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# **Business Excellence Challenges During the Economic Crisis**

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## OPINIONS, BEHAVIORS AND ATTITUDES OF CONSUMERS FROM BRASOV REGARDING THE QUALITY OF COFFEE

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**Abstract:** *The article is based on a marketing research which has tried to identify the reasons determining the consumers from Brasov to drink coffee and which are the properties that should be held by the coffee. The most important brands chosen by the consumer were identified and the place of consumption.*

**Key words:** coffee market, consumption, marketing, research

### 1. INTRODUCTION

Regarding the importance in the world economy coffee ranks second after oil and is produced in more than 50 countries all over the world. Coffee is an important product for the mankind, most people use coffee to prepare an energy drink. This article presents the methods used for obtaining coffee, the coffee market and the types of coffee. A marketing research was made among the population from Brasov in order to identify the opinions, behaviors and attitudes regarding the quality of coffee.

### 2. CONCEPTUAL ASPECTS REGARDING COFFEE

Coffee is a black colour drink which contains caffeine obtained from coffee beans, roasted and ground and containing the PP vitamin (nicotinic acid). 80 types of coffee are known, of which the following four types of coffee are grown for industrial purposes: coffee Arabica, Robusta, Liberica and Maragotype.

The coffee Arabica, originated from Africa, specifically from Albinia, is the most appreciated and spread coffee species. It is grown especially in Latin America, but also in Africa. In fact, it is the specie most cultivated and is very valuable for its high quality fruits, elongated shape and green-blue colour. This has the flavor and taste more refined than other species. The coffee with average strength is obtained in exclusivity from varieties of the arabica type, coming from Central and South America, Kenya, Tanzania, Ethiopia. The exception is Brazil because the brazilian arabica varieties have a less refined flavor.

The Robusta coffee originated from Congo basin, grows faster and is much more resistant in a climate not favorable for arabic coffee, is intensely cultivated in Africa, India and Indonesia. In comparison with the arabica coffee, which requires special climate conditions, the robusta coffee can be easily adapted at the tough climate, is resistant at diseases and pests. The beans of this coffee type are small, have an irregular shape and a yellow-brown colour. The robusta coffee has a neutral taste, is less flavored than arabica and is very appreciated in the instant coffee range.

The liberica coffee, originated from Africa, Liberia has also a fast growth and a good resistance at diseases. It is exclusively grown in the subtropical plains of Africa and South America, where humidity is very big and temperature is between 20 and 25°C. The beans are often deformed, of medium size and colour from brown to yellow. The quality of this coffee type is average.

The coffee Maragotype was discovered near Maragotype city, Bahia state from Brazil. It is a hybrid resulted from mixing of species arabica and liberica, and except beans dimensions it kept the features of the arabica type, the efficiency of this tree being lower and the crop very spread (Brazil, Guatemala, Mexico, Columbia and even Java) at an altitude between 600 and 1000 m. The coffee beans of this tree are of high and average quality, and the colour is green, and although some consumers prefer it, the quality of this coffee can not exceed the quality of arabica coffee.

### 3. THE COFFEE MARKET

At the moment, coffee is consumed in any country and is a very important merchandise for producers and consumers. On the world market, coffee is a high value raw material for exporting, together with oil, steel and cereals. The economic situation of many countries producing coffee depending almost entirely on the export of coffee, for their national well being.

The price of coffee differs, as a function of demand and offer and is continuously influenced by factors as: climate changes, political movements and the volume of coffee production.