything related to shared beliefs and attitudes of the population. These factors are related to the age distribution, the population growth rate, employment levels, income statistics, education and career trends, religious beliefs, and cultural and social convictions. Health, career and environmental issues should also be considered. In international and global markets, social factors and cross-cultural communication are critical. If a company has not done enough research on this matter, it can have a serious impact on it.

Sometimes, the damage is only revealed when lots of money has been invested (Albrecht et al., 2023, p. 26).

A good example showing the damage of a poor analyse after huge investments can be seen in the company Disney. The firm has for the last couples of years become “woke.” Being woke means, according to the Cambridge Dictionary; “aware, especially of social problems such as racism and inequality.” In order to become woke, the corporate has started to feature more and more diverse people such as homosexuals, Afro-Americans, Asians, and strong independent women in their films. The company has invested billions to produce these films, but the financial returns from their last productions were lacking. Will Hild, Consumers’ Research executive director, said that Disney has become disconnected from their consumers’ viewing desire and habits, which lead to a downturn in their financial statement (Flood, 2023).

An example regarding the religious beliefs can be found in the Muslims’ culture. It is stated in the Quran that Alcohol and any other intoxicants are forbidden since they drive people away from God (Huda, 2019). For this reason, establishing a brewery in any Muslim countries like Morocco would most certainly bring to bankruptcy.

3.4 Technological

In our century, technology has become the centre of various domains. It is a key factor that can have a serious impact on the long-term future of a company. Technology evolves quickly and must be kept in the eyes. Some unexpected advancement may later become commonplace. This factor can be divided into two distinct areas: manufactures and infrastructure. Evolving with its technology can create opportunities for firms and creating a strong competitive advantage which can lead to a gain of market share. Technology contains activities such as: automation, improved quality of parts and end product, incentives, significant cost savings, use of outsourcing to control costs and offer greater flexibility, etc. It is important to follow the technology’s advancement

because if the company does not keep up, it leaves the opportunity for a competitor, smaller businesses, or newcomers to enter the market. The rapid growth of the technology has led to some government to act. The legislation had to introduce aims to protect people's privacy regarding companies (Kotler et al., 2019, pp. 117-118).

Kodak is an American company who used to be the leader in photography, but they failed to catch the upcoming disruptive technology which is digital photography. They stayed too long in denial which left the door open for competitors like Sony to grab the opportunity. Nowadays, the company still exist but had to drop photography to focus on other domains such as: print, advanced materials and chemicals, and motion pictures. They are now the shadow of what they used to be (Tristan, 2024).

In opposition to Kodak, there is the company Pixar. They manage to see the huge opportunity CGI technology was, that is why they spend time developing "Renderman," a software that they use in their production. This successful use of the technology brought the company to its current renown (Allison, 2022).

3.5 Environmental

If there is one thing that mankind is still unable to control, that would be the will of mother nature. An earthquake, a tsunami or even floods are examples of natural disasters occurring throughout the world, not only affecting the lives of people, but also threatening businesses (Albrecht et al., 2023, p. 26).

In 2011, an earthquake generated a tsunami which hit the city of Fukushima in Japan. The consequences of that were a loss of power at the local nuclear plant, causing the reactors to overheat which led to the release of radiation in the area (Encyclopaedia Britannica, 2024).

Natural disasters are not the only one that go into this factor. Humanity had an impact on his surrounding environment, for example global warming is a

consequence of human activity. Since the issue becomes bigger throughout time, governments decided to act by imposing some rules.

In recent years, more and more companies developed themselves into being more sustainable, some are due to the laws inducted by governments, but some firms do it because there is a growing interest for sustainability within customers (Reichheld et al., 2023).

3.6 Legal

The last factor in the PESTEL Matrix is “legal,” and it concerns current and pending legislation that may affect the company. The area affected by the legislation is employment, competitions, and health and safety. But these are not the only sectors affected. Trading restrictions, quotas, and excise duties can also be added (Albrecht et al., 2023, p. 26).

In Europe, there is a hierarchy of norms, stating that all countries within Europe must submit themselves to the laws established by, first, the primary law. The primary law consists of the EU’s constitution treaties and its protocols, along with the charter of fundamental rights, and the general principles established by the court of justice of the European Union. Before the secondary law, there are international agreements with countries outside of Europe or international organisations. Next in the hierarchy, there is the secondary laws. In it are all the legislative and non-legislative acts that are adopted by the EU institutions. At last, there are laws dictated by the country itself. A law dictated by a segment of the pyramid cannot be in contradiction with one located higher in the hierarchy (EU hierarchy of norms, n.d.).

But there may exist some exceptions. There is a law concerning selling at a loss for a company as part of consumer protection in Europe. It is considered that a company is allowed to sell at a loss since it is beneficial for the consumer. But in Belgium, companies are prohibited from selling at a loss. The Belgian government defend the prohibition by saying that it is both beneficial for

companies and consumers. It protects companies against unfair competitions. A big firm can sell some products at a lower price than their production cost and raising the price of other products to compensate for that loss which is impossible to do for smaller retailers. The prohibition will also protect the consumer since they will have a wider choice of products (T'Syen, 2017).

4 STP MODEL

To be efficient, a company should use the STP model which stands for (S)egmentation, (T)argeting, and (P)ositioning. It means that when a company wants to sell their product to the grand public, they need to be aware of who their customers and future customers are. This model is a good way to provide the answer to the firm's question.

4.1 Segmentation

Segmentation is the first step from the STP model which consists of taking the whole market and segmenting it in small homogenous groups. In other words, regrouping people sharing similar needs or wants in smaller groups such as their sex, their age, hygiene needs, etc.

The first way of doing that is called geographic segmentation. As it is said in its name, this technique consists of segmenting the population using geography. People from the same country, or continent, or neighbourhood, etc. would be grouped together (Kotler et al., 2019, pp. 215-216). Taking the example of a company selling services to learn Dutch. Belgium is a country divided in two distinct regions with the Flemish in the north speaking Dutch, and the Walloons in the south speaking French. If that company would establish themselves in the country. They may use the geographic segmentation to separate the population and targeting French speakers.

The second technique is called demographic segmentation. According to the Cambridge dictionary, demographic means: “relating to demography meaning, the study of populations and the different groups that make them up.” In other words, the population’s characteristics are used to divide them in smaller groups. Characteristics such as their age, their gender, their religion, their social class, etc. (Kotler et al., 2019, pp. 216-219). For example, in the Jewish culture, there is a law called “Kashrut” stating what a Jew can and cannot eat. The food must be described as “Kasher” which means that it is in accordance with the previous stated law. If a chain of restaurants wants to implement itself into a Jewish country, then they should propose “Kasher” food to their customers (Jewish Dietary Laws (Kashrut): Overview of Laws & Regulations, n.d.).

The third segmentation technique is called psychographic segmentation. This technique is a combination of psychology and demographic. In this category, consumers are divided in groups depending on their psychology/personality traits, lifestyle, or value. Groups of people that have been segmented according to demographic may be totally different according to psychographic segmentation (Kotler et al., 2019, pp. 219-220). For example, two 30-year-old males, with one of them who is active in life with a wife and two children, and the other one who is single and travel a lot. Even though they are the same age, they have a totally different lifestyle. The father and husband would be more interested in buying a car with lots of space for his family rather than a car with only two front seats while the single guy would be more interested in a pick-up to travel outside of the beaten tracks while carrying all his gears. Our two examples are in the same demographic segment, but in totally different groups concerning psychographic segmentation.

The last method consists of dividing according to the customers behavioural. It consists of placing people in groups depending on their knowledge of, attitude toward, use of, or respond to a product. Everybody does not buy a product for the same reasons. Everybody is different and people who have been placed in some groups following one of the previous segmentation techniques can still be different from another member of his group, because they do not share the same knowledge about a product, or they have a different attitude against it. It

is also important to know who is making the decision in the family. The person who buys the products are not necessarily those who take the decision to buy that product (Kotler et al., 2019, pp. 220-222). There are 5 roles in the buying process:

- The initiator is the one who suggest for the first time to buy a product or service.
- The influences are those who will guide you or suggest you buy a particular product rather than another. It can be anyone, not necessarily someone from the family.
- The decider is the one that make the decision of which product will be bought.
- The buyer is the one who will do the actual purchase.
- And the user is the one that will use the product (Chand, n.d.).

Taken the example of products destined for kids. If a firm wants to sell some toys, they will probably advertise it in a way to be attractive to children, because they would influence their parents. The kids would be the influencers and the user, and the parents would be the buyer. In another scenario, if the company wants to sell some diaper, they will probably advertise it in a way to attract the mothers, since they will choose what the best for their child is. The mother would be the influencer and the decider, and the kid would be the user.

4.2 Targeting

Once that the market is divided, it is time for the company to know which segment is the most attractive for them.

The first way of targeting is by doing a full market coverage. It means that the firm will try to cover all the segments at once. There is still two ways to advertise while doing a full market coverage. A company can choose to do an undifferentiated or mass marketing. It means that only one advertising would be made to cover the whole market without considering the differences between these groups (Kotler et al., 2019, p. 224). Coca-Cola is a good example to

illustrate mass marketing. They are present in lots of countries, and they produce their products in huge quantities. To sell their drinks, the firm use mass marketing. Some of them has even become a cultural phenomenon. The campaign “holidays are coming,” for lots of people just mean one thing: It is almost Christmas. These advertising is not designed to reach one person, but as many people as possible (Ha, 2023). Opposite to undifferentiated marketing, there are differentiated marketing. When a company chose to use this method, the company will sell different products, which answer to different needs, to the whole marketing. It means that an industry would sell some one product to young people, one other product to middle-aged people, and yet another product for the elderly.

On a smaller scale, a company can also choose to segment the market in various groups and focusing their attention to only some of them. In a multiple segment specialisation, a firm can spread their risk since they propose their product to multiple groups (potential moneymakers), and if one of these groups end up being a money loss, the other segment can still support the problem. There is also the possibility of a company to create a super segment which consists of grouping together various groups that share some exploitable similarity (Kotler et al., 2019, p. 224).

On an even smaller scale, there is the single segment and the niche. In a single segment, the company will concentrate on their efforts on one and only group which is the most attractive for the firm. A niche product is even smaller than a single segment. When a company wants to identify niche groups, they must divide a segment into subsegments and targeting one of those (Kotler et al., 2019, p. 224). For example, video games used to be a niche product in the years 1980 and 1990, but it evolved until now to become a big industry. With the evolution of technology, video games started to be sold digitally through distribution platforms. GOG is one of these platforms destined for a niche group since it proposed all its catalogue DRM-free, it means “digital rights management free.” DRM are techniques used by companies to control access to digital content (DRM-free, 2023), and all their title was compatible with multiple operating systems. When you purchase a video game on a common digital

platform such as “Steam,” due to DRM technique used, you do not really own the product you bought. But with DRM-free, it is the opposite (Kristina, 2021).

The last targeting method is to create segments of one person. The one-to-one marketing consist of customizing the product of an individual. Personalized email is an example of a one-to-one marketing (Otalvaro, 2019).

4.3 Positioning

The positioning is the way of how the company position itself in the mind of their customers in order to maximise the potential benefit. If the firm’s product seems like all the other products, then they may sell only a few goods. But if they say that they produce soda for those doing extreme sports, then all those practicing these sports will buy their drinks. A good brand positioning helps with marketing strategies by clarifying its essence, identifying the goals that the consumer tries to achieve, and show how the brand does it in his unique way. Everyone within an organisation should be aware of, and understand the brand positioning, and how to use it as context for making decisions (Kotler et al., 2019, p. 226).

5 CONSUMER BEHAVIOUR

There are various factors that control or influence people’s buying process. This chapter goes over these factors. Consumer behaviour is the study that studies the behaviour an individual, group or organisation has when they select, buy, use, and dispose of regarding goods or services so they can satisfy their needs or wants. It is important for a company to know what pushes their customers to purchase a product. By knowing that the firm can use these factors to promote their product (Kotler et al., 2019, p. 144).

5.1 Social Factors

People have a social life, and during their existence, they will join and leave multiple groups. These are called reference groups, and they can have a direct and indirect impact on people's buying behaviours. The groups having a direct impact are called membership groups, and within, there is the primary group with family, friends, neighbours, and coworkers and secondary groups which are formal and require less continuous interaction. Religious, professional, and trade-union groups belong in this category. Reference groups influence people in three ways:

- Individuals are exposed to new behaviour and lifestyle.
- Groups put pressure on conformity on individuals and may affect their brand choices.
- Reference groups influence attitudes and self-concept.

Concerning indirect groups, there are three of them. First, there is aspirational groups which are groups to whom the customer does not belong but to which he would like to belong. For example, musicians, actors, models, or athletes. The second is called dissociative groups and the customer does not want to belong to them. The same example as for aspirational groups are valid for this group too. The last groups are called disclaimant groups and they are groups to whom the customer belong, but tries to avoid their value, norms, or behaviours.

Groups usually have opinion leaders, and they are persons that have the most influence within that community. People tend to follow the information and advice the leaders give. The Pope is an example of opinion leaders, but all the opinion leaders do not need to be as powerful or famous as the Pope. A friend or a father can have the same influences on a customer. It is important for a marketer to know who the opinion leaders are because companies should target these people to reach as many potential customers as possible.

Family constitutes the most important and influential primary group. There is the family of orientation such as parents and siblings, and they are responsible

for their kids acquisitions and orientation regards religion, politics and economic, sense of personal ambition, self-worth, and love. A customer may no longer interact with them, they still had a significant impact on him and for his future. Then there is the family of procreation such as spouse and kids, it has a bigger impact on the client's buying behaviour. Before, it was more the wife, which was responsible for purchasing, but with time, the husband starts to have more influence. Marketers now should try to target both parents from the household.

Everyone has a role and a status within the groups to whom he belongs. The activities that a person is expected to achieve is called a role, and each role carries a status. People tend to buy products that reflect their role and their desired status (Kotler et al., 2019, pp. 146-147).

5.2 Cultural Factors

The cultural factor is an important influence on the consumer buying behaviour. Each country has its own culture and their people growing in it will have their own way of buying. Value and norms are considered to be the guidelines within a culture of human behaviour. A culture is composed of multiple smaller subcultures which include nationalities, religions, racial groups, and geographic regions. It can be interesting for companies to target those subcultures when they grew significantly (Kotler et al., 2019, p. 145). For example, in Brussels, the capital of Belgium, there is a significant number of Muslims, and they have their own needs in meat. To include this community, restaurants started using halal meat instead of common meat and some other restaurant and shops specialised in this sector have appeared.

Within a culture and subcultures, there is a difference in social classes. It can be defined as a relatively homogeneous and enduring division in society. It is hierarchically ordered, and members of the same social classes usually share similar values, interests, and behaviours. Social classes have four characteristics:

- People within a social class tend to be alike in dress, in the way they speak, and how they entertain themselves compared to people within two different social classes.
- Depending on their social class, people are perceived as occupying an inferior or superior position.
- One variable is not enough to define someone's social class, but with a cluster of them for example, occupation, income, wealth, education, etc. People can indicate in which social class a person belongs.
- People can move upward or downward during their life on the social classes ladder (Kotler et al., 2019, p. 145).

McDonald is a good example of a company which adapted to their customer's culture. The firm is present in lots of countries and use local culture to tailor their local menu. In France, you may find the McBaguette, while in Indonesia you could find the McRice. The view people have on McDonald change too depending on where it is in the world. In Europe, the firm is considered as a cheap food while in developing countries such as Vietnam, the restaurant is considered as expensive (McDonald's Cultural Adaptation: How Menus Differ in Different Countries, 2023).

5.3 Personal Factors

This factor is about the consumer himself. Customers are influenced by their personal characteristics such as age, stage in the lifecycle, occupation and economic circumstances, personality and self-concept, and lifestyle and value. The age and lifestyle are playing a role in someone's purchasing behaviour. People's taste changes throughout their life, they may like some kind of food when they are young and change when they grow older. Differences can also be seen in clothing taste between teens and their parents, for example. Family life cycle and the number, age and gender of the people in a household will shape their consumption at any point in time. Marketers should also be aware of major changes within someone's life such as marriage, childbirth, illness, etc. because new needs will rise.

Someone's occupation will also shape their consumption. A labourer will buy a helmet and a work outfit, and a lawyer will buy a tuxedo, for example. Economic circumstances affect people's purchases. If there is an economic downturn, the society would probably save money and spend it on what is necessary. Luxury brands such as Gucci and Prada may see a lower benefit since their products are not from primary needs. Outside economic downturns, what people buy will depend on their wealthiness, their debts, their savings and assets, etc.

Personality is a set of distinguishing human psychological traits that leads to relatively consistent and enduring responses to environmental stimuli. Each person has their own personality and it influences their buying behaviour. Marketers tend to give a personality to their brand because consumers are more likely to choose a brand which personality matches their own. Brand personality can be defined as specific human traits that can be attributed to a brand.

People from the same subculture, occupation or social class can have a different lifestyle. They may differ in activities, interests, and opinions. The lifestyle portrait a person while interacting with its environment. Money and time constraints partly shape someone's way of consuming. To answer money constraints, companies created low-cost products such as Ryanair or Wal-Mart. On the other hand, people with not enough time would be prone to multitasking. For their need, companies would create convenient products, such as meals that just need to be heated or vending machines where you just insert the money, and you have your drink ready to go. (Kotler et al., 2019, pp. 147-149).

5.4 Psychological Factors

Consumers are subjected to stimulus which leads to purchasing products. The challenge for marketers is to analyse the steps in between. There are four steps that should be analysed individually (Kotler et al., 2019, p. 150).

5.4.1 Motivation

The first one is the motivation the consumer has that pushes him to purchase a product. People have many needs, some are biogenic or physiological state such as hunger, thirst, and discomfort, and others are psychogenic or psychological state such as recognition, esteem, and belonging. When a need is important enough to push someone to act, then that need is called a motive. There are three main theories related to motivation.

Sigmund Freud's theory says that people's behaviour is shaped by psychological forces which are largely unconscious and that a person cannot totally understand his or her own motivation. For example, someone who has the motive to dig a hole will go to the store to buy a shovel but think that he might not be aware of such as the colour, the brand, the weight may influence him to buy a certain tool rather than its competitors.

The second theory comes from Abraham Maslow known as Maslow's Pyramid or Maslow's hierarchy of needs, and it consists of representing people's needs within a pyramid with at the bottom the most pressing and at the top the least pressing. From the bottom to the top, there is first the psychological needs, then safety needs, social needs, esteem needs and last, there is self-actualisation needs. Someone who is thirsty will first try to fulfil that need before buying a new watch, or someone else would first look for a house rather than subscribing to a gym membership.

The last theory comes from Frederick Herzberg. The theory distinguishes two factors, the dissatisfier which are factors that cause dissatisfaction and satisfier which are factors that cause satisfaction. If something causes dissatisfaction, such as a poor customer service, it does not mean that a good customer service will become a satisfier. A poor service can keep customers from purchasing a product, but the opposite is rarely the case. Companies should identify all the dissatisfier to solve them, but they should also identify possible satisfier to add them to their product (Kotler et al., 2019, p. 150).

5.4.2 Perception

People are subjected to countless ads and brand communication throughout one day. A person will select, organize, and interpret information inputs. This process is called perception and thanks to it, people can create a meaningful picture of the world. Someone's perception changes from one person to another. A salesperson gets the label of aggressive by a man but can get the label of helpful by a woman passing by. There are three perceptual processes which are responsible for the difference in perceptions.

The first one is called selective attention. Like mentioned earlier; a person on one day is subjected to thousands of ads and brand communications. It is impossible for a person to memorise all of these commercials, and the selective attention is responsible for letting most of these ads out. It is hard for a marketer to bypass the selective attention and to enter someone's memory. Here are three findings of stimuli that people will notice. People are more likely to remember a stimulus if it is related to a need they have, or if it was something they anticipated such as finding videogames in a videogame store rather than finding pop figurines, or if the stimuli's deviations are largely related to the normal size of the stimuli, for example a high discount for a computer is more noticeable than a smaller one. Unexpected stimuli such as offers send to the mail and through the internet is also a way to bypass the selective attention.

Being noticed is not enough to sell a product. After the selective attention, there is the selective distortion, or selective comprehension. A company can advertise their ad in a certain way with a certain meaning, but the consumer will comprehend it in its own way (Kotler et al., 2019, p. 151). For example, around 2017, Nivea published an ad on their Facebook main page destined for the Middle East which was misunderstood by the customers. The ad represented a woman seen from behind wearing a white shirt with "white is purity," written across her, and under the picture was written": keep it clean, keep it bright. Do not let anything ruin it." Even though Nivea had it about their invisible deodorant and the effect it had on the clothes, people interpreted differently and thought they were being racist by saying white people are better than other

ethnic groups (BBC News, 2017). The perception someone has off a brand influences their choices. The biscuits Léo and Olé are a good example of people's preferences. The two biscuits are similar, Léo is considered as a high-quality product and Olé is considered to be a similar and cheaper product for first-price shops. But, in 2013, it was discovered that they are both the same products coming from the same fabric, made with the same ingredients in the same proportions, made on the same production chain. The only difference is the price and the packaging. But even if the product is the same, people will say that one is better than the other, and it is due to their own perceptions (Leo en Olé zijn hetzelfde, 2013).

The last process is called selective retention. First people need to see the ad, then they need to comprehend them, and finally they need to remember them. People will remember the good sides of products that sustain their attitudes and beliefs but will forget the good sides of competitors that are contrary to their perceptions. Selective retention works to the advantage of big brands since companies have to use repetitions to be sure that their product is not overlooked (Kotler et al., 2019, p. 151).

5.4.3 Learning

No one ever stop learning throughout their life, when people buy or use a product, they experience it and so improve their knowledge. Taking the example of a company producing cameras such as Sony, if a customer had a good experience with their camera, when it would be time for them to buy a game console, they may be attracted to the PlayStation which is also made by Sony, rather than Xbox which is made by Microsoft. The client had a good experience with Sony's camera and so he thought that since they are good at making cameras, they must be good in making game consoles too. The counter-tendency is called discrimination, and it means that people have learned to make the difference among similar stimuli (Kotler et al., 2019, pp. 151-152).

5.4.4 Memory

Cognitive psychologists distinguish two types of memories. There is the short-term memory which is temporary with limited repository of information, and there is the long-term memory which is more permanent with an unlimited repository. Each information and experience can potentially reach the long-term memory, and it is the finality marketers try to achieve. Long-term memory is thought to be a sort of associative model. For example, the associative network memory model imagines long-term memory as nodes containing information which can be verbal, visual, abstract, and contextual, and they can connect to each other by links which can vary in strength. How stronger the links are between each node; how better people can remember and retrieve information. In this model, consumers brand knowledge is considered to be a node linked to a variety of associations. Brand associations consist of all brand-related thoughts, feeling, sensation, images, etc. linked to the brand node. How stronger these links are and how more users can recall about the brand.

The memory is a constructive process, people do not recall everything but only small pieces, and the memory tends to rebuild the information and event based on whatever else they know. Memory encoding says how and where the memory is stocked. How more people think about the information during the encoding, how better they would remember it. Repeated exposure to information is likely to create a stronger association. But if the advertising is uninvolved and unpersuasive, then using repetition will have the same impact on sales as a poor level of repetition for an involving and persuasive ad.

The way of how information gets out of memory is called memory retrieval. A strong brand association is more accessible and more easily recalled, but that strength does not only depend on the initial force of that information in memory, but it depends on three factors:

- Another product information present in memory can interfere and make new data confusing or to be overlooked by the consumer which may end up mixing brands together.

- The time between when people are exposed to information and when they encode it matters. How longer the delay between two exposures is, the weaker the association will be.
- Information may be available within someone's memory but not accessible without the right cues or reminders (Kotler et al., 2019, pp. 152-153).

6 MARKETING MIX

The marketing mix, also called the 4Ps, is used to reach customers and help them connect with the brand. It is referred to as the tactics that firms can use to promote their product or service on the market to influence customers to buy. The marketing mix is composed of the P-Product, P-Price, P-Place, and the P-Promotion.

6.1 Product

A product is a good or service that a company has to offer to customers. In this phase, firms will analyse the need people may have and decide if they want to add more options to their product or if they should make it in a different (Albrecht et al., 2023, pp. 19-20). For example, taking the phone industry, the primary need is to call and stay in contact with people. Later, companies started to develop a smartphone which was able to do much more than a normal phone. Customers need evolved and firms need to adapt their product according to it. If the customer wants a foldable phone, then they can go to Samsung and buy their last "Samsung Galaxy Z fold." If the client is interested in a high-quality camera, then they can buy a "Google Pixel." And if the customer is interested in something different than the usual smartphone, they can buy the "Nothing Phone" created by the company. Nothing which is a phone using another operation system called Nothing OS rather than Android or IOS (Johnson, 2024).

6.2 Price

The price is the amount that a client will have to pay for the company to purchase their product or services. To define a price, a firm should take multiple factors into account. The price needs to be high enough to cover all the company's costs, but it should not be too high either, otherwise the firm could lose customers. A company should analyse what the maximum price a customer would pay to purchase their products is, but also what the minimum price before they start doubting about the quality of the product itself is (Albrecht et al., 2023, p. 20). For example, if a bakery sells sandwiches, to know what price they should use, the first should know what the minimum price people will give to buy the sandwich is and what the maximum price is over which they consider it to be too expensive for bread with meat.

6.3 Place

The P-Place concerns the place where the product should be sold to reach customers. The goods a firm produce should be sold at the best place to reach their target clients. Taken the example of a car battery, it would probably not be sold in their factory, and convenient store would not be a good choice either. But if the battery is sold in garages, store selling car furniture, or convenient stores along the highway, these places are expected to keep batteries and so they will meet customer expectations. A firm should study which is the best location to meet their clients' expectations (Albrecht et al., 2023, p. 21).

6.4 Promotion

Promotion is the effort a company is doing to increase awareness of their product and give the reason why people should buy it. The goal is to reach the right customer at the right time and the right place. In promotion, there can be found advertising, public relations, along with other promotional strategies. They can be done on television, or be printed, or even be present social media.

Firms should know where their clients would be more affected by their advertise. If the product is destined to reach young people, then the company could choose to advertise it on television or/and in magazines. But just choosing the media is not enough. On TV for example, the company should choose the broadcast and the time the ad would be shown. In the morning, before kids goes to school, on a channel with cartoons may be one of the best choices to reach children rather than in the evening during news. The same goes for magazines. Magazines have their own targets, to reach youngling, it is better to publish the ad in one of those destined for children rather than on having hunting as main subject.

The internet is also a good way to promote the product. In that case, it is called digital advertising, or online advertising, or internet advertising. The same question as the previous chapter applies for the web too. There are multiple social media and not all of them may be efficient to reach your target. LinkedIn is one social media with a focus on work environments. This social media would not be the best to reach young people, but they should rather use TikTok (Albrecht et al., 2023, pp. 20-21).

7 METHODOLOGY

This chapter concentrates on the methodology used within this thesis. Methodology is the term used to describe the techniques and procedures used when on a specific topic, someone wants to identify and collect information, and wants to analyse it. This section contains important aspects of research such as the research design and method, the population and sample used, the making of the survey, the data collecting method and analysing, and the validity and reliability of the collected data (Sreekumar, 2023).

7.1 Research Design

The research design is referred as the strategy used in the thesis that will keep all the different components of the study of a coherent and logical way. It is an important part of the collection, measurement, and analysis of data. It is determined by the research problem.

The research problem is “Marketing strategies for Vietnamese coffee on the Belgian market. The most common research designs are causal, explorative, and descriptive.

A causal design is meant to give an understanding of a phenomenon following the type “if this happens, then this is the consequence.” It studies the impact that a specific change will have on existing norms and assumptions.

An explorative design is used when there is no or a few previously studies done on the specific research problem referring to. The use of it is to gain some insights for later investigation, or when the problem is in the preliminary stage.

The last one in a descriptive design and is used to give an answer to the questions who, what, when, where, and how regarding the research problem. But the conclusion of such type of design cannot be why. The reason to use it is to obtain information concerning current status of the phenomenon and explain what exists on it already when the variable and condition are respected (Sreekumar, 2023).

The design of this thesis would be descriptive with some explorative approach. This paper is a first step to understand the Belgian people and know what their opinion of Vietnamese coffee is. It will also answer the question if there is a potential market product within Belgium.

7.2 Research Method

This subchapter is about research method, and it refers to the technique, procedures, and processes used by researchers. Like the research design, the research method is used to collect, analyse, and interpret data so the hypotheses may be tested, or the researched question may be answered. The type of research method changes according to the research questions, the type of data that is being collected, and the research design. There are two methods, quantitative or qualitative.

Quantitative methods are used when numerical data is collected and needs to be analysed. This is a good method to use when the objective of the thesis is to test hypotheses, determine the cause-and-effect relationship, and measure the prevalence of some phenomena. To collect data, surveys, experiments, and secondary data analysis can be used.

Qualitative methods are the opposite of quantitative methods, and it is used when non-numerical data is wanted. It is used when the objective is to explore the meaning of the phenomena, understand individuals, or get insights of social processes. Interviews, focus groups, ethnography, and content analysis are used to collect this type of information.

It does not mean that if one method is used, the other one cannot be used. A combination of both methods is possible and most of the time is the research method used for work is qualitative, there is still a small use of quantitative research, and the other way around (Hassan, 2023).

The method used in this thesis was quantitative with the use of a survey. The questionnaire provides some numerical data, but there were also a few qualitative data thanks to the open questions within the survey. The reason for this work was to understand how Vietnamese coffee could be proposed to the Belgian market in an effective way, what the factors that influence consumers are and how a company adapt their product can reach that market. The data collected with the survey helped answer these questions.

7.3 Population and Sample

In this thesis, there is a survey and the purpose of it is to collect data. But in order to send this survey, there must be known to whom it will be sent. Who is relevant, and who is not.

The whole group of people on whom the conclusion of the thesis is drawn is called the population. To understand the population, the survey uses a sample which is a specific group from whom data would be collected and apply to the whole population (Bhandari, 2023).

As stated in the boundaries (chapter 2.3), Belgium is divided in two with Flemish in the north speaking Dutch, and Walloons in the south speaking French. Wallonia, which is the name given to the southern region, is composed of 3.688.733 people. The maximum amount, according to statisticians, should be 10% of the whole population. It represents 368.873 people, but the same sources state that the sample should not exceed 1000 members. A minimum of 100 members in the sample is required to have a meaningful result (Fox, 2024).

The minimum size of the sample was fixed at 100 answers. The members of the group were composed of French-speaking Belgians. Since coffee is considered by many as an adult drink, the minimum age is 18. Coffee is also a drink consumed by the majority of the population without distinction (On n'est pas des pigeons, 2019), that is why it has been chosen to include everyone without make differences between genders, age except for those younger than 18, religion, or social status within the sample.

To summarize, the sample was composed of French-speaking Belgians older than 18 and drinking coffee. Those who during the questionnaire did not match the requirement were sent out of the questionnaire and thanked for their participation.

7.4 Making the Questionnaire

For this thesis, since the consumer needs to be understood, a questionnaire was created (appendix 2). This survey helped with gathering some primary data that will be explained in the next sub-chapter. Since the targeted group was from the south part of Belgium, the questionnaire was written in French and translated into English. The first three questions were made in order to let out all the consumers who are not living in the French part of Belgium, are not older than 18, and do not drink coffee. After that, some questions about the consumer himself was asked. These questions are important for the segmentation of the market and help to identify the potential target groups. The second section was about the consumer's coffee consumption. The question asked was used to understand how the consumer consume coffee. These questions are helpful for the personal and psychological factor concerning consumer behaviour.

The third section focuses on Vietnamese coffee and see who might be interested in those products or what could be changed for them to end up purchase this kind of coffee. The data can be used for targeting, but also for the P-Product from the marketing mix.

The fourth section focuses on the influences that a consumer can experience throughout his journey until the final purchase. To be more precise, it is used mainly for the cultural and social factors from the consumer behaviour but are also used for the Marketing Mix.

7.5 Data Collection and Analysis

First of all, it is important to know that there are two different types of data. There is the primary data, and the secondary data.

Primary data is data that has been personally collected through experience and findings. They can be gathered through surveys, interviews, calculations, etc. Secondary data, on the other hand, is the data that has been found is

someone else's work. The secondary data has been done by others to answer their own research questions. This data can be collected by searching on the internet on various sites such as government websites, specialised websites, etc. They can also be collected through books and documents such as manuals, documents, eBooks, etc. (Research Guides: Public Health Research Guide: Primary & Secondary Data Definitions, 2024.).

The author used two non-probability sampling methods to distribute the questionnaire to the population. Non-probability sampling means that the participants are selected on a non-random criteria. The first one used is called convenience sampling, and it means selecting individuals that are easily accessible, for example since the author is a Walloon himself, he reached for his family and friends. The author has family spreading all over the country and thus reached multiple regions. The second method is called snowball sampling, and it means that the author asked the participants to share the questionnaire with other individuals they know, for example the author asked his family and friends to spread the survey among their friends and colleagues (Hassan, 2023).

According to the website "SurveyMonkey," 80% of the answers would be collected during the first week, 11% more during the second week, and 4% more during the third week (Zheng, n.d.). The chosen period was 2 weeks since in this lap of time, 91% of the answers were gathered.

The survey was made with "Google Form." To analyse the gathered data, the author used "Google Form's" analysing tools.

From 6th May 2024 until 12th May 2024, a total of 100 answers were gathered in the questionnaire. But there were some questions that did not have a total of 100 answers. The reason for this was that only the first 3 questions were mandatory because these 3 questions were filtering the respondents and kept only those matching the requirement for the thesis. The survey also had a question that was linked to a previous question, and only those who gave a certain response could answer that question. Through the end of the

questionnaire, there were also more questions that were unanswered by some participants because they might have been bored throughout the questionnaire and skipped some question in order to end faster the survey.

7.6 Validity and Reliability

Validity and reliability are a concept used in this chapter to evaluate the quality of the research done in this thesis.

Reliability is a method used to measure how consistently something is. If under the same conditions and by using the same method, the same result is consistently obtained, then the measure is considered reliable.

Validity is another method used to know how accurate the measurement is done. With a high validity, the measures are considered to be representative of the real properties, characteristics, and variation as in the physical and social world.

However, if the reliability is correct, it is not enough to say that the research is valid. The data that has been collected can be reliable, but not be accurate in real situations. Validity is harder to assess and to obtain results that can be useful, the method of collecting data should be valid (Middleton, 2023).

The reliability of the answers from the questionnaire may not be 100% accurate. The people reached came from various backgrounds, but some part of the society may not have been reached. If someone else uses the same method, he may reach participants with the same characteristics as the author, but he may also reach people from a higher or lower social class.

The same goes with the validity of the answers. There were 100 answers gathered from the questionnaire. It can be seen that the answers match most of the information the author could gather from various sources. But since the

method used was a non-probability sampling, some bias may have slightly deviated the answers from the real society.

8 RESEARCH FINDINGS

This chapter presents all the findings the author could gather through his research and through the survey sent to the Belgian population. Here are regrouped all the findings concerning the PESTEL Matrix, STP, Consumer Behaviour and the 4P's. The finality would be to answer the Research question, "Marketing strategies of Vietnamese coffee on the Belgian Market."

8.1 PESTEL Matrix of the Belgian Market

This section concerns the PESTEL Matrix. Here will be presented the Macro-environment of Belgium which will have an influence on Vietnamese coffee in a positive or negative way.

8.1.1 Political

Knowing the politics of a country is important because it can have a significant impact on business. A sudden change in politics policies may change how the business rules their activities.



Figure 2. Country Risk – Belgium (Country risk – Belgium, n.d.).

Belgium is in general a relatively safe country to do business with. According to the graphic (figure 2) the Belgian politics on a short, medium, and long term is excellent. Any risk related to the government is low (Country risk – Belgium, n.d.). Even though the country's politics is safe, the ongoing war in Ukraine should still be kept in mind. Belgium is part of NATO, there is no sign of direct treat, but if one of the countries, part of the coalition, is attacked, then all of the members will defend that country and Belgium will be part of it (Deschamps, 2024).

Vietnam has established some trade agreements with the EU. Since Belgium is part of the European Union, it applies to it too. In 2020, the free trade agreement enters in action and erase almost all the fees between two countries. It means that products coming from Vietnam becomes cheaper for Belgian importers. For example, if a Belgian importer wants to import Vietnamese coffee and sell it on the Belgian market, they will not have to pay all the taxes, fees and customs to bring the product into the country. They would be able to sell their product for a cheaper price and so be more competitive (Accords commerciaux et de protection des investissements UE-Vietnam, 2024).

8.1.2 Economical

As mentioned in the previous subchapter, the trade agreements are removing taxes and fees applied to products coming from Vietnam. The final price that could be applied to the product will be lower than the one applied to other products coming from other countries with fewer agreements.

It is also forecast that Belgium would have an inflation of 2.3% for 2025 (Economic Forecast for Belgium, n.d.). It is considered as a good percentage because it does bring some economic growth without eroding the purchase power too much. It also encourages people to spend more rather than saving their money (Why Do the World's Central Banks Aim for 2% Inflation?, 2023). People with more money to spend can be an opportunity for Vietnamese sellers, people may be less scared to change their coffee consumption habit and daring try a new brand.

The unemployment rate in Belgium is of 5.5% and the forecast for the following year stays between 5.5 and 5.7% (Belgium Forecast, 2024). It is not an ideal situation. It is said that an unemployment rate is healthy when it is between 3 and 5% and Belgium is slightly over these rates. A high rate is considered as bad since it is seen as a financial stain on consumer spending (The investopedia team, 2024). Even though the situation is not ideal, the rate is not alarming high either. It is a small threat to companies, but with the right advertising, this problem might be minimized.

8.1.3 Social

Belgium is an ideal country for coffee producers, resellers, or farmers because the country is in position 8 in the top 10 of "countries consuming the most coffee per person," with an average of 6,8 kg of coffee consumed per person in a whole year (Coffee consumption by country, 2024).

According to a study done by Nespresso, seven Belgian on ten drinks an average of one coffee cup per day and their preference is to drink it black without

sugar or milk added. They say that this way is the best to better enjoy the taste of the coffee. The main coffee consumers are elderly people, but younger people start to be more and more interested in this beverage. Young people tend to drink coffee usually with sugar or milk or both, but when they become older, they are more interested to have it black (Le café chez les Belges, 2023). Vietnamese coffee is considered as stronger since it is made with robusta beans. These beans are unfairly categorized as lesser coffee compared to arabica. Arabica is considered to have more flavour and consuming it black helps better tasting the coffee. Robusta is for some considered as too strong. One way of selling those coffee beans is through mixing it with some arabica beans. These blends are appreciated for their stronger taste (Goncalves, 2023). It might be a problem for companies to create these blends because Vietnam is producing mainly Robusta beans (96% of the whole coffee production) which make only a small place for the arabica (Quynh, 2023).

8.1.4 Technological

When coffee is grounded, they lose their aroma quicker. But when they are kept in capsules, they are kept away from air, light, and humidity. When they are sold as grains, they are also keeping their flavour for a longer period (Comment choisir votre café ?, n.d.).

Covid-19 did have some impact on the coffee consumption in Belgium. Coffee machines did have an increase in sales thanks to that disease.

When coffee is grounded, they tend to lose their aroma quicker than when they are kept into capsules. This technique has been developed by Nestlé and their subsidiary Nespresso. They used to be the only one allowed to use this technique, but around 2011, they lost most of their patent. Now, anybody is allowed to sell their products through these capsules. This method is appreciated since it is a good way to have a quick coffee and it does keep most of their taste. On the other hand, these capsules are producing lots of waste since they are not properly recycled. There is a rise in people's awareness and consciousness

concerning the environment, and for some of them, consuming these capsules do not comply with their beliefs and their lifestyle (Nespresso : la machine et ses capsules ont déjà 30 ans, 2016). To solve this problem, some companies such as “Café Delahaut” propose some capsules entirely recyclable and produce zero waste (Les Cafés Delahaut, 2023).

An alternative is to use coffee machines, but instead of using capsules, they use coffee beans. These machines keep more aroma to their coffee than the other methods. It is said that when coffee is grounded, after only 5 minutes, they are already slightly oxidized. But if you have a machine that ground and make the coffee right after, then the problem is solved, and the beverage has more flavour and taste better. In 2023, one machine on two sold was using grains. The price for those machines is usually higher than for capsule, but in the end, it helps saving money since capsules cost 3 to 4 times more than for the coffee beans. Grains are generally better than capsule because they produce less waste, they keep more flavour to coffee, and it ends up less expensive for people (Van Lerberghe & Gérard, 2023).

The internet is more and more present in people’s consuming habits. Several years ago, consumers had to go to the store to purchase their coffee and daily needs. But new ways of consuming appeared, and people started to buy products online on websites like Amazon or Bol. Stores have also started to sell some products online, and SMEs ended up joining that circle too. When buying products online, customers do not need to leave the comfort of their house to get their coffee and if they have their own machines, they have the perfect combo to enjoy a good coffee without having to go outside (Lauwers, 2020).

8.1.5 Environmental

Belgium is not considered as a dangerous country regarding natural disasters. There are no tornados, no hurricane, no tsunami, and no earthquake. But the country is not safe from any disaster at all, for instance, one of the greatest natural disasters Belgium had to face in recent years was floods. In 2021, the

floods had some catastrophic impact on some cities. Floods can be a problem for transportation. Roads can end up by being impracticable and trucks may have to do some detour to make their delivery or could even be stuck. According to some specialist, the floods can become a rising phenomenon in the future (Chini, 2021). It can be a problem for coffee companies regarding deliveries and transportation.

Covid-19 had an impact that can still be felt until now. When Covid arrived, Belgium imposed the lockdown and people had to stay home for the common health. People could not go to coffee shops and bar to get their coffee, and those who had to work from home could not get their coffee from the office's vending machines. Due to these reasons, customers started to buy machines and coffee to satisfy their need. Some stores had to create an online store to be able to keep selling their products. Some smaller coffee shops started proposing their varieties on the internet. Even though Covid had passed, people keep their habit they had during the lockdown and keep making their own coffee at home and buying product online. Nespresso and JDE are selling more products online than they do in stores and in coffee shops (Lauwers, 2020). Belgium is not protected against diseases like Covid-19. For some companies, it was a disaster, and some even went through bankruptcy. But for some other companies, it was an opportunity. It is an advantage for coffee companies, they do not need to find a local store to propose their product, they just have to propose their product online and people can choose what they need. No physical stores are needed, just a warehouse is enough. The trend is by using capsules or whole grains, since they keep their flavour longer than grounded, they can be produced and modified in Vietnam, and from there being directly send to the customers.

8.1.6 Legal

Belgium, as part of the European Union, must follow some additional rules on top of their own. The main rule considering coffee concern food safety. Traceability and hygiene are to the most important of them. For example, there is a

maximum residue levels that coffee is allowed to have when exported. It should not contain either Salmonella, or Mycotoxins/mould.

There are also some quality requirements when entering the Belgian market. There is a grading and classification system that can change from a country to another. It is important to check these factors if the product, in this case Vietnamese coffee, is already sold in another country and that the company behind that product wants to enter Belgium with it. The grading based itself usually on criteria such as the altitude and region, the botanical variation, the roast appearance, the cup quality, etc. (The Belgian market potential for coffee, 2021).

The cupping profile is also used to grade speciality coffee. The cupping is a method to taste coffee. This method grades the taste, the aroma, the texture, and the flavour. It is important in determining tasting notes and the global quality of coffee (Lison, 2023).

These two factors define the global grade the coffee would obtain in the end. It can also change from a country to another one, but if the coffee is graded below 80 on a scale of 100, then the coffee is not considered as speciality coffee. Instead, they are considered as standard quality. Some buyers may even consider a score below 85 or higher as a standard quality coffee. It may be a bigger challenge for Vietnamese coffee companies, resellers, or farmers to reach that quality coffee since Vietnam is more specialised in standard quality coffee (The Belgian market potential for coffee, 2021). Selling standard quality coffee may be harder due to the quantity of opponents already present on the market. Be qualified as high quality coffee adds value to the product where other techniques should be used to add value to standard coffee.

8.2 STP Model of the Belgian Market

This section is about the segmentation of the Belgian market and which one to target. Afterwards, a company knows how they can position themselves regards the targeted segments. This section is an important one because it gives

a direction for the two following chapters, first a company needs to know who the target is before analysing their psychology and finding the right marketing strategies.

8.2.1 Segmentation

The chapter 4.1 gave different ways of segmenting the market. The way of a market is segmented can vary from one company to another. Some may choose one segmentation method, while others will combine two or more segmentation together, for example: women above 40 years old and which live in Arizona.

This subchapter gives some leads to how the market can be divided, while the following subchapter uses the answers gathered from the questionnaire to show which segment could be potential targets.

First, the Belgian market can be divided according to the regions, it is called a geographical segmentation. Belgium has three regions. Flanders speaking Dutch, Wallonia speaking French, and Brussels capital speaking both languages. It can also be divided not according to the regions, but according to the language they speak. There is a Flemish community speaking Dutch and the Walloon community speaking French. But in Wallonia, there is also a smaller community speaking German.

The market can also be segmented by age. Children typically find coffee too bitter, so those under 18 are likely discounted as a target market. When considering a society as a whole, it can be broadly divided into four demographic groups: children, young adults, adults, and elderly people. This division is open to interpretation, but a company can choose to target a specific age group over another.

Another way of dividing would be according to the consumers buying habit. Coffee can be sold in various states, it can be in whole grains, in capsules, be

sold grounded, etc. People may have various coffee machines and buying products in various states, but some of them only have one kind of machine and can only use beans.

8.2.2 Targeting

By the nature of the survey and the limits installed in the boundary section, some segments can be removed from the potential target.

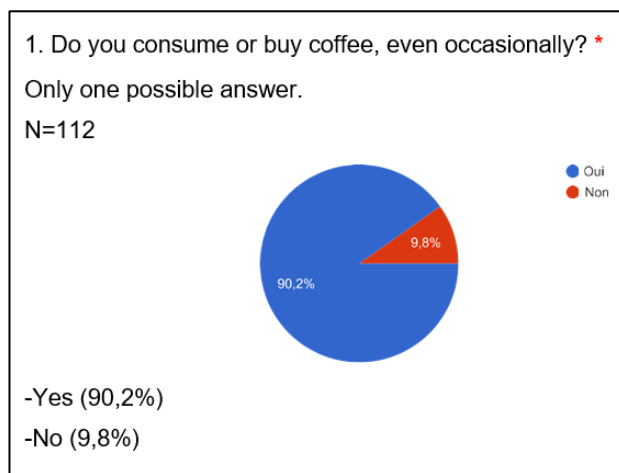


Figure 3. Answer question 1

First, this thesis is about coffee consumption. According to that the population can be divided into those drinking coffee and those who do not. Only the coffee drinkers were kept for this study (figure 3).

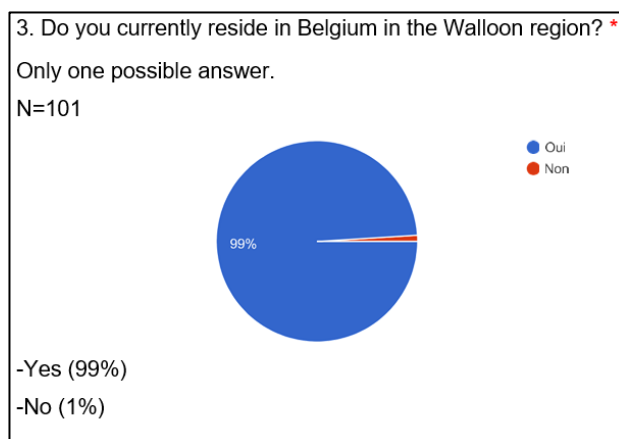


Figure 4. Answer question 3

The second characteristic is that they must live in Wallonia, the French-speaking community from Belgium, the rest can be excluded (figure 4).

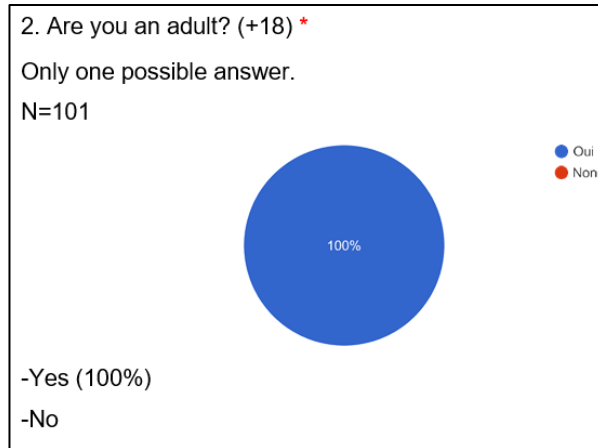


Figure 5. Answer question 2

One last characteristic is that the survey only allowed adults to answer, so people younger than 18 years were not part of the survey either (figure 5).

To summarise, for now, the target was a French speaking adult drinking coffee. The survey gave more insight to better know who the target can be.

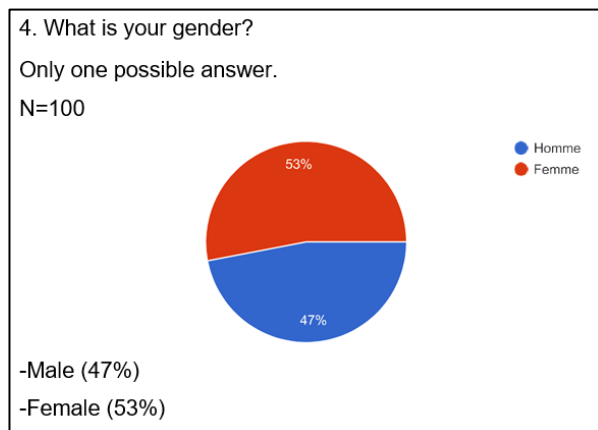


Figure 6. Answer question 4

According to the answers gathered through the survey, there were almost as many women than men consuming coffee (figure 6). It will not be the best idea to target one rather than another. It is true that there is a difference among

men and women's tastes concerning coffee, where men tend to consume darker and stronger coffee than women (Constantin, 2019). Even though the results coming from Constantin's study is not specifically focused on Belgium, the answers coming from the survey (appendix 3) tended to confirm that these results correspond to Belgians too. Vietnam is known for their coffee production mainly composed of robusta beans. The country is Belgium's second-biggest coffee sellers. But most of the coffee arriving in Belgium are green beans, meaning that they have not been roasted yet. These beans would be used into mixes to make a tasteful coffee composed of arabica for the taste, and robusta for the power and bitterness. The rest of the green beans would be reexported to other European countries. These green beans are mainly of standard quality (The Belgian market potential for coffee, 2021). But Vietnam still has 4% of the production made of arabica beans. When looking at a Vietnamese coffee company called "Trung Nguyen Legend", it can be seen that they have a selection of coffee called "Creative" numbered from 1 to 5, each of them is a mix of beans using arabica and robusta. If the company comes to propose their coffees in Belgium, they can expect to reach more people than just those drinking strong robusta beans even though the percentage of caffeine contained in these products are higher than usual (Trung Nguyen Vietnamese Coffee, n.d.). Targeting depends greatly on what the company has to offer, within this thesis, it would be considered that women and men will not be separated because cutting one of them equals to dividing the whole market in two. The survey also said that most consumers had no preferences between arabica and robusta (figure 7).

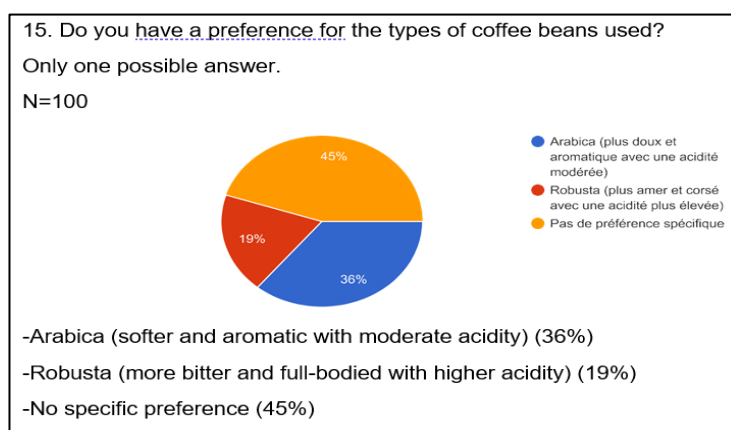


Figure 7. Answer question 15

As mentioned before, people's preferences change depending on their gender, but they also change depending on their age. Looking at the survey, around 85% of the coffee consumers was between 18 and 59 years old. Meaning that the coffee consumers are composed of adults and young adults. If both are separated, they each have an almost equivalent segment (figure 8). With time, people tend to take stronger coffee (Alsafrá et al., 2022), but as for the previous paragraph, within this thesis, there will not be made a difference between the ages.

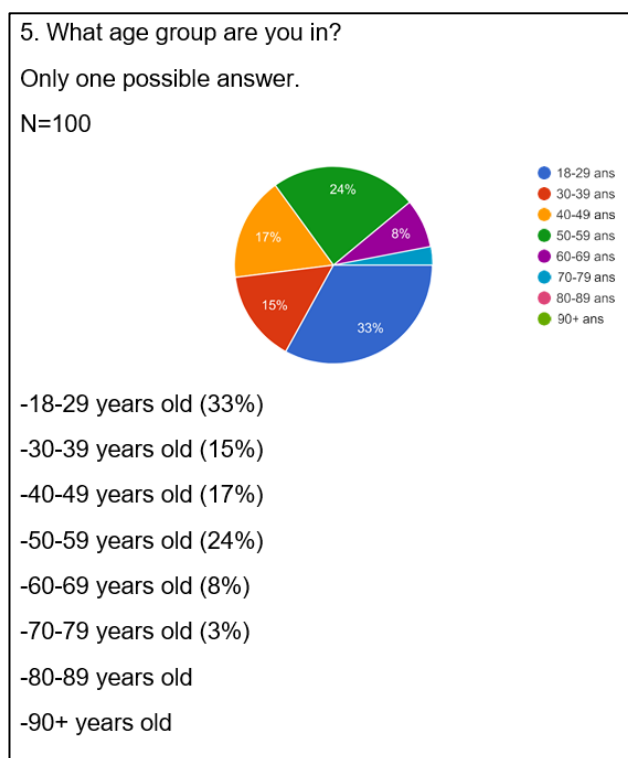


Figure 8. Answer question 5

Like mentioned in the previous subchapter, a market can be divided according to the state of the coffee they consume. There is grounded coffee, capsules, whole grain, etc. Through the survey, it can be deduced that people used different ways to consume coffee and not only one of them. They mainly used coffee pods or capsules, quickly followed by whole grain and grounded beans (figure 9). As mentioned in the Technology section of this chapter (chapter 8.1.4) people tend to purchase bigger coffee machines grounding the beans

themselves of using grounded coffee to produce their coffee rather than keeping using capsules since they end up being more expensive and less sustainable for the earth. Within this thesis, the focus would be on grounded and whole-bean coffees since the market is rising, and because their way of making pods and capsules needs more machines and work. Capsules and pods need a special machine to pour grounded coffee in them and seal them. The way of how the coffee is grounded is also different compared to normal grounded coffee. The coffee for capsules needs to be thinner and so need a different attention (Pattuelli, 2017).

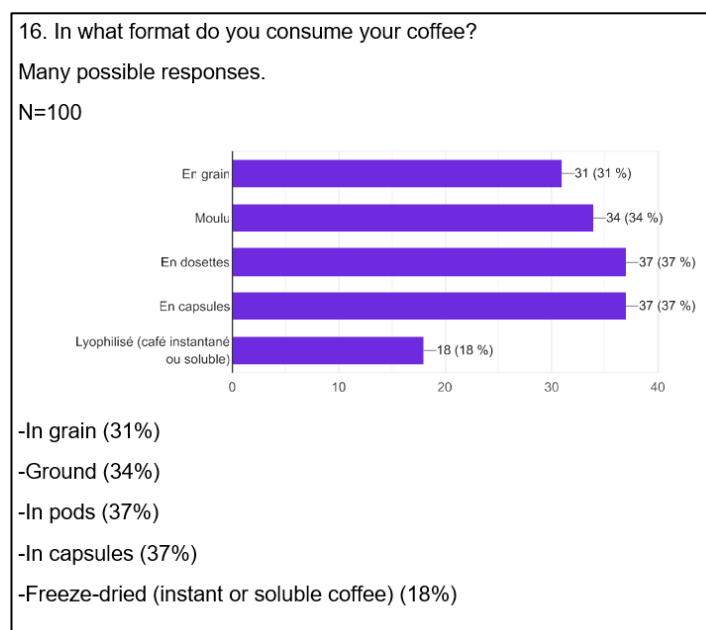


Figure 9. Answer question 16

8.2.3 Positioning

According to the information gathered in the previous subchapter, some positioning can be imagined, depending on what the main focus of the company would be.

The first way of positioning a company according to the target and the survey would be by bringing up variety and exploration. Several people within the survey expressed the idea of discovering new coffee, new tastes, and new varieties. Vietnamese coffee is an unwell known product and companies can use

that to their advantage. Their positioning could be”: Explore the world of coffee with our diverse selection of high-quality beans for the adventurous Walloon’s palate.” This sentence positions the company for those seeking new coffee experiences.

A second possible positioning would be focus on freshness and quality. Through the survey, it was mentioned that people had an interest in these characteristics. Moreover, the thesis focuses on whole grain which stated earlier that it was the best way to keep the coffee’s freshness. The positioning could be”: The freshest, high-quality coffee beans for the discerning Walloon coffee drinker.”

A third positioning would focus on sustainability and ethic. Looking at the survey, it was said that sustainability and ethics was not the most important for people when they chose their coffee, but it still has its importance and it is also a growing trend, especially among young adults. The position could be”: Sustainable and ethically sourced coffee beans for the conscious Walloon coffee lover.”

8.3 Behaviour of the Belgian Consumer

Now, it is time to understand the consumers. Information was searched about the Belgian attitudes concerning their consuming, and the survey helped to confirm if the results are similar, or if differences have been found. The survey was also used to answer the topic where no secondary data could be found.

8.3.1 Psychological Factors

The first motivation worth mentioning that is pushing people to buy coffee is simply because they do not have coffee at home anymore. Like mentioned earlier in the thesis, 8 Belgian out of 10 is drinking coffee and the country is amongst those who drink the most coffee in the world per person (Van Hoof, 2022). Sadly, coffee for most of the people can be considered as a drug, they

need it or elsewhere the day will not go well. Coffee in his pure form is considered as good for the health. Belgian between 35 and 44 even says that they could renounce drinking alcohol instead of their morning coffee. For some, the morning coffee is a ritual, and it is unthinkable to removing it from their lives. They are even more addicted to their coffee than to their smartphones (De Neef, 2024). The survey results seemed to agree with that statement since 87% of the respondents seemed to take their coffee in the morning between 6-11 am (figure 10). 41% of them said that they drink it to wake up, while 68% drinks it just for pleasure.

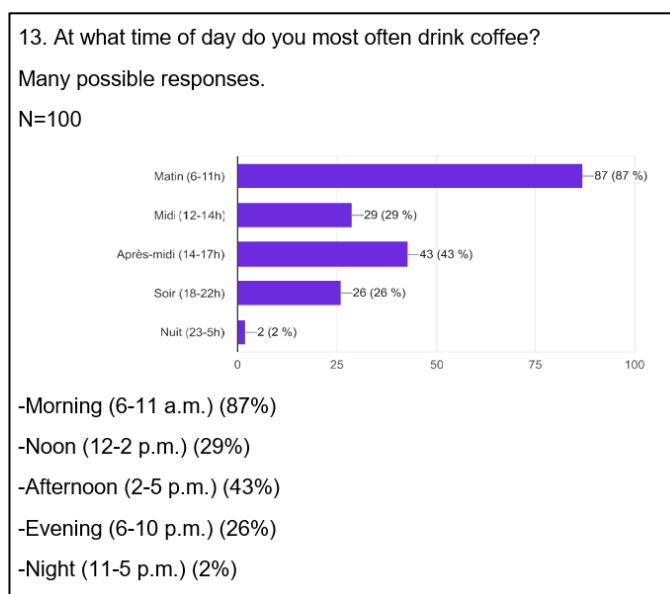


Figure 10. Answer question 13

There was 41% of the respondents that use coffee to wake up, and 25% which uses coffee to give a boost of energy (figure 11). Like explained previously, Vietnamese coffee contains more caffeine which is an advantage compared to regular coffee. A study even showed that with a good quality coffee, employees feel more motivated by their work and have the energy to go through the day (La qualité du café a un impact sur la motivation des travailleurs belges, 2020). This aspect can be emphasized by a Vietnamese coffee company on the fact that their coffee will give you all the energy needed throughout the day with a pleasant taste and quality.

Looking back at the survey, it was mentioned that 68% of them drinks coffee just for pleasure (figure 11). It is almost equivalent to the result of a survey made by Panos, which stated that 56% of the consumers enjoy that “feel good” moment. They tend to drink even more coffee in cold days such as in the winter and autumn (Balaj, 2022). This is also a point on which a Vietnamese coffee company could base their strategy. Emphasizing the pleasure it is to drink a coffee.

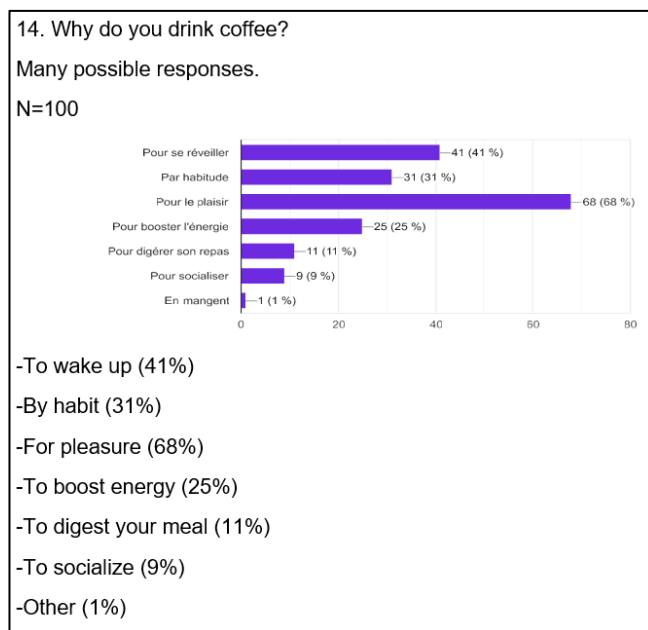


Figure 11. Answer question 14

The perception people have about Vietnamese coffee is that it is a strong and bitter coffee. There was 83.7% of the respondent who has not tried that kind of coffee, but 54.5% of them would be interested to purchase some and try it (figure 12). The main reason why people want to try Vietnamese coffee is because they are curious about the taste and that they like discovering new varieties of coffee. Otherwise, the strangeness and the bitterness keep people from purchasing this product.

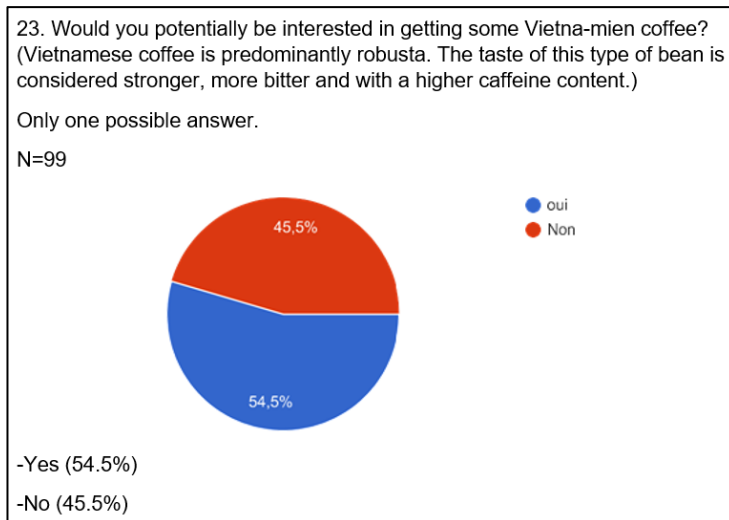


Figure 12. Answer question 23

8.3.2 Social Factors

In the world, there are lots of products that are used because someone had a friend who recommended it to him. Belgium is no exception; the population uses products that have been recommended to them. This method is called word of mouth and is one among five other techniques used by companies to promote their business or their goods. It is the cheapest and most efficient one, all it takes is to please the customer and he will talk by himself about the product. Word of mouth can happen because someone thought that his friend is lacking something, and a certain product could help them to fulfil their need. It can also happen because someone had such a good time with that product that they want to share it with their environment. Yet another reason could be because someone saw one of his friends using a product and simply starts using it too. They start using that product because they think that their friend would not use it if it was a bad one (De Smet, 2023).

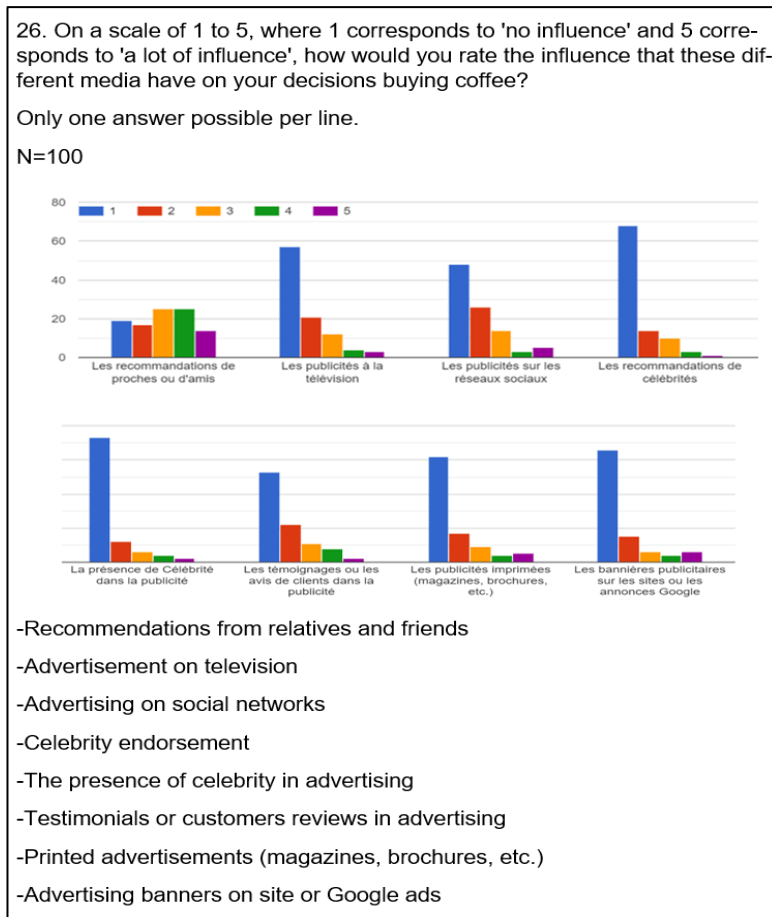


Figure 13. Answer question 26

In Belgium, people promote products to their inner circle, to their social group, and their friend and family. They are influenced in the same way by the same people. The survey results seemed to confirm that since 65% of the respondents said that they are averagely or hardly influenced by a close friend or family against 35% acting that they are not or almost not influenced by that. In comparison, there was only 20% of the respondents saying that they are influenced by the advertising on television against 80% saying the opposite (figure 13). For a Vietnamese company, they should focus on that part. They could add some customers review on their website to give the occasion for clients to spread their words for others to see. The company could go even further by providing clients a good customer service. Being transparent on their business and acknowledge mistakes is also a way to improve the customer's satisfaction. These are techniques that can be used by a Vietnamese company to show that they care about their customer and their satisfaction. It will create a positive memory in the mind of their clients, and they may want to share it.

8.3.3 Cultural Factors

Religion is part of someone's culture, and therefore it also can have some impact on people's consuming habits. For example, Muslims are not allowed to consume alcohol nor meat which is not considered as Kasher. The question would then be if coffee is allowed for everyone or if there is a religion saying the opposite. Within most of the religions, coffee is not forbidden and sometimes, it is even encouraged (Lewis, 2022). There is only the Jewish community which has some restrictions about their coffee consumption. Normal coffee is not a problem for them, but if it is a flavoured coffee then in that case they are not allowed to consume that coffee. Only if the flavoured coffee has a rabbinical authorization, then it is allowed (Café & Petit Déjeuner, n.d.). For a Vietnamese coffee company coming to Wallonia, it will not be a problem since the Jewish community is a minority in Belgium. In 2021, a study showed that there were 29 000 Jews in Belgium, with 16 000 in Antwerpen in Flanders, and 11 000 in Brussels. Leaving only a community of 2000 individuals spread all over Belgium (Zomersztajn, 2023). That result can also be seen in the survey where 98% of the respondents proclaimed that their religious orientation does not impact their choice in terms of coffee (figure 14). To summarize, a Vietnamese coffee company does not need to take religion into consideration when entering the Belgian market. If the company wants it, they may specialize themselves into coffee especially made for the Jewish community, but the restriction they have concerned only flavoured coffee, and outside the two big cities, there are only 2000 individuals all over Belgium. Meaning that in Wallonia, there is less than 2000 potential customers which is a pretty meaningless number and not enough for a company to sustain in time.

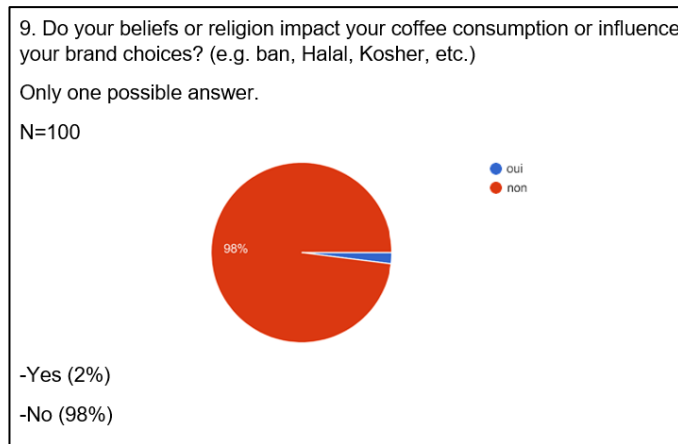


Figure 14. Answer question 9

Within the Belgian culture, there is one stipulating that when someone is inviting people to their home, it can be friends, family, colleagues, or even neighbours, they should offer them something to drink and most of the time it is coffee. (Culture(S) / Inviter Quelqu'un Chez Soi, 2023). This is an effective way to promote a product for Vietnamese coffee company. It joins the idea of the previous chapter where people are more influenced by their inner circle than advertising. The company could promote that idea that if someone wants to be a good guest, they should spontaneously offer a coffee made by the company's brand.

Coffee is often used in social moments, but it can also be used as an excuse to socialize. There is a big culture of the coffee in Belgium. At work for example, there is often free coffee offered for the employees. This coffee has various impacts as for example they raise the general motivation and makes the employees more productive. The trouble there is that sometimes the coffee is of poor quality and may result in the opposite. Another reason to have coffee at work is for them to have a break and socialise with their colleague. Often, important matters are discussed around the coffee machines in companies (La Qualité Du Café a Un Impact Sur La Motivation Des Travailleurs Belges, 2020). These findings can be seen within the survey where in 92% of the time, coffee is consumed at home and in 61% of the time, it is consumed at work (figure 15). They, on the other hand, only mention 9% of the time that they drink coffee to socialize.

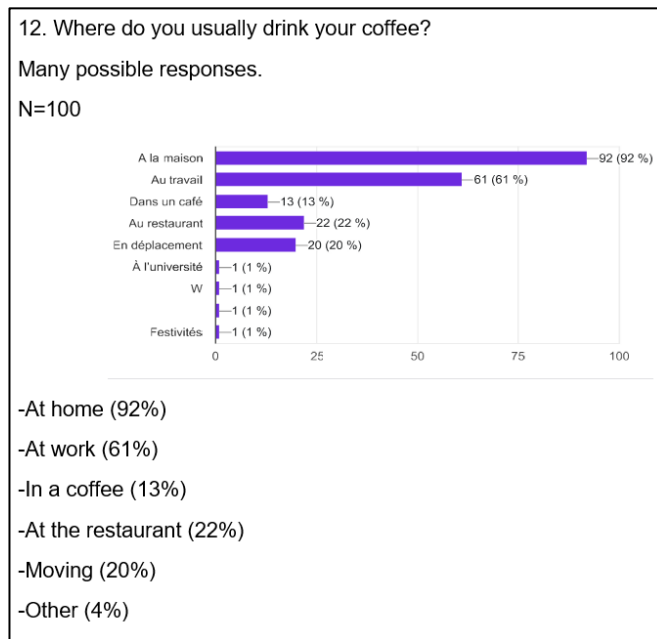


Figure 15. Answer question 12

8.3.4 Personal Factors

There are multiple factors influencing someone's consuming behaviour, there factors relate to the consumer himself. For example, the age may have some impact on how people consume coffee. For instance, younger people are more likely to buy sustainable coffee than adults. Almost 60% of people aged between 18-30 purchase rather sustainable coffee than normal coffee. 28% of them says that they usually purchase or always fair coffee against only 13% of adults aged between 31-40 (Belga, 2022). This first factor shows that the age has a difference between their consumption preferences. Younger people also tend to prefer filtered coffee than espresso. They tend to drink lighter and latte coffee (Arnela, 2019).

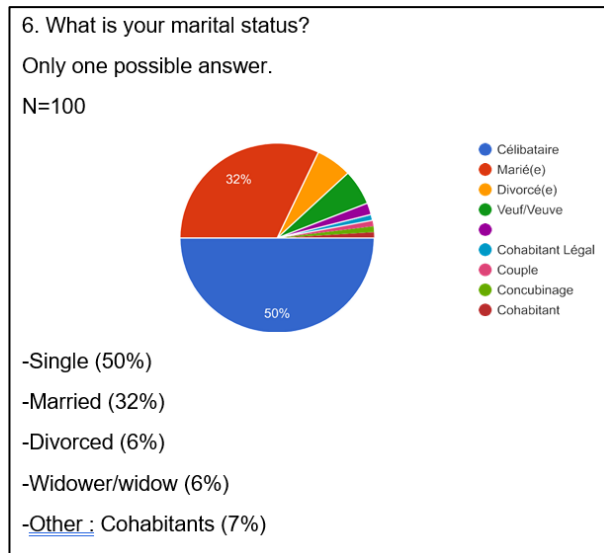


Figure 16. Answer question 6

Within the survey, half of the respondents were single, where 32% is married. The rest was divided between divorced people, widower, and various terms meaning that they are a couple or living with someone (figure 16). These numbers are no surprise since there is an augmentation of Belgian staying single (Van Ruymbeke, 2023). There was 55% of the respondents living with children and within these 55%, 60% of them lives with only one child (figure 17). There is no real study that can support these numbers, but it can be deduced that most of the coffee consumers are single. But most of the time, even if they are single, there are still children living under the same roof as them.

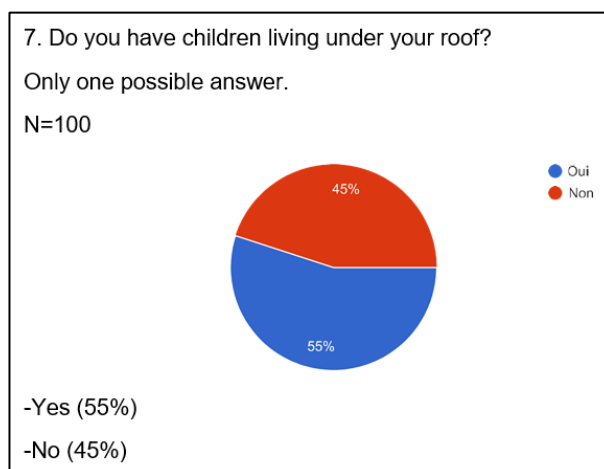


Figure 17. Answer question 7

The moment when Walloons consume coffee is in the morning when they wake up. 46% of them drink coffee before 7 am until 8 am. 60% even mention drinking their first sip of coffee before the rest of their family wakes up (De Neef, 2024). Within the questionnaire, it goes even further by mentioning a total of 87% of the respondent which is drinking coffee between 6 am and 11 am. The most mentioned reasons are in the first place, for pleasure, and in the second place, to wake up. These numbers can be correlated to the fact that coffee is consumed in the morning. Even though coffee is mainly consumed in the morning, the truth is that it is simply consumed during the whole day (Jimenez, 2019). This can also be seen in the survey where almost 30% consumes it during midday, 43% at noon, and 26% in the evening.

8.4 Marketing Mix of Vietnamese coffee

This section concentrates on what kind of promotion should be done to promote Vietnamese coffee, where it should be sold, what it should look like or rather what they should show and contain on their packaging, and what price should be used to sell the product.

8.4.1 Promotion

There are multiple ways to promote a product. It can be through paper ads posted in people's mailbox, through commercials on television, or even through advertising on the internet. There are even more ways to advertise a product, but they are not always effective. In Wallonia, 44% of the people says that they are throwing away the advertising they got in their mailbox without even looking at what they propose (Vers La Fin Des Publicités Dans Les Boîtes Aux Lettres? on Parle De Milliers D'emplois Menacés, 2023). When looking at the survey, the 81% of the respondents stated that they are not influenced by or almost not influenced by paper advertising such as magazines, folders, etc. Therefore, using this method for promoting Vietnamese coffee may be more of a bad idea. It will consume more time and money compared to the impact and benefices it would bring.

In Wallonia, 84% of the population keep watching television on a daily base. Amongst the people aged between 40-50, there is 90% of them who watch TV, but only 31% of people younger than 19 that is watching television. This means that television is still a big media among Belgian, but it is mainly adults and elderly people who are watching TV rather than the youngster (Comment Consommez-vous La Télé? Voici Les Résultats D'un Sondage Sur Les Habitudes Des Belges Francophones, 2020). Even though television is still strong, its power is declining. Those who are younger than 30 start to consume more and more screens other than television. For instance, they are looking at their smartphones or on their computers screen (Comment Consommez-vous La Télé? Voici Les Résultats D'un Sondage Sur Les Habitudes Des Belges Francophones, 2020). People started to consume television differently than they used to. Some are watching television programs through their phones and computer and others are using the recorder to record their program in order to watch it later. Phones are using ad blockers to avoid advertising and those who record their program are pressing forward to skip the ads. It translates an "enough" of the population regarding advertising (Dehan, 2024). This "enough" can also be seen in the survey where only 20% of the respondents said that they are averagely or greatly influenced by advertising on television, where 80% proclaim that they are not or almost not influenced by it.

Concerning the internet, as mentioned just above, some are using ad blockers to avoid advertising. A study from 2015 found that 1 respondent on 4 is using ad blockers (Cools, 2015). Since then, the numbers have grown enough for some companies such as YouTube to react. The streaming platform has gone on war against ad blockers, but the results were not what they expected. They end up making more advertising for ad blocks rather than reducing the numbers of people using it (Depuis Les Changements Sur YouTube, Les Ad Blockers Ont La Cote, 2023). Despite these reasons, the internet, and especially social media has a big potential advertising audience. YouTube for example has potentially 78,4% of the population, Facebook a potential of 53,8%, Messenger a potential of 43,6%, etc. (Réseaux Sociaux En Belgique: Tous Les Chiffres 2024 (Étude), 2024). It is important to keep in mind that these numbers

are just potential numbers, because according to this thesis's survey, 76% of the respondents said not to be influenced by advertising on social media.

Other potential advertising methods mentioned in the survey such as the presence of celebrities in the ad, or the opinion of consumers, or consumers review within the ad, has the same tendency as the three previous methods mentioned. The majority stating that they are not or almost not influenced. It always depends on the companies' goals, but even if there is a majority of unreachable people, for example 76% for social media, there is still 24% which is averagely or greatly influenced by these methods.

The best method is by word of mouth. Indeed, there is 66% of the respondents stating that they would be influenced if someone recommend them a product such as their family, friends, etc. Against 44% stating they would not be influenced. Later in the thesis, the factor price would be discussed. The result will state that the price has an impact on customers purchase habits. If a Vietnamese coffee company propose their product at a lower price, with a discount, or a one plus one free, customers would be more likely to purchase their product and if they are satisfied with the product, the word will spread around them. Otherwise, the Vietnamese coffee company can choose to do some advertising on television, or on social media. Television ads can be expensive where social media may be more affordable. It all depends on the budget a company is ready to allocate for their marketing campaign.

8.4.2 Place

As mentioned earlier in this thesis, Belgium is a key player in terms of coffee thanks to the harbour of Antwerpen and Zeebrugge. Because of that, there are lots of small local coffee roaster companies all over the country. Nowadays, the interest in clients for consumer local and handcrafted products is rising (Orban, 2022). Despite the growing market, it is still a small enough segment mainly made for high quality products with a scoping score of over 80. The two biggest segments are concerning low quality coffee or good quality coffee. Low

quality coffee is still a big segment, but the market is declining, and good quality coffee is the second-biggest segment, and the market is pretty stable. Both coffees are sold mainly in the same place, the supermarket. The reason of it is that these stores sell a wide variety of coffee, and it is convenient since people can do their grocery shopping at the same time. The price also enters into account since they may sometimes have the same product as in a speciality shop, but for a lower price (The Belgian market potential for coffee, 2021). The same results came out from the survey. There was a majority of 57% of the respondents who buy their coffee from a supermarket where only 18% buys it from a speciality store and 13% buy it from a roasting company (figure 18).

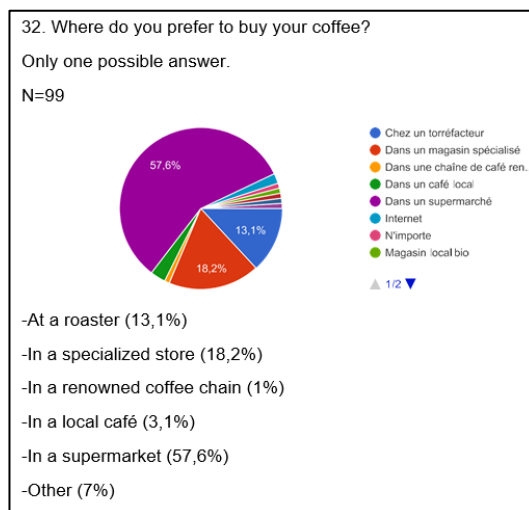


Figure 18. Answer question 32

Due to Covid-19, a rising number of people started to purchase products online, but concerning coffee, it is considered as a product being part of the weekly groceries. That would explain why there is only 2 percent of the respondents who are buying their product on the internet.

For a Vietnamese coffee company, the best choice would be to sell their product in the supermarket. Doing so will help them to get access to most of the potential buyers. If the company has some high-quality coffee, then they may look to sell it in some speciality shops to try to target these 18% of potential

customers, but even with that quality of coffee, they still can sell it in the supermarket.

8.4.3 Product

Previously, it was mentioned that the majority of consumers tend to have no preference between robusta or arabica coffee (45%). There is, on the other hand, 36% of them saying that they rather have arabica coffee, and only 19% mentioning that they rather have robusta beans (figure 19). According to these numbers, it may be better for a Vietnamese company to propose some blend of arabica and robusta, or just arabica beans. The problem concerning the second option is that Vietnam produces only 4% of arabica beans. In other words, the best would be to propose some coffee blend, or the company may choose to become a niche product and proposing products only made of robusta beans. Robusta beans are not as common in stores as blends and only arabica beans. Robusta coffee start to have his designated spot in stores, and even more is speciality shops (Apolline, 2024).

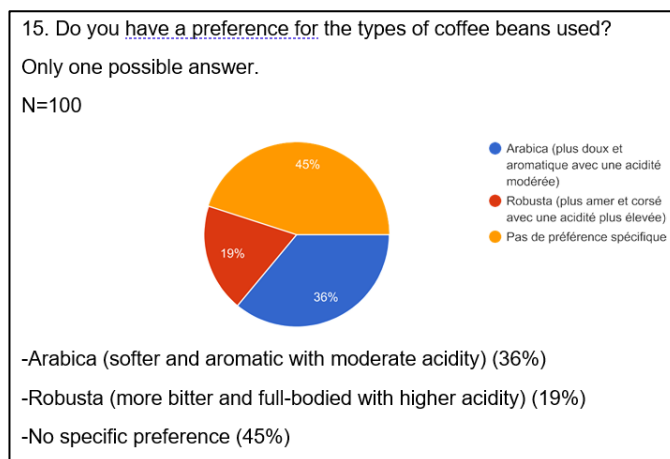


Figure 19. Answer question 15

According to the survey, one of the main reasons for why people would be interested in buying Vietnamese coffee is mainly to discover it. It is a sort of adventure for them to try something they have not seen before. When looking in stores, or in speciality stores such as Javry (Café Moulu Sur La Boutique Javry, n.d.) and Delahaut (Delahaut, n.d.), there is no, or almost no mention of

coffee as coming from Vietnam only. The respondents of the survey mentioned that the origin is not important for 34% of them, where 66% of them mentioned that the origin has some importance while choosing their coffee (figure 20). To catch this opportunity, Vietnamese coffee company may use the country of origin on the packaging of their products.

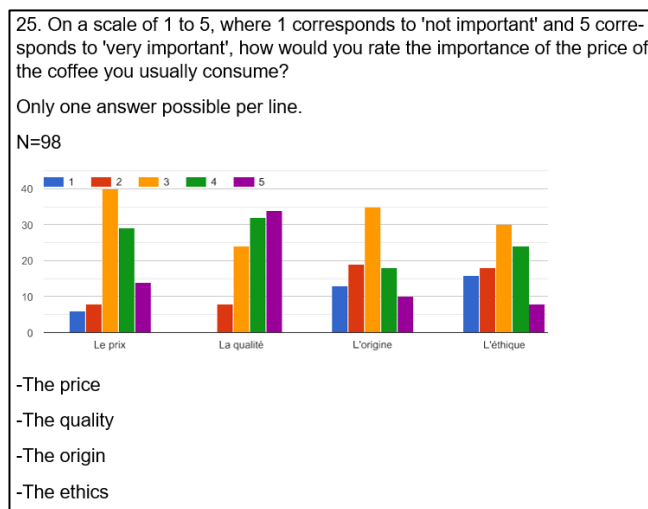


Figure 20. Answer question 25

Equity, ethics and organic product is growing in multiple places in the world, and it is also growing in Belgium (figure 20). There is a difference between those consuming products in Flanders and in Wallonia. Generally speaking, Flemish is more attracted to organic products than Walloons, but it does not mean that Walloons do not consume organic. Walloons tend to relate sustainable products as local products. This may keep some buyers from purchasing a product as coming from Vietnam. There are also two main labels that people relate as defining a product as organic. The label of Fairtrade and Oxfam is known amongst Walloons to signify that a product is sustainable. There is another logo used in the European Union to signify if a product is biological or not. Applying these labels on the product will help consumers directly identify the coffee as sustainable. Coffee was one of the most consumed products when people are looking for sustainable products (Baromètre 2022 Du Commerce Équitable, 2022). It is something that can be seen in the survey too. There was a majority (65%) claiming that ethic is averagely or really important against 45% claiming that it has almost no importance or no importance.

8.4.4 Price

The year 2021 saw some problems during the coffee harvest. Indeed, Brazil saw some drought and coldness ruining their plantations, and Colombia had some political problems delaying the coffee shipment. These countries are among those producing most of the coffee in the world. The demand for coffee is pretty high and keeps growing, but the offer is not as capable of keeping up with the demand anymore. The consequence is that the general price for coffee will rise due to the scarcity of coffee. Even though the price of coffee will rise, it may not be such a problem since the price is almost inelastic. An inelastic price means that if the price rise, the demand for the product stays the same (Leroy & Aklouf, 2021). The price of coffee in Belgian stores is usually between 4,60 and 6,47€ (Dath-Delcambe, 2022). According to the survey, the prices that customers are able to find in stores for 500g of coffee is positioned in between the maximum price and minimum price that they are ready to pay for it. Indeed, there was 46% of the respondent that consider the minimum price for a coffee is located between 4 and 5 euros with 29% of them who has their limit below 4 euros, and 25% have their limit above 5 euros. Considering a pack of coffee sold at 5 euros, it means that 75% of the customers would potentially buy it. Regarding the maximum price, 39% consider 10 euros as the maximum they would buy for 500g of coffee. 26% would be able to pay more and 45% will pay less for their coffee. If the maximum price is brought to 8 euros, then a total of 79% will potentially be interested in the product (appendix 3, questions 29 and 30).

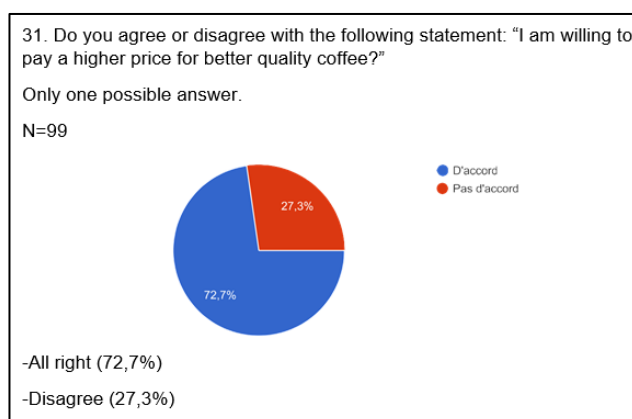


Figure 21. Answer question 31

To summarize, to maximise the number of potential customers, the price should be between 5 euros minimum and 8 euros maximum. But it is also important to mention that 72,2% of the respondents did agree to spend more money for a product of a better quality (figure 21). If a Vietnamese coffee company sell their product in the Belgian market, they should sell it between 5 or 8 euros, except if it is of a high quality. Then they could sell it for a higher price than 8 euros.

9 SUMMARY AND CONCLUSIONS

Now, it is finally time to conclude this thesis. To give an answer to the first research problem, “what kind of marketing strategies would be effective to promote Vietnamese coffee to the Belgian market or help who establish themselves in the country and what challenges and threats are when entering the Belgian market,” concerning the macro-environment of Belgium, there can be said that there are more opportunities than treats. The politics of the country is safe enough. The only major threat would be, as a member of NATO, that the country enters the Ukrainian war is another member of NATO is attacked. Vietnam has multiple agreements with Belgium and the EU making trade easier. The Belgian economy is in good shape and the unemployment is slightly too high. These factors may slightly slow down the selling rate. The country is also part of the countries consuming the most coffee in the world, but a problem for Vietnam is that the population tend to prefer Arabica beans rather than Robusta. It is not a problem for companies producing blends, but it may be one if the company only produces Robusta. There is also a rise in the number of whole grain coffee machines sold in Belgium. These would make the coffee producing easier for companies that will not have to invest into additional manufacturing machines. The biggest environmental threat within Belgium is the floods and there are some legal rules that have to be followed when selling products in Belgium. Again, there are not as many threats for a coffee company to enter the Belgian market as there are opportunities. The biggest problem would be the high competition which may make it hard for a product to be sold if there is no added value to it.

The second research problem, “who are the potential customers that could be interested in Vietnamese coffee,” concerns the STP. The STP section gave some insights of how the market could be segmented and the potential target would be. The general idea was a Belgian living in the French-speaking region, drinking coffee, which is older than 18, purchasing whole grain coffee or grounded. There could have been made some differences between the gender and the ages, but it was chosen not to take these factors into account.

The third research problem, “what are the key factors that influence these consumers’ purchase decision regarding coffee,” can find its answer in the consumer behaviour section. Consumers have their own behaviour regarding their ways of consuming. In Belgium, 8 people on 10 drinks coffee (Van Hoof, 2022). Thanks to the survey conducted in this thesis, it can be concluded that Belgians usually drink coffee in the morning for pleasure, by habit, or to wake up. Younger tend to drink sweeter coffee or with milk compared to adults between 30 and 45 which drinks their coffee black (Le café chez les Belges, 2023). The best way to influence consumers to purchase the products is simply thanks to a recommendation by their inner circle like family or friends. It is also common use to ask guests if they want a drink or a coffee. Religion does not affect much the Belgian behaviour toward coffee. Even though coffee is consumed mainly in the morning, it is still consumed by most throughout the whole day excluding at night.

The last research problem, “which promoting strategy is effective to reach potential customers,” can be solved within the section Marketing Mix, which is giving some insights about the products and its whereabouts. People tend not to be influenced by advertising such as those on social media or television. But even if the majority is not sensitive to it, there is still the minority which is influenced by advertising. The best way to promote a product is or by playing with the price, like giving a discount or giving one free product with it, or by using the word-of-mouth. According to the findings within this thesis’s survey, to reach most of the consumers, the product should be present in supermarkets and having a price between 5 and 8 euros. There is a rising number of people interested in sustainable products and applying label to products can help the customer to identify it directly. But people interested in sustainable products are still a small segment.

In conclusion, concerning the research question, “market strategies of Vietnamese coffee on the Belgian market,” it is mainly a question on word of mouth, and the product should have a good price. Belgium is a good country for Vietnamese coffee. There are more opportunities than threats, and these

threats are not big ones. The main problem would be concerning the competition. There is high competition on the coffee market and having an added value will help to distinguish a Vietnamese coffee company from the other.

10 RECOMMENDATIONS

With all this information in mind, the author will make recommendations about what a company should do in his opinion.

First, it would be to find the added value of the product. As mentioned, several times before, Vietnam produce more robusta than arabica. Therefore, the added value could be to help people to wake up, or to boost their energy.

Second, they should produce blends rather than robusta. Doing so, they may expect to attract more people than if they had said robusta on the package.

Third would be to emphasize the fact that the product comes from Vietnam. People who are curious will purchase the product to try it. If they have a great time with it, they may even start promoting it around them. To help them in their decision, products could be sold with a discount or using the one plus one technique. But the most important stays the consumer satisfaction, otherwise he could end up doing the opposite and spreading bad advertising to their inner circle.

Last, entering the market as a high-quality product may be some kind of challenge. Considering that robusta is less bought, it may make it even harder. That is why the product should be sold as a good quality product to increase the customer's satisfaction but with a price staying between 5 or 8 euros. The lowest would be ideal, and it should be sold in the supermarket.

11 FINAL WORDS

11.1 Own learning outcomes

First of all, thanks to this thesis, the author has a bigger understanding of the coffee market in Wallonia, Belgium. When the author chose for this topic, he thought that Vietnamese coffee was not present in Belgium at all. But with all his research, he understood that in fact, it was not the case and Vietnam was indeed present in the country. Vietnam is even the second biggest provider of coffee for Belgium.

The author also understood the importance of Belgium in terms of coffee. The harbour of Antwerpen-Zeebrugge is the entering point of coffee to get access to a great deal of Europe.

The author also understood the reasons why Vietnamese coffee was so to say “hidden.” It is mainly because robusta beans are not as popular on its own and that the beans provided by Vietnam is not mainly of high quality.

11.2 Suggestions for Further Studies

This thesis concentrates on Wallonia in Belgium. To go further, someone could do the same study, but concentrating in Flanders. They are both from the same country, but there is still a difference between both regions. Brussels is also often considered as a region working on its own.

This work is also general research about the Walloons. Someone could use it as a start to go further but this time with an actual Vietnamese company with an already made product and analyse how that particular product could enter the market.

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APPENDIX 1: QUESTIONNAIRE IN FRENCH

La consommation de café en Wallonie

Bonjour, dans le cadre de mes études en business internationales, je fais une recherche sur la consommation de café en Belgique Francophone. Ce questionnaire a pour but de connaître votre habitude de consommation et de connaître les facteurs influençant vos achats concernant le café. Dans un second temps, il s'agira de savoir si le café vietnamien pourrait éventuellement vous intéresser.

* Indique une question obligatoire

1. Consommez-vous ou achetez-vous, même occasionnellement, du café ? *

Une seule réponse possible.

-Oui

-Non

2. Êtes-vous majeur ? (+18) *

Une seule réponse possible.

-Oui

-Non

3. Résidez-vous actuellement sur le territoire Belgique en région wallonne ? *

Une seule réponse possible.

-Oui

-Non

Question sur le consommateur

4. Quel est votre sexe ?

Une seule réponse possible.

-Homme

-Femme

5. Dans quelle tranche d'âge vous situez-vous?

Une seule réponse possible.

-18-29 ans

-30-39 ans

-40-49 ans

-50-59 ans

-60-69 ans

-70-79 ans

-80-89 ans

-90+ ans

6. Quel est votre état civil ?

Une seule réponse possible.

-Célibataire

-Marié(e)

-Divorcé(e)

-Veuf/Veuve

-Autre :

7. Avez-vous des enfants vivant sous votre toit ?

Une seule réponse possible.

-Oui

-Non

8. Si vous avez répondu "Oui" à la question précédente, de combien d'enfants s'agit-il ?

Une seule réponse possible.

-1

-2

-3 ou plus (famille nombreuse)

La consommation de café

9. Est-ce que vos croyances ou votre religion a un impact sur votre consommation de café ou influence vos choix en matière de marque ?

(ex: interdiction, Halal, Casher, etc.)

Une seule réponse possible.

-oui

-non

10. À quelle fréquence achetez-vous du café en magasin ?

Une seule réponse possible.

-Une fois par an

-2 ou 3 fois par an

-1 fois par mois

-2 ou 3 fois par mois

-1 fois par semaine

11. À quelle fréquence consommez-vous du café ?

Une seule réponse possible.

- Une fois par mois
- 2 ou 3 fois par mois
- 1 fois par semaine
- 2 ou 3 fois par semaine
- 4 ou 6 fois par semaine
- Tous les jours

12. Où consommez-vous votre café habituellement ?

Plusieurs réponses possibles.

- A la maison
- Au travail
- Dans un café
- Au restaurant
- En déplacement
- Autre :

13. À quel moment de la journée consommez-vous le plus souvent du café ?

Plusieurs réponses possibles.

- Matin (6-11h)
- Midi (12-14h)
- Après-midi (14-17h)
- Soir (18-22h)
- Nuit (23-5h)

14. Pour quelle raison consommez-vous du café ?

Plusieurs réponses possibles.

- Pour se réveiller
- Par habitude
- Pour le plaisir
- Pour booster l'énergie
- Pour digérer son repas
- Pour socialiser
- Autre :

15. Avez-vous une préférence pour les types de grains de café utilisés ?

Une seule réponse possible.

- Arabica (plus doux et aromatique avec une acidité modérée)
- Robusta (plus amer et corsé avec une acidité plus élevée)
- Pas de préférence spécifique

16. Sous quel format consommez-vous votre café ?

Plusieurs réponses possibles.

- En grain
- Moulu
- En dosettes
- En capsules
- Lyophilisé (café instantané ou soluble)

17. Quel type de café préférez-vous ?

Plusieurs réponses possibles.

- Espresso
- Ristretto
- Lungo
- Café au lait
- Latte
- Cappuccino
- Macchiato
- Café filtré
- Moka
- Autre :

18. Comment consommez-vous votre café ?

Une seule réponse possible.

- Pure
- Avec du lait
- Avec du sucre
- Avec du lait et du sucre

19. Sur une échelle de 1 à 5, où 1 correspond à 'pas du tout amère' et 5 correspond à 'très amère', comment évalueriez-vous l'amertume du café que vous consommez habituellement ?

Une seule réponse possible.

1 2 3 4 5

Pas Très amère

20. Comment préférez-vous la force de votre café ?

Sélectionnez l'option qui correspond le mieux à vos préférences.

Une seule réponse possible.

-Faible : J'aime mon café léger, avec une saveur douce et subtile.

-Moyenne : Je préfère un café équilibré, avec une force modérée et une saveur bien développée.

-Forte : J'apprécie un café corsé, avec une intensité prononcée et un arrière-goût robuste.

-Très forte : Je recherche un café extrêmement puissant, avec une force intense et un goût profondément riche.

21. Sur une échelle de 1 à 5, où 1 correspond à 'pas important' et 5 correspond à 'très important', comment évalueriez-vous l'importance des facteurs mentionnés ci-dessous lors de votre choix en terme de café ?

Une seule réponse possible par ligne.

	1	2	3	4	5
Le goût	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'arôme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La force	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La douceur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La marque	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La disponibilité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Le café Vietnamien

22. Avez-vous déjà goûté du café vietnamien ?

Une seule réponse possible.

-oui

-Non

23. Seriez-vous potentiellement intéressé par vous procurer du café Vietnamien ? (Le café Vietnamien est majoritairement constitué de robusta. Le goût de ce type de grain est considéré comme plus fort, plus amer et avec une teneur en caféine plus élevée.)

Une seule réponse possible.

-oui

-Non

24. Sur la question précédente, pourquoi voudriez-vous vous procurer ou ne voudriez-vous pas vous procurer de café Vietnamien ?

Les influences durant l'achat

25. Sur une échelle de 1 à 5, où 1 correspond à 'pas important' et 5 correspond à 'très important', comment évalueriez-vous l'importance du prix du café que vous consommez habituellement ?

Une seule réponse possible par ligne.

	1	2	3	4	5
Le prix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La qualité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'origine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'éthique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Sur une échelle de 1 à 5, où 1 correspond à 'pas d'influence' et 5 correspond à 'beaucoup d'influence', comment évalueriez-vous l'influence que ces différents media ont sur vos décisions d'achat de café ?

Une seule réponse possible par ligne.

	1	2	3	4	5
Les recommandations de proches ou d'amis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les publicités à la télévision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les publicités sur les réseaux sociaux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les Recommandations de célébrités	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La présence de Célébrité dans la publicité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les témoignages ou les avis de clients dans la publicité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les publicités imprimées (magazines, brochures, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les bannières publicitaires sur les sites ou les annonces Google	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Est-ce que l'emballage ou l'étiquetage d'un produit influence votre décision d'achat de café ?

Une seule réponse possible.

-Oui

-Non

28. Quels facteurs spécifiques pourraient vous inciter à essayer un nouveau type ou une nouvelle marque de café ?

29. Pour un paquet de café de 500 g, en dessous de quel prix commenceriez-vous à douter du produit ?

(ex: 6.50)

30. Pour un paquet de café de 500 g, au-dessus de quel prix commenceriez-vous à trouver le produit trop cher ?

(ex: 6.50)

31. Êtes-vous d'accord ou pas d'accord avec la phrase suivante: "Je suis prêt(e) à payer un prix plus élevé pour un café de meilleure qualité ?"

Une seule réponse possible.

-D'accord

-Pas d'accord

32. Où préférez-vous acheter votre café ?

Une seule réponse possible.

- Chez un torréfacteur
- Dans un magasin spécialisé
- Dans une chaîne de café renommée
- Dans un café local
- Dans un supermarché
- Autre :

Merci d'avoir pris de votre temps pour répondre à ce questionnaire

APPENDIX 2: QUESTIONNAIRE IN ENGLISH

Coffee consumption in Wallonia

Hello, as part of my studies in international business, I am carrying out research on coffee consumption in French-speaking Belgium. The purpose of this questionnaire is to find out your consumption habits and to know the factors influencing your coffee purchases. Secondly, it will be a question of knowing if Vietnamese coffee could possibly interest you.

* Indicates a required question

1. Do you consume or buy coffee, even occasionally? *

Only one possible answer.

-Yes

-No

2. Are you an adult? (+18) *

Only one possible answer.

-Yes

-No

3. Do you currently reside in Belgium in the Walloon region? *

Only one possible answer.

-Yes

-No

Question about the consumer

In this section, several questions about you will be asked. This will subsequently make it possible to deduce the typical profile of the coffee consumer and will be useful for market segmentation and targeting.

4. What is your gender?

Only one possible answer.

-Male

-Female

5. What age group are you in?

Only one possible answer.

-18-29 years old

-30-39 years old

-40-49 years old

-50-59 years old

-60-69 years old

-70-79 years old

-80-89 years old

-90+ years old

6. What is your marital status?

Only one possible answer.

-Bachelor

-Bride)

-Divorcee)

-Widower widow

-Other :

7. Do you have children living under your roof?

Only one possible answer.

-Yes

-No

8. If you answered "Yes" to the previous question, how many children are there?

Only one possible answer.

-1

-2

-3 or more (large family)

Coffee consumption

9. Do your beliefs or religion impact your coffee consumption or influence your brand choices? (e.g. ban, Halal, Kosher, etc.)

Only one possible answer.

-Yes

-No

10. How often do you buy coffee in stores?

Only one possible answer.

-Once a year

-2 or 3 times a year

-1 time per month

-2 or 3 times a month

-1 time per week

11. How often do you drink coffee?

Only one possible answer.

- Once a month
- 2 or 3 times a month
- 1 time per week
- 2 or 3 times a week
- 4 or 6 times a week
- Every day

12. Where do you usually drink your coffee?

Many possible responses.

- At home
- At work
- In a coffee shop
- At the restaurant
- Moving
- Other :

13. At what time of day do you most often drink coffee?

Many possible responses.

- Morning (6-11 a.m.)
- Noon (12-2 p.m.)
- Afternoon (2-5 p.m.)
- Evening (6-10 p.m.)
- Night (11-5 p.m.)

14. Why do you drink coffee?

Many possible responses.

-To wake up

-By habit

-For pleasure

-To boost energy

-To digest your meal

-To socialize

-Other :

15. Do you have a preference for the types of coffee beans used?

Only one possible answer.

-Arabica (softer and aromatic with moderate acidity)

-Robusta (more bitter and full-bodied with higher acidity)

-No specific preference

16. In what format do you consume your coffee?

Many possible responses.

-In grain

-Ground

-In pods

-In capsules

-Freeze-dried (instant or soluble coffee)

17. What type of coffee do you prefer?

Many possible responses.

-Espresso

-Ristretto

-Lungo

-Coffee with milk

-Latte

-Cappuccino

-Macchiato

-Filter coffee

-Mocha

-Other :

18. How do you consume your coffee?

Only one possible answer.

-Pure

-With milk

-With sugar

-With milk and sugar

19. On a scale of 1 to 5, where 1 is 'not at all bitter' and 5 is 'very bitter', how would you rate the bitterness of the coffee you usually drink?

Only one possible answer.

1 2 3 4 5

20. How do you prefer the strength of your coffee?

Select the option that best suits your preferences.

Only one possible answer.

-Low: I like my coffee light, with a smooth, subtle flavor.

-Medium: I prefer a balanced coffee, with a moderate strength and a well-developed flavor.

-Strong: I enjoy a full-bodied coffee, with pronounced intensity and a robust aftertaste.

-Very strong: I'm looking for an extremely strong coffee, with intense strength and a deeply rich taste.

21. On a scale of 1 to 5, where 1 is 'not important' and 5 is 'very important', how would you rate the importance of the factors mentioned below when making your coffee choice? Only one answer possible per line.

	1	2	3	4	5
The taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Softness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Have you ever tried Vietnamese coffee?

Only one possible answer.

-Yes

-No

23. Would you potentially be interested in getting some Vietna-mien coffee? (Vietnamese coffee is predominantly robusta. The taste of this type of bean is considered stronger, more bitter and with a higher caffeine content.)

Only one possible answer.

-Yes

-No

24. On the previous question, why would you want to get or not want to get Vietnamese coffee?

Influences during purchasing

25. On a scale of 1 to 5, where 1 corresponds to 'not important' and 5 corresponds to 'very important', how would you rate the importance of the price of the coffee you usually consume?

Only one answer possible per line.

	1	2	3	4	5
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. On a scale of 1 to 5, where 1 corresponds to 'no influence' and 5 corresponds to 'a lot of influence', how would you rate the influence that these different media have on your decisions buying coffee?

Only one answer possible per line.

	1	2	3	4	5
Recommendations from relatives or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements on television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising on social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrity Endorsements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The presence of Celebrity in advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Testimonials or customer reviews in advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed advertisements (magazines, brochures, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising banners on sites or Google ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Does the packaging or labeling of a product influence your coffee purchasing decision?

Only one possible answer.

-Yes

-No

28. What specific factors might inspire you to try a new type or brand of coffee?

29. For a 500 g packet of coffee, below what price would you start to doubt the product?

(eg: 6.50)

30. For a 500 g packet of coffee, above what price would you start to find the product too expensive?

(eg: 6.50)

31. Do you agree or disagree with the following statement: "I am willing to pay a higher price for better quality coffee?"

Only one possible answer.

-All right

-Disagree

32. Where do you prefer to buy your coffee?

Only one possible answer.

-At a roaster

-In a specialized store

-In a renowned coffee chain

-In a local cafe

-In a supermarket

-Other :

Thank you for taking your time to answer this questionnaire.

APPENDIX 3: ANSWERS TO THE QUESTIONNAIRE

The legends are in French, and they are always in the same order as the translations positioned below the graphics. Most of the time, the percentages are written next to it to make it easier to understand.

Coffee consumption in Wallonia

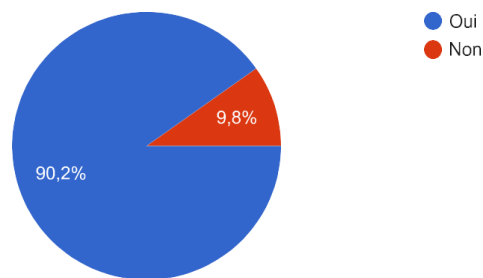
Hello, as part of my studies in international business, I am carrying out research on coffee consumption in French-speaking Belgium.

* Indicates a required question

1. Do you consume or buy coffee, even occasionally? *

Only one possible answer.

N=112



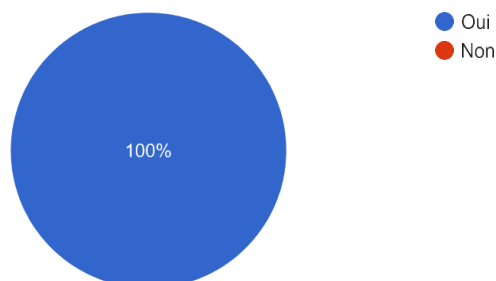
-Yes (90,2%)

-No (9,8%)

2. Are you an adult? (+18) *

Only one possible answer.

N=101



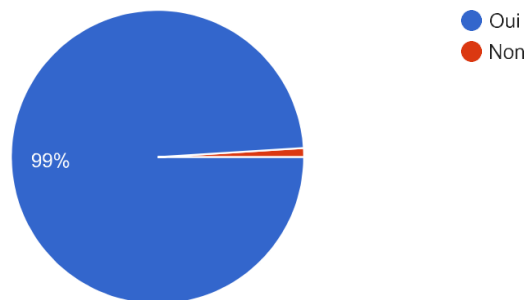
-Yes (100%)

-No

3. Do you currently reside in Belgium in the Walloon region? *

Only one possible answer.

N=101



-Yes (99%)

-No (1%)

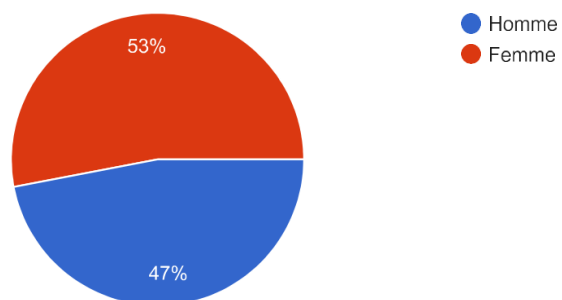
Question about the consumer

In this section, several questions about you will be asked. This will subsequently make it possible to deduce the typical profile of the coffee consumer and will be useful for market segmentation and targeting.

4. What is your gender?

Only one possible answer.

N=100



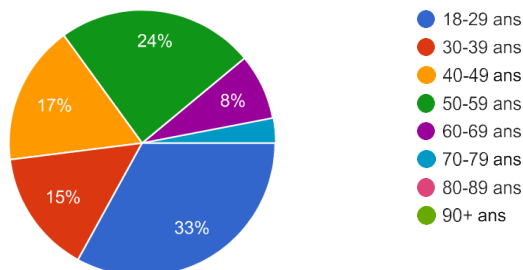
-Male (47%)

-Female (53%)

5. What age group are you in?

Only one possible answer.

N=100



-18-29 years old (33%)

-30-39 years old (15%)

-40-49 years old (17%)

-50-59 years old (24%)

-60-69 years old (8%)

-70-79 years old (3%)

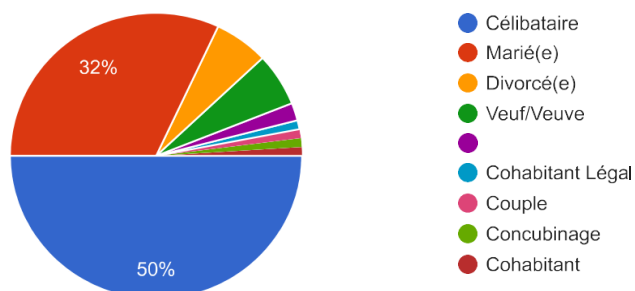
-80-89 years old

-90+ years old

6. What is your marital status?

Only one possible answer.

N=100



-Single (50%)

-Married (32%)

-Divorced (6%)

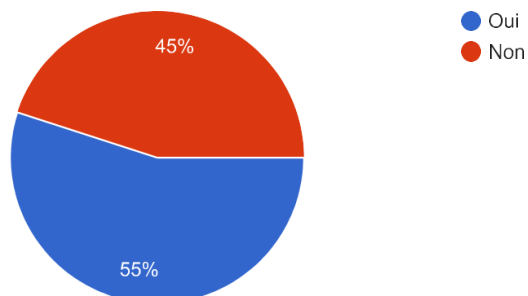
-Widower/widow (6%)

-Other : Cohabitants (7%)

7. Do you have children living under your roof?

Only one possible answer.

N=100



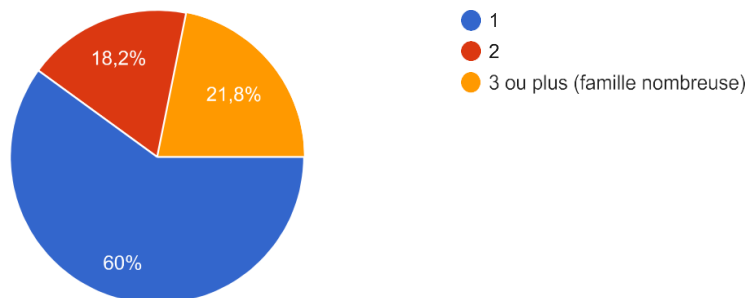
-Yes (55%)

-No (45%)

8. If you answered "Yes" to the previous question, how many children are there?

Only one possible answer.

N=55



-1 (60%)

-2 (18,2%)

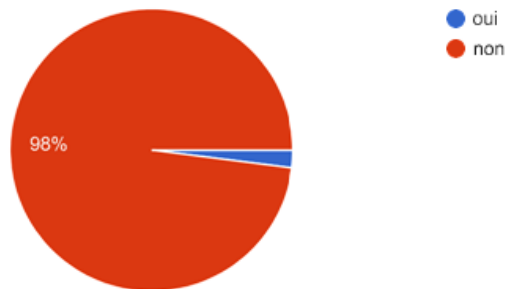
-3 or more (large family) (21,8%)

Coffee consumption

9. Do your beliefs or religion impact your coffee consumption or influence your brand choices? (e.g. ban, Halal, Kosher, etc.)

Only one possible answer.

N=100



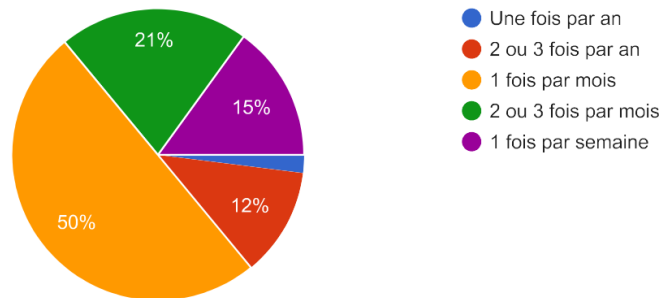
-Yes (2%)

-No (98%)

10. How often do you buy coffee in stores?

Only one possible answer.

N=100



-Once a year (2%)

-2 or 3 times a year (12%)

-1 time per month (50%)

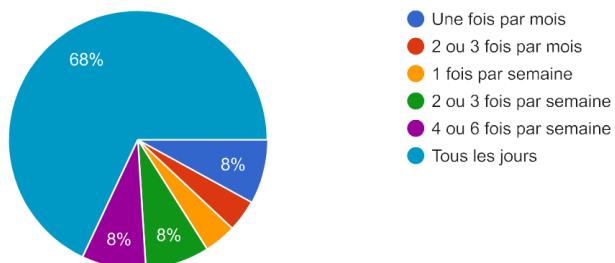
-2 or 3 times a month (21%)

-1 time per week (15%)

11. How often do you drink coffee?

Only one possible answer.

N=100



-Once a month (8%)

-2 or 3 times a month (4%)

-1 time per week (4%)

-2 or 3 times a week (8%)

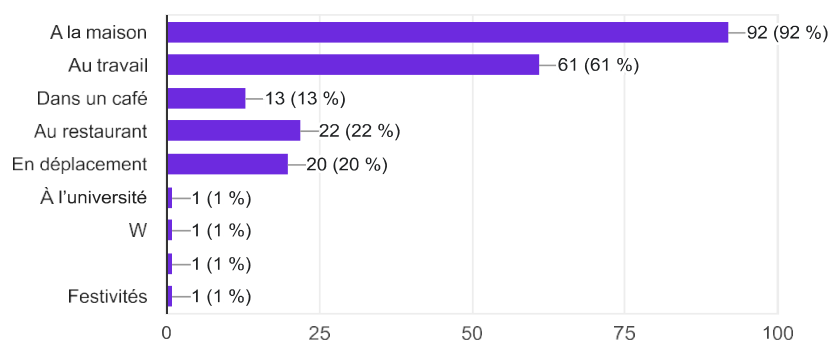
-4 or 6 times a week (8%)

-Every day (68%)

12. Where do you usually drink your coffee?

Many possible responses.

N=100



-At home (92%)

-At work (61%)

-In a coffee (13%)

-At the restaurant (22%)

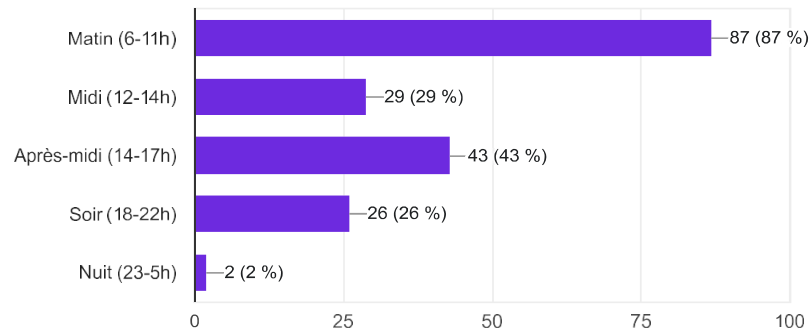
-Moving (20%)

-Other (4%)

13. At what time of day do you most often drink coffee?

Many possible responses.

N=100



-Morning (6-11 a.m.) (87%)

-Noon (12-2 p.m.) (29%)

-Afternoon (2-5 p.m.) (43%)

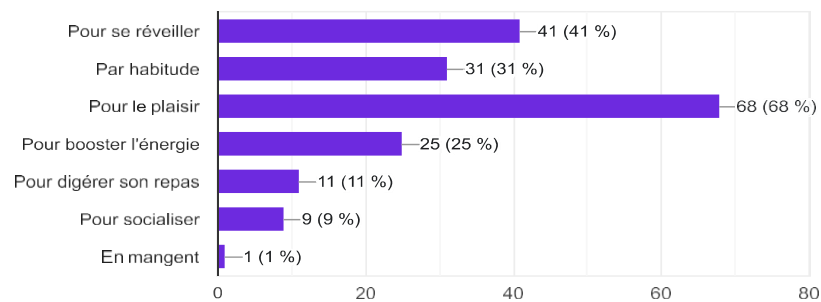
-Evening (6-10 p.m.) (26%)

-Night (11-5 p.m.) (2%)

14. Why do you drink coffee?

Many possible responses.

N=100



-To wake up (41%)

-By habit (31%)

-For pleasure (68%)

-To boost energy (25%)

-To digest your meal (11%)

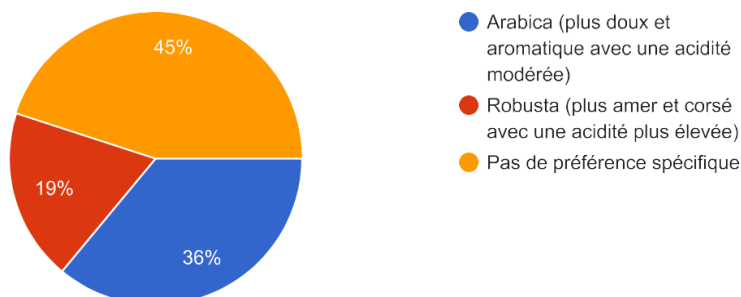
-To socialize (9%)

-Other (1%)

15. Do you have a preference for the types of coffee beans used?

Only one possible answer.

N=100



-Arabica (softer and aromatic with moderate acidity) (36%)

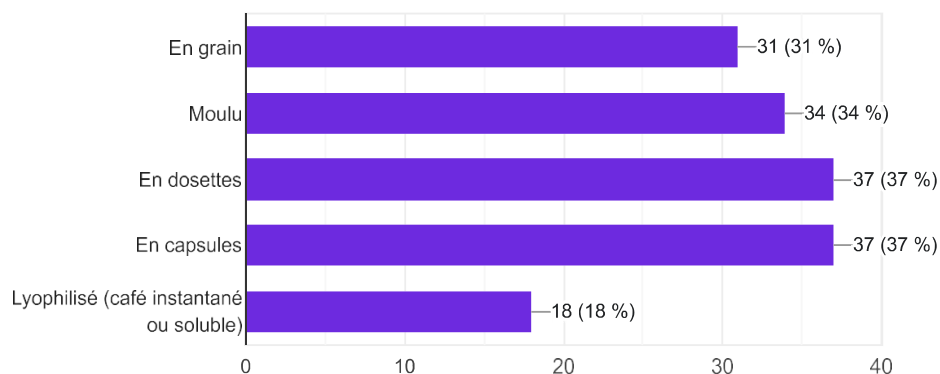
-Robusta (more bitter and full-bodied with higher acidity) (19%)

-No specific preference (45%)

16. In what format do you consume your coffee?

Many possible responses.

N=100



-In grain (31%)

-Ground (34%)

-In pods (37%)

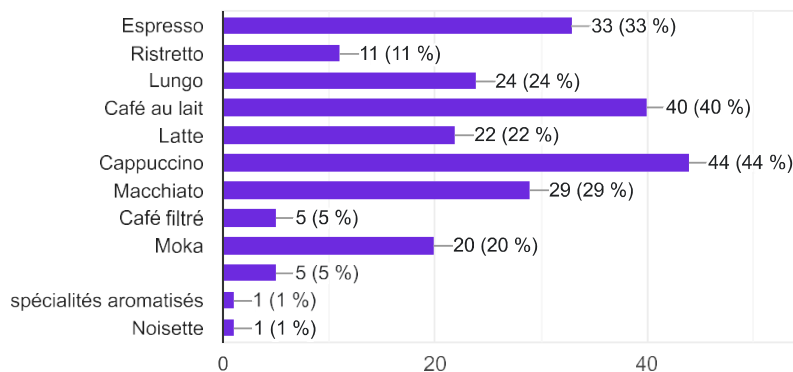
-In capsules (37%)

-Freeze-dried (instant or soluble coffee) (18%)

17. What type of coffee do you prefer?

Many possible responses.

N=100



-Espresso (33%)

-Ristretto (11%)

-Lungo (24%)

-Coffee with milk (40%)

-Latte (22%)

-Cappuccino (44%)

-Macchiato (29%)

-Filter coffee (5%)

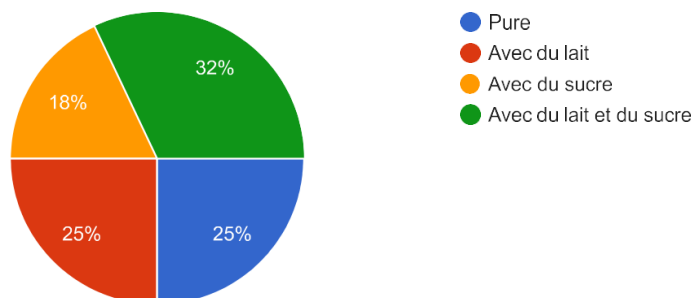
-Mocha (20%)

-Other (7%)

18. How do you consume your coffee?

Only one possible answer.

N=100



-Pure (25%)

-With milk (25%)

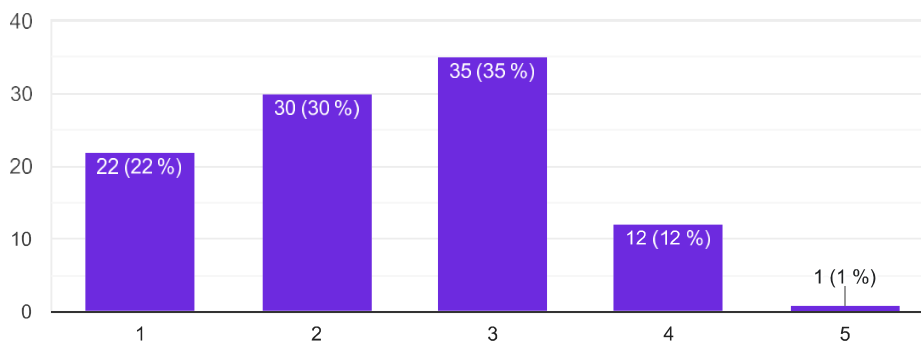
-With sugar (18%)

-With milk and sugar (32%)

19. On a scale of 1 to 5, where 1 is 'not at all bitter' and 5 is 'very bitter', how would you rate the bitterness of the coffee you usually drink?

Only one possible answer.

N=100

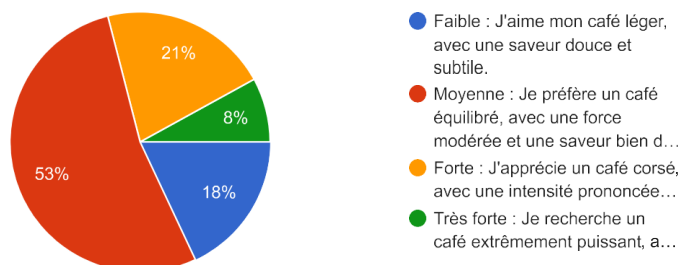


20. How do you prefer the strength of your coffee?

Select the option that best suits your preferences.

Only one possible answer.

N=100



-Low: I like my coffee light, with a smooth, subtle flavour (18%)

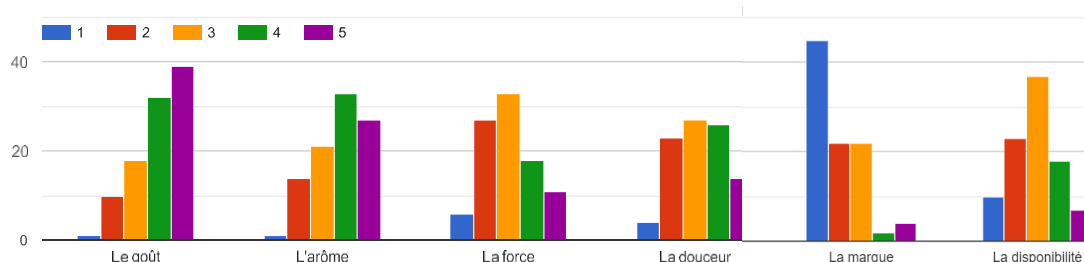
-Medium: I prefer a balanced coffee, with a moderate strength and a well-developed flavour (53%)

-Strong: I enjoy a full-bodied coffee, with pronounced intensity and a robust aftertaste (21%)

-Very strong: I'm looking for an extremely strong coffee, with intense strength and a deeply rich taste (8%)

21. On a scale of 1 to 5, where 1 is 'not important' and 5 is 'very important', how would you rate the importance of the factors mentioned below when making your coffee choice? Only one answer possible per line.

N=100



-The taste

-The aroma

-The strength

-The sweetness

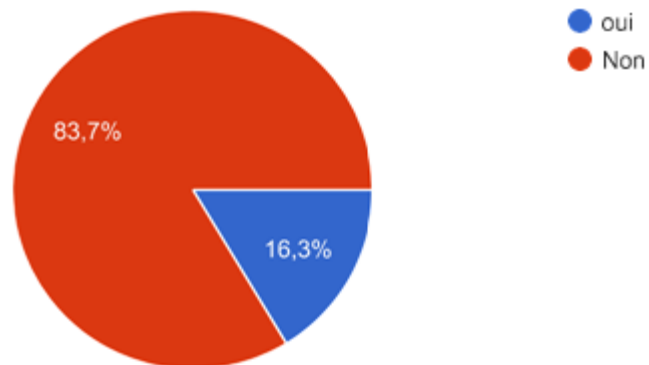
-The brand

-The availability

22. Have you ever tried Vietnamese coffee?

Only one possible answer.

N=98



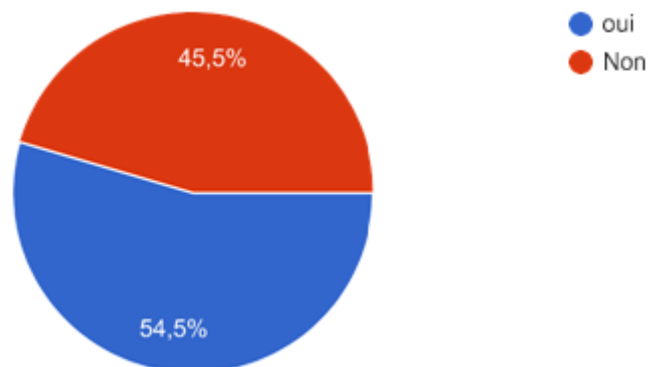
-Yes (16.3%)

-No (83.7%)

23. Would you potentially be interested in getting some Vietna-mien coffee?
(Vietnamese coffee is predominantly robusta. The taste of this type of bean is considered stronger, more bitter and with a higher caffeine content.)

Only one possible answer.

N=99



-Yes (54.5%)

-No (45.5%)

24. On the previous question, why would you want to get or not want to get Vietnamese coffee?

Open question

N=80

To taste

to taste

I don't like coffee that's too bitter

It's not Arabica

To have the pleasure of tasting a coffee that has flavor and that comes from far away

To taste ! I like to discover

For the higher caffeine content.

Apparently too strong...

Desire to discover

I don't like strong coffee

To discover a new café

Very nice morning coffee

If the coffee is too strong, no thanks

To test and taste it

In order to find out

He's strong with just the right amount of bitterness

Because as a first experience I really appreciated

For my culture

Taste new flavors

It's a pretty mild and sweet coffee, I think, I really like its gourmet side.

Curious to appreciate

If I have the opportunity to get Vietnamese coffee. It would be out of curiosity, to discover other coffees with different flavors and notes.

It is delicious

In order to discover other coffees than those already known in stores

Enough choice in Europe

To discover the different flavors and feel the differences with other coffees

Not knowing, I don't feel the need

Very nice and strong coffee

to be able to continue to enjoy it.

To know

I like discoveries

For its flavor

Too strong

I was told good things about it

To test the difference in taste

Happy with the one I drink

I prefer to eat what comes from home

Never tested

I don't like coffee that's too strong and being already very nervous, I avoid excess caffeine.

Curiosity

The coffee I buy satisfies me and I don't want to change

Let's eat local instead

I don't drink a lot of coffee

I don't feel the need

Not my kind of coffee

To see

To taste

To taste

I don't like strong and bitter coffee

Too strong

No thanks

Not interested

For its strength and bitter taste

To try

I only drink one cup a day

To taste and appreciate a real coffee unlike the industrial one we have around here

To taste what is happening on the other side of the world

Just to try a coffee from another part of the world

Too bitter

The discovery of taste and aromas, I tried different types of coffee

To stay different varieties

Because of his bitterness

Not necessarily interested but for Costa Rican yes

In order to taste. I like to try different cafes

Being of Vietnamese origin, we drink Vietnamese coffee from time to time, and it is not bad

I don't really like strong coffee

Not important to me

curiosity

I'm not enough of an amateur to want to find out about this or that type of coffee

It must be too bitter

To discover this style of coffee

Tasted a new coffee

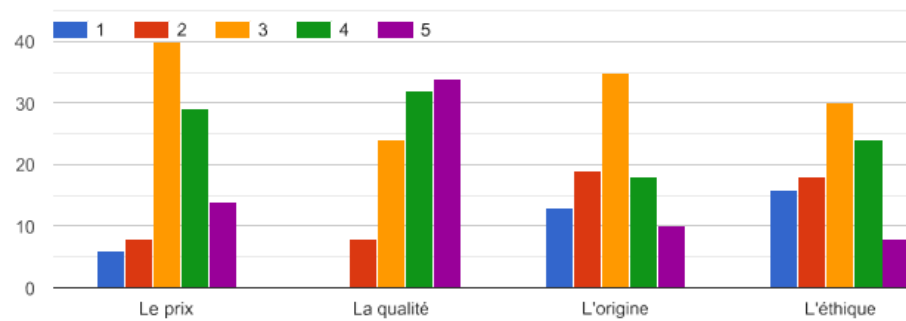
Why not

Influences during purchasing

25. On a scale of 1 to 5, where 1 corresponds to 'not important' and 5 corresponds to 'very important', how would you rate the importance of the price of the coffee you usually consume?

Only one answer possible per line.

N=98



-The price

-The quality

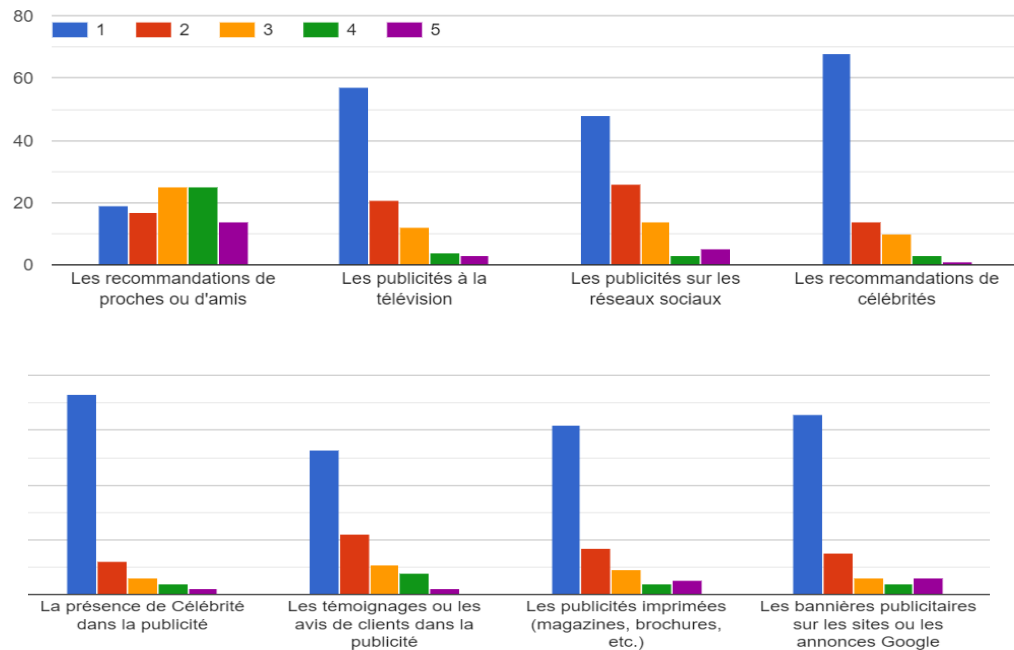
-The origin

-The ethics

26. On a scale of 1 to 5, where 1 corresponds to 'no influence' and 5 corresponds to 'a lot of influence', how would you rate the influence that these different media have on your decisions buying coffee?

Only one answer possible per line.

N=100

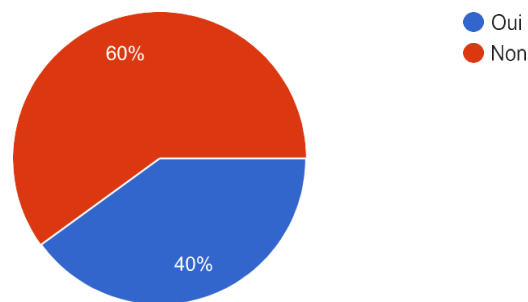


- Recommendations from relatives and friends
- Advertisement on television
- Advertising on social networks
- Celebrity endorsement
- The presence of celebrity in advertising
- Testimonials or customers reviews in advertising
- Printed advertisements (magazines, brochures, etc.)
- Advertising banners on site or Google ads

27. Does the packaging or labelling of a product influence your coffee purchasing decision?

Only one possible answer.

N=100



-Yes (40%)

-No (60%)

28. What specific factors might inspire you to try a new type or brand of coffee?

N=86

Curiosity

Price

Taste

Affordable price in presentable packaging

If someone I know recommends a certain brand to me

By desire

Quality

The price per kg

a promotion

The source

Softness, indoor

Word of mouth, local production/roasting

With a friend

The way it is produced and its taste

None

Word of mouth

Value for money

Experience of other people

Colors

An atypical flavor

Open to any suggestions

The graphics used (colors, shapes, arrangement of elements and use), the name of the product, the notes and flavors offered and their mode of use (piston, espresso, Italian, percolator,...)

The unique side

That someone makes me taste it or the smell that spreads from the hot cup.

A feature different from what the competition already offers

Just the chance to taste

His taste

retry | experience

A promo

Originality, colors

Change habits and discover other flavors

Taste

Taste and price

None has

My desire

A sample

There quality price

The price, the packaging, the product promise

Out of stock

The unavailability of my current coffee

The advertisement

Try a new taste

Nothing

What's new

Price and taste

Awareness

Others' opinions

The opinions of others

Packaging

A promotion

Free

New to try

To taste

I do not have

Taste, price

If the usual brand is not disposable

No factor

Its novelty, and its aroma

Nothing

None

The price

Want to taste

A new taste or very original packaging

By tasting it in someone's home

Word of mouth

A tasting that would have convinced me

-reputation or recommendations

The different aromas

Have the opportunity to test it, the packaging

New taste

If those around me introduce me to a new type of coffee

Afternoon tea

The discovery of taste

ethics, availability, price

The fact that a friend with tastes relatively close to mine no longer swears by this type of coffee

If I see a little cloud on the coffee, it might make me think that it is mild and sweet

Seeing it in store and testing it

The packaging is out of the ordinary

Curiosity

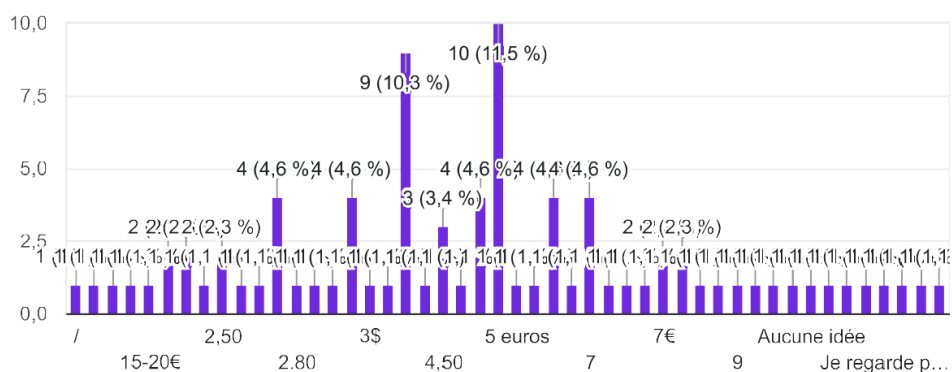
To discover different tastes

A recommendation from a loved one.

29. For a 500 g packet of coffee, below what price would you start to doubt the product? (e.g.: 6.50)

Due to the difficulties to read, the author has analysed the answers and written it below the graphic.

N=87



-1€ (2,3%)

-10€ (3,4%)

-2€ (5,8%)

-13€ (1,1%)

-2.5€ (8%)

-15€ (1,1%)

-2.8€ (1,1%)

-Abstention (12,6%)

-3€ (6,9%)

-3.5€ (1,1%)

-4€ (16,1%)

-4.5€ (4,6%)

-5€ (19,5%)

-6.5€ (1,1%)

-7€ (9,2%)

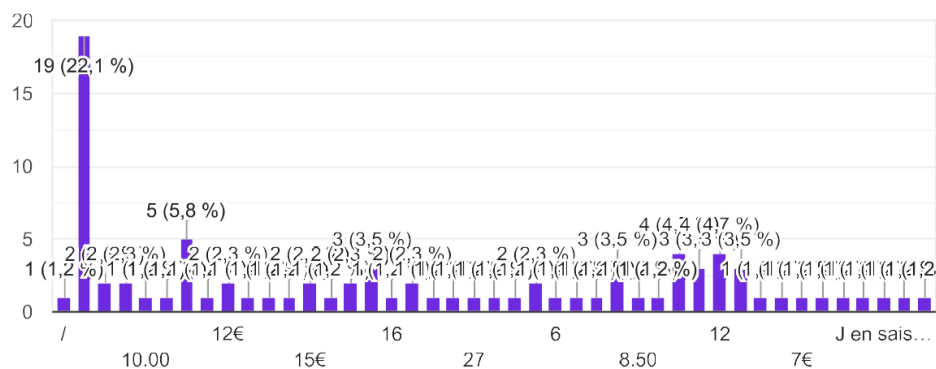
-8€ (4,6%)

-9€ (1,1%)

30. For a 500 g packet of coffee, above what price would you start to find the product too expensive? (e.g.: 6.50)

Due to the difficulties to read, the author has analysed the answers and written it below the graphic.

N=86



-4€ (3,5%)

-5€ (7%)

-5.5€ (1,2%)

-6€ (3,5%)

-7€ (2,3%)

-7.5€ (1,2%)

-8€ (8,1%)

-8.5€ (1,2%)

-9€ (3,5%)

-10€ (34,9%)

-12€ (7%)

-12.5€ (1,2%)

-14€ (1,2%)

-15€ (7%)

-16€ (1,2%)

-18 (2,3%)

-20€ (2,3%)

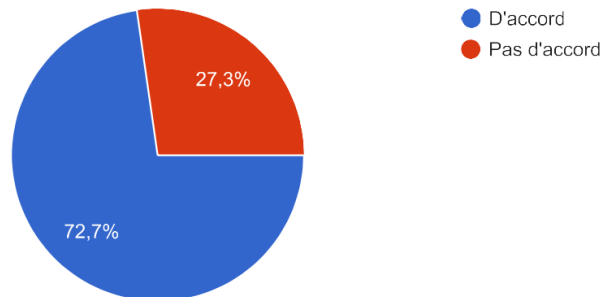
-27€ (1,2%)

- Abstention (11,6%)

31. Do you agree or disagree with the following statement: "I am willing to pay a higher price for better quality coffee?"

Only one possible answer.

N=99



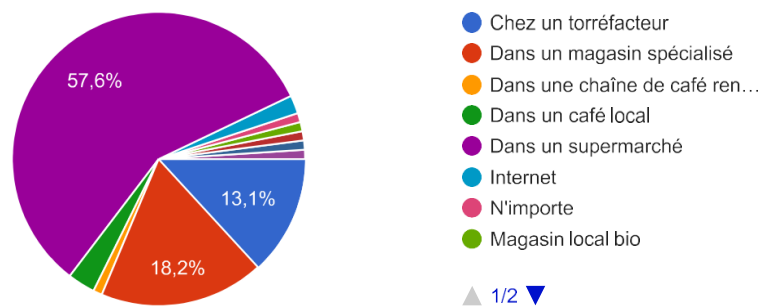
-All right (72,7%)

-Disagree (27,3%)

32. Where do you prefer to buy your coffee?

Only one possible answer.

N=99



-At a roaster (13,1%)

-In a specialized store (18,2%)

-In a renowned coffee chain (1%)

-In a local café (3,1%)

-In a supermarket (57,6%)

-Other (7%)

Thank you for taking your time to answer this questionnaire.