

The Effect of Economic Factors on Coffee Consumption in Rukungiri District, South-Western Uganda



Agaba Moses¹, Turyasingura John Bosco², Kabagambe Jesse David³

^{1,2,3}Department of Management Science, Faculty of Economics and Management Science, Kabale University, Kabale, Uganda

ABSTRACT: Rukungiri District production and marketing department has pursued campaigns to educate the public about the health benefits of coffee, including its high antioxidant content, potential to prevent certain malignancies, and potential to lower type 2 diabetes risk. Despite these efforts, the District still has a low level of coffee consumption. This study tried to determine whether economic variables could be responsible for the low consumption. Through the use of both quantitative and qualitative methods and a cross-sectional survey research design, this study was able to quickly assess the relationship between the study variables. Simple random and purposeful sampling methods were used to choose a sample of 123 respondents. The thematic analysis method was utilized to assess the qualitative data, while SPSS Version 23.0 was used to analyze the quantitative data. Based on the study's aims, quantitative data were presented in tables as descriptive statistics, correlations, and regressions. The study discovered a substantial positive association between economic parameters and coffee intake ($r = 0.876$, $P.01$). Coffee consumption is influenced by the economic status in terms of higher incomes, wages, and general standards of living because these factors have a tendency to affect people's consumption habits. The study also came to the conclusion that raising the economic standing of residents of the Rukungiri District is what will drive up coffee consumption.

KEYWORDS: Economic Factors, Coffee Consumption, Rukungiri District

1. INTRODUCTION

According to Auffermann [6], coffee cafes were common in Turkey, Persia, Syria, and Arabia by the 15th century, where coffee growing first began. When coffee was first introduced to Europe in the 16th century, many people believed it to be a pagan brew. However, Pope Clement VIII (1536-1605) changed his mind after sipping a cup, and the beverage swiftly gained popularity in Europe and the Americas. More than 300 coffee cafes existed in London by the middle of the 17th century, where intellectuals from a range of disciplines—including science, the arts, literature, and politics—met to drink coffee all night. In Southern Ethiopia during the ninth century, Muslims made the discovery of coffee. Due to the invigorating properties of caffeine, which later made coffee a part of many people's daily drinks, coffee was introduced into Europe and America and widely drunk there. Coffee has the highest global exchange position of any agricultural product and is a key financial source Auffermann [6].

Coffee is one of the most popular non-alcoholic beverages in the world and is highly appreciated for its scent and caffeine content, according to Arnould and Thompson [5]. Coffee is made from the roasted beans of the *Coffea* plant, which is native to sub-Saharan Africa and a few islands in the Indian Ocean. Coffee is considered to have originated in Ethiopia. A folktale claims that the goatherder Kaldi realized the potential of coffee beans. Kaldi mashed the beans and fashioned a drink out of them after noticing how energized his goats felt after devouring coffee plant berries.

The United Nations Educational, Scientific, and Cultural Organization has identified coffee as an Intangible Cultural Heritage (UNESCO). The aristocracy had worries that the drink was being used as a ruse to sow social and political unrest everywhere from Colombia to Sweden. The café was seen by religious leaders as a hotbed for dangerous ideas. In 1702, Salem preachers mocked those "learned witlings of the coffeehouses" who denied the existence of witchcraft. These opinions continued until the 1800s, when coffee culture started to approximate modern coffee consumption Kilbride & Newton [19].

According to Carlsson et al. [9], Ethiopia and Algeria are significantly superior to their neighboring African nations. Ethiopia utilizes over 3,000 60-kilogram bags annually, with Algeria coming in second with little more than 2,000 bags. All other African nations have far fewer than 1,000 bags, with the majority falling between 400 and 500 bags or even less. Why is the consumption of coffee so low? Because tea is a more affordable choice, Africans have traditionally chosen it. Many Africans do

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not understand the point of paying more for coffee when they can purchase an identical beverage for a considerably lesser price.

In several African countries like Nigeria, Kenya, Uganda, and Rwanda, where coffee drinking is less common, this trend is nonetheless prevalent. According to Baffes [7], local shops were where coffee sales in Africa first started. But more and more Africans are expressing a desire for freshly brewed coffee. Thus, despite being sluggish, sales have increased and will continue to do so. There will likely be more people who drink coffee as Africa's middle class expands. More people will be able to afford coffee since they will have a little additional cash to spend.

According to Auffermann [6], Uganda produces a lot of domestic coffee. Since only a very small portion of Ugandans consume coffee, the majority of the country's production is shipped to neighboring African countries. Currently, this Ugandan business supports almost five million households with income. There may be more Ugandans working as coffee consumption rises. According to Chen, and Huang, [10] a young generation in Uganda is developing a new trend that can be found in an aromatic cup of cappuccino or espresso. Ugandans have historically preferred tea over coffee despite being the continent's second-largest producer of the beverage. However, Kampala's coffee bars are growing in popularity in the current cultural era. However, despite a long history of production, Uganda has historically had low levels of coffee consumption (as with many other producing nations). to gain knowledge of the country's evolving internal coffee consumption. Uganda's impressive statistics on coffee production have been reinforced by a recent period of parabolic rise Demura [11].

The consumption of coffee is influenced by people's income levels, according to Gustad and Nyqvist [14]. In addition, Hattem, [17] says that a person's coffee intake will rise with income to a saturation point that will be different for every person. It might grow at a certain rate, but when incomes rise, the rate of growth might slow down. Dilek and Colakoglu [11] pointed out that households' coffee consumption has declined as a result of the losses in personal income. However, it is unclear how a person's salary impacts their coffee consumption..

2. LITERATURE AND THEORETIC REVIEW

The Consumer Culture Theory (CCT) by Arnold and Thompson served as the basis for this investigation. The underlying premise of the theory is that markets act as a middleman in social arrangements where linkages between lived culture and social resources, as well as between meaningful ways of life and the resources they depend on, are mediated. Therefore, the entire consumption cycle, including acquisition, ownership, consumption, and disposition, must be considered in order to fully comprehend consumption phenomena. Inscription in the sociocultural setting in which they are present is necessary for this. The objective is to analyze the dynamics underpinning such consumption cycles as well as the social logic at work, whether on a micro, meso, or macro level, according to Arnold [5].

Consumer choice processes show how information inputs are processed to arrive at a certain decision, as seen in prior study by Gustad and Nyqvist [15]. In contrast to decisions, which are usually made by selecting the option that is most appealing to the consumer, judgments depend on how the consumer rates the alternatives that are offered and how they feel about them, according to Arnold et al. [5]. Ahsan, Bashir, and others [4] noted that as culture determines what consumers want and need, it affects consumer behavior. Markets act as a vehicle for links between lived culture and social resources, as well as between meaningful ways of life and the resources they depend on, in a consumer culture. Gleim, et al [13], claim that a coffee shop or consumption location is a type of restaurant.

2.1 Related Literature on Economic Factors and Coffee Consumption

Individual income

The intake of coffee is influenced by people's income levels, according to Gustad and Nyqvist [15]. The International Coffee Organization [18] goes on to say that a person's coffee intake will rise with income until saturation is attained, which varies for each person. It might grow at a certain rate, but when incomes rise, the rate of growth might slow down. Dilek and Colakoglu [12] pointed out that households' coffee consumption has declined as a result of the losses in personal income. However, it is unclear how a person's salary influences their coffee consumption.

According to Razzaq and Razzaq [36], one of the fundamental ideas at the home and economic levels is consumption. The purpose of spending on household consumption is to satisfy their needs and desires. According to Sandu [38], all products—durable and nondurable—fall under the category of household consumption. Budget planning takes consumption expenditures into account because they account for a sizable component of GDP and because policymakers consider how consumption alters in response to changes in income. But Solange, this doesn't explain why people drink less coffee in some places [40].

Price is a deciding element, and is a major intrinsic and extrinsic factor influencing purchase intention of coffee, according to Hansen [16]. Liu [24] stated that the costlier certifications and raw materials used in the creation of green products (i.e., environmentally friendly items) are the reason why they are more expensive. Price, then, represents the biggest impediment to

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green consumer behavior. According to Kilbride [19] and Gleim [13], predicting coffee supply, consumption, and price has never been simple.

Mid-to-high and budget costs are the two main classifications of coffee shop chain types in Taiwan, according to Kotler [20]. These two groups are based on the cheapest coffee drinks. But this doesn't give a clear picture of how pricing affects people's coffee intake. against 50% of those between the ages of 18 and 34, who consume it everyday. Consumer behavior changes over the course of a person's life, and product purchases change with age and stage of life. Age-related characteristics include preferences for food, clothing, activities, and furniture.

abraham and kotler [20] assert that people under the age of 35 drink 1.8 cups of coffee on average per day, compared to three for those beyond that age. However, this does not provide actual evidence for how changes in age affect coffee consumption.

Nearly 2.5 billion cups of coffee are consumed daily and Hattem[17] assert that Coffee is one of the most traded commodities in the world due to the millions of people who depend on its production and sale for a living. The fluctuating pricing and output levels that characterize the global market have a direct impact on the earnings and chances of survival of coffee producers. However, this does not provide empirical data on how coffee is used or how fluctuating costs have impacted local consumers. In a different study, 4,809 persons aged 65 and older were examined to see how consuming coffee affects cognitive performance differently depending on gender. Solange[40]

According to Sousa [41], serial mini-mental state examinations (MMSE) were utilized up to nine times annually to assess cognitive function. Over the course of a 7.9-year median follow-up, subjects who did not drink coffee demonstrated an average mental impairment of 1.30 points for women and 1.11 points for males. In fully adjusted models, coffee consumption somewhat delayed the rate of cognitive decline in women but had no noticeable effects on men. Sousa, [42].

Branding of coffee products Consumer study reveals that coffee packaged or marked with well-known, well-known brands performs better in the marketplace against unlabelled, generic, or lesser value coffee, according to The institute for scientific information on coffee [43] Because its goal is to entice consumers to buy the product, packaging serves as the "silent salesman.". Lautiainen [22] stated that a brand is a product's distinctive logo or name, denoting that it was produced by a specific business under a specific name. Marventano, [28] The packaging of a company communicates to customers what the company represents and what it means to them (the consumer). As a result, the packaging of the goods, which serves as the brand's representation of the thing within, is almost as significant as the actual product.

3. MATERIALS AND METHODS USED

A research design is a planned structure for gathering and analyzing data, according to Agaba and Turyasingura [1]. The master plan outlines the procedures and methods for gathering and analyzing data. The cross-sectional survey employed in this study's research design combined quantitative and qualitative methods. Laaksonen (21). (21). In order to analyze causal links between the variables under study for UBOS, a quantitative method is helpful [48]. On the other hand, the qualitative approach supports understanding and examines the richness, complexity, and depth of the subject being studied.

The case study method was employed because it exposes participants to actual circumstances and clarifies difficult ideas Agaba [2] and Matsuura, [29]. While the quantitative method sought to measure and establish the relationships, the qualitative strategy let the researcher acquire in-depth explanations of the factors influencing the consumption of coffee in the Rukungiri District. Turyasingura.[46]. A sample, in May's definition [30], is a small subset of the universe used to represent the entire population. According to the 1970 sampling estimates of Krejcie and Morgan, the study sample consisted of 123 respondents.

Table 1. Sample size determination.

Respondent Category	Total Population	Sample Size	Sampling Technique
Cafes/Restaurants	55	38	Simple random sampling
Hotels	18	12	simple random sampling
Supermarkets	12	08	Simple random sampling
Road Side Consumers	95	65	Convenience sampling
Total	180	123	

Source: Primary data, 2021

On a 5-point Likert scale, where 5 was for highly agree, 4 was for agree, 3 was for neutral, 2 was for disagree, and 1 was for severely disagree, this instrument included closed-ended items They were self-administered, and the replies were checked off on them in accordance with the instructions. The self-administered survey gives respondents independence and adequate time to finish the

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task Mugo, [31] cited Quintão [35].

This tool contained open-ended questions. The interview method has the advantage of flexibility unlike the questionnaire survey method, Turyasingura [44]. The respondents were those who had stayed in Rukungiri District for 4 years and above; they were chosen because of their seniority and thus deemed knowledgeable on the study variables.

This instrument contained reviewed documents that included; Rukungiri District strategic plans, Coffee Marketing Board, Coffee authority annual reports, Journals, and Newspapers.

Three levels of measurement—nominal scale, ordinal scale, and interval scale—were applied in the study. Some study participants were categorized using the nominal scale, and frequencies were produced. The Likert scale was used to measure replies and rank them using the ordinal scale. According to Turyasingura [45], the Likert Merit scale is the most widely used tool for evaluating how strongly respondents' sentiments or attitudes regarding the topic. To operate and define the variables, a coding method was utilized in which numbers were allocated to various attributes. A measurement index was created using the highest extreme of Strongly Agree (1) and the lowest extreme of Strongly Disagree (5) on the Likert 5 scale.

3.1. Data Quality Control

3.1.1. Validity and Reliability

It was determined that the following research instruments were valid and reliable:

The study questionnaire's validity is a metric that evaluates the items' applicability to measuring the relevant variable. Country Commercial Guide for Uganda The expert judgment Content Validity Index (CVI) with a cut off of 0.70 was employed for this study. Turyasingura[47].

The Content Validity Index (CVI) was arrived at using Nunnally and Bernstein's (1994) formula:

$$\text{Content Validity Index (CVI)} = \frac{\text{Number of items rated relevant}}{\text{Total number of items in the instrument}}$$

Summary of the validity statistics

Judge 1. = 114/123=0.926

Judge 2. =119/123= 0.967

Judge 3. = 117/123=0.959

Judge 4. = 119/123=0.967

Therefore $0.926+0.968+0.959+0.967=3.819 /4=0.954$

These findings suggested that the study tools were appropriate for data collection on the variables affecting coffee consumption in Rukungiri District. According to Perner,[33] instruments must have an average content validity index (CVI) number of items certified valid divided by the total number of items equal to at least 0.7 for them to be considered valid.

3.1.2. Reliability

Through a pre-test UNDP, reliability can be determined by comparing how consistently the study variables are measured [50]. Although there are other reliability test methods, including test-retest, this study employed the SPSS-generated Cronbach's Alpha coefficient because of its widespread use in research and the scientific method used to calculate it, according to Poltronier [34].

It gauges the extent to which a research tool produces reliable outcomes or data across numerous trials. The Cronbach alpha coefficient was used to examine the dependability of the study instrument. The Cronbach Alpha Coefficient was calculated using SPSS to assess the instrument dependability.

The consistency increases as the value gets near to 1. Myhrvold, page 32 The test/retest method was used to pre-test the questionnaire in the regions not intended for research since it allows the instrument to be compared to itself, preventing the kinds of issues that could occur with the use of another instrument, Agaba [2].

The scores discovered at alpha values of 0.7 and higher indicated good credits, making them suitable for use (Amin, 2005).

Table 2. Showing Cronbach's Alpha.

Variable	Reliability statistics
Economic factors	0.956

Source: Primary data 2022

Pretesting of the Questionnaire

The questionnaire was pretested through pilot research carried out in Kanungu District in South Western Uganda, which is next to Kabale District in the west and Rukungiri District in the north, in order to assess the Cronbach alpha. As a result, the population is likely to share traits with the study's intended participants. 15 respondents in all participated in the pilot study.

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The pilot study/test data was loaded into SPSS version 23 and subjected to the Cronbach alpha test, which is a reliability analysis tool. Data analysis was performed using the demission of the independent variable as shown below.

Table 3. The Demission of the Independent Variables.

Variable	Reliability statistics
Income level	0.854
Price of coffee	0.807
Branding	0.967
Coffee consumption	0.895
Total	3.523
Average	3.523/3=0.881

Source: Field data 2021.

0.879 was Cronbach's Alpha. Reliability coefficients (alpha) in the 0.7 to 0.9 range are regarded as satisfactory, and values over 0.9 as good. Chen [11]. The survey's dependability was high as a result.

3.2. Data Analysis.

Following the fieldwork, the data were entered into Statistical Package for Social Science (SPSS) version 21 and subjected to a thorough cleaning before being subjected to Grigg's hypothesis testing. To analyze the gathered data, two statistical software programs were used. For preliminary data analysis, SPSS version 21 was specifically used.

Districptive statistics

The first objective of the study was to determine the effect of economic factors on coffee consumption in the Rukungiri District. A questionnaire was designed to collect primary data, using a five-scale of strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D) and Strongly Disagree (SD). A summary of the responses is presented in the table below.

Table 4. Analysis of the six statements that were subjected to the respondents.

Statements on Coffee Consumption	Agree		Undecided		Disagree		Mean	Standard deviation
	F	%	F	%	F	%		
I have been dealing in coffee products	100	81.3%	-	-	23	18.7%	4.0479	21421
I would drink more coffee if my income improved.	78	63.4%	-	-	45	36.6%	3.9281	49781
I would take more coffee if the price per Kg of coffee was reduced.	98	79.7%	-	-	25	20.3%	3.8982	68226
Better brands on the market in Rukungiri District would increase coffee consumption	100	81.3%	-	-	23	18.7%	3.8024	83766
Only expensive brands are on the market	110	89.4%			13	10.6%	3.7741	56752
Customers consume more locally made brands because they are cheaper.	89	72.4%			34	27.6%	3.5674	43321

Source: Primary data 2022

When asked whether they have dealt in coffee items, the respondents in the study region agreed with the statement 81.3% of the time, with a mean deviation of 4.0479 and a standard deviation of 21421. Additionally, respondents were asked if they would increase their coffee consumption if their financial situation improved. With a mean deviation of 3.9281 and a standard deviation of 49781, the respondents' agreement rate was 63.4%. When asked if they would drink more coffee if the cost per kilogram of coffee were lower, respondents agreed with the statement in 79.7% of cases, with a mean of 3.8982 and a standard deviation of 68226.

When asked if the Better brands sold in the Rukungiri District would increase people's intake of coffee, 81.3% of respondents said yes, with a mean of 3.8024 and a standard deviation of 83766. When asked if only expensive coffee brands are available on the market, the respondents agreed with the statement 89.4% of the time, with a mean score of 3.7741 and a standard deviation of 56752. Finally, when asked if consumers buy more locally produced brands because they are less expensive, 72.4% of

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respondents said yes, with an average score of 3.5674 and a standard deviation of 43321..

In order to determine whether economic considerations have an impact on coffee intake, the study asked the respondents to consider the seven assertions. The descriptive data supplied above makes it evident that economic factors have an impact on coffee intake because every respondent agreed with the statements intended to evaluate economic difficulties.

3.3. Hypothesis Testing

The study put the potential hypotheses to the test in order to be able to generalize the findings from the population samples. This was accomplished using inferential statistics. Correlation and regression studies were performed to ascertain whether there was a relationship between the independent and dependent variables, to ascertain the strength and direction of the association, to develop the relationship model, and to test the hypothesis.

In order to evaluate the alternative hypothesis that economic factors positively influence coffee consumption in Rukungiri District, Pearson's product-moment correlation coefficient was employed to determine the strength of the association. Table 8 displays the outcomes.

Table 5. Correlation analysis for economic factors on coffee consumption in Rukungiri District.

		Economic factors	Coffee consumption
Economic factors	Pearson Correlation	1	.876**
	Sig. (2-tailed)		.000
	N	123	123
Coffee consumption	Pearson Correlation	.876**	1
	Sig. (2-tailed)	.000	
	N	123	123

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data 2021

The correlation coefficient in Table 5 is 0.876**, demonstrating that economic conditions and coffee consumption in Rukungiri District had a favorable relationship. Due to this positive and significant association, it was possible for the Rukungiri District's coffee consumption to increase as economic conditions did so, and vice versa.

To evaluate the degree to which economic conditions and coffee consumption in Rukungiri District are related. This study was also conducted to quantify the degree to which the independent variable's (economic factors) variability would influence the outcome (coffee consumption).

3.4. Regression Analysis

The coefficient of determination of 0.876 implies that economic factors have an influence on coffee consumption in Rukungiri District Mbarara District. This means that economic factors contribute 87.6% to coffee consumption in Rukungiri District and Mbarara District.

Table 6. Model Summary of economic factors and coffee consumption.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876 ^a	.925	.924	.15216

a. Predictors: (Constant), economic factors

Table 7. Regression coefficients on economic factors and coffee consumption in Rukungiri District

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.385	.134		2.882	.005
1 economic factor	.921	.030	.876	30.953	.000

a. Dependent Variable: Coffee Consumption

Source: Field data 2021

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Once more, the outcome showed a regression coefficient of .876 at the 0.01 level of significance, indicating a significant positive effect. With a Beta value of 0, the findings further demonstrate that economic issues affected coffee consumption in the Rukungiri District. 95% confidence level for 876. The alternate hypothesis put up by the researcher is that "economic considerations have a substantial impact on coffee consumption in Rukungiri District, Mbarara District."

4. DISCUSSIONS

Based on descriptive statistics and qualitative analyses, the study's findings showed that economic factors such as income level/wage, coffee price, and branding were positively and significantly associated to coffee consumption in the Rukungiri District. Respondents agreed on average at 94.4% on the seven economic variables questionnaire components. The correlation of 876**, which was positive and significant at a P value of 0.01 and showed a link, also corroborated this. The qualitative results from the main informants also supported the notion that economic considerations influence coffee consumption in Rukungiri.

The results of the study's first aim, which looked at how economic factors affected coffee consumption in Rukungiri, showed that there was, in fact, a significant and favorable association between the two variables. Based on quantitative and qualitative findings, the independent variable might have an impact on coffee consumption. Gustad & Nyqvist [15], who noted that people's economic levels affect coffee intake, support the finding on objective one.

Dilek & Colakoglu [12] assert that a person's coffee consumption will increase with income until saturation is reached, which will occur at a different amount for every individual. If incomes increase, the rate of growth may slow down from the initial rate. According to Dilek & Colakoglu [12], households' consumption of coffee has decreased as a result of the declines in personal income.. How a person's income affects their coffee consumption is not apparent, though. According to Razzaq & Razzaq [36], one of the fundamental ideas at the household and economic levels is consumption. The purpose of spending on household consumption is to satisfy their needs and desires. All goods—durable and nondurable—are classified as household consumption.

As one of the main drivers of GDP, consumption expenditures are taken into account while planning the government's budget, and policymakers evaluate how consumption changes in response to changes in income.

The result adds to Hansen's [16] argument that price is a deciding factor and is a key, intrinsic and extrinsic factor influencing coffee Liu and others' [24] purchase intentions. Ling [23] made the observation that green products (i.e., environmentally friendly goods) are more expensive because they require more expensive certifications and raw materials to produce. Gleim et al. concluded that price is the main barrier to green consumption as a result. [13]

According to Liu et al. [25]'s classification of coffee shop chain types, the most affordable coffee beverages in Taiwan can be split into two major categories: mid-to-high and budget costs. But this doesn't give a clear picture of how pricing affects people's coffee intake.

5. CONCLUSION

The majority of economic paradigms, including income level/wage, coffee price, and branding, show that government-aided schools face difficulties implementing projects.

The study verified that there was a relationship between quantitative and qualitative findings after doing a qualitative data analysis. The two data sets agreed, and it was obvious that qualitative data supported quantitative data.

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