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“Brewing Transformation: of the Coffee Culture from Bean to BUP to Lifestyle” Evolution

Zoya Salman, Dr. Sabeeha Fatima

MBA Student, Amity Business School, Amity University, Lucknow Campus, India

Assistant Professor, Amity Business School, Amity University, Lucknow Campus, India

ABSTRACT: This essay follows the development of coffee culture from the production of coffee beans to the creation of a phenomenon that has become a way of life. The story takes the reader on a dynamic journey through the historical, technological, and societal aspects of coffee's transformation into a symbol of modern existence.

The paper begins with the historical context and then explores the global spread of coffee beans, their economic importance, their slow assimilation into other civilizations and Consumer preferences in the emerging coffee culture. The story then turns to the ceremonial side of brewing, exploring the development of brewing techniques over time, the historical significance of coffeehouses, and the impact of technology on the creation of the contemporary coffee experience. This research attempts to convey the essence of how a basic beverage has evolved into a dynamic and essential aspect of modern existence, from the production of beans to the advent of coffee as a lifestyle phenomenon and how it affects the consumer mindset and preferences. To better understand the Emergence of Coffee culture/Lifestyle and changing mindset and preferences, Qualitative Research and a focus group has been formed. Outcome of these suggests that the ethos, location background music, lay outing, Interiors and side things included with the coffee plays an important role in the emergence of the coffee culture/ lifestyle.

KEYWORDS: Modern Existence, Consumer Preference, Lifestyle

I. INTRODUCTION

Coffee has a rich and diverse history that spans several centuries and continents. Coffee's history started in Africa and developed through trade, technological developments, cross-cultural interactions, and cultivation.

1. Africa's discovery

It is believed that in the ninth century, someone discovered coffee in the Kaffa region of Ethiopia. According to reports, after his goats had consumed berries from a particular plant, Kaldi, the goat herder, discovered that his animals were more lively. Kaldi, curious, took a bite of the fruit and felt instantly more awake.

2. Reaching down to the Peninsula of Arabia:

Over time, the Arabian Peninsula learned about the stimulating properties of coffee. Arabia's Yemeni area is where coffee was originally planted in the fifteenth century.

3. Coffee Shops in Countries under Islam:

Coffee shops, also known as qahveh khaneh, began to appear in cities such as Constantinople, Mecca, and Cairo. These locations became hubs for socializing, entertainment, and conversation.

4. Overview of Europe:

The seventeenth century brought coffee to Europe for the first time. The first coffee shop in Europe opened its doors in Venice in 1645, and the concept quickly spread to other major cities. Coffee shops evolved become hubs for trade, conversation, and intercultural exchange.

5. Coffee and Colonialism:

Coffee plantations were established across the regions colonized by European powers, including the Caribbean, Central and South America, and Southeast Asia. The demand for coffee increased exponentially throughout this period.



6. The Coffee Industry's Growth:

Coffee commerce developed into a significant global sector. Numerous locations, such as Sumatra, Java, Brazil, and Colombia, became well-known for their unique coffee varieties. The coffee trade has a huge impact on global trade routes and economies.

7. Coffee Consumption and the Industrial Revolution:

In the 18th and 19th centuries, during the Industrial Revolution, coffee brewing technology advanced technologically. Coffee consumption increased with the advent of devices like the espresso machine and coffee percolator.

8. The Specialty Coffee Trend:

The movement for specialty coffee emerged in the latter half of the 20th century, emphasizing premium beans, ethical sourcing, and artisanal brewing methods. This development has an impact on specialty coffee businesses as well as a change in consumer tastes.

9. The coffee of today:

Coffee is become a global commodity and a daily necessity for millions of people. Modern brewing techniques, fair trade practices, and sustainability are all important aspects of the company's ongoing evolution.

Coffee's long history demonstrates its enduring appeal, uniting people from all walks of life through a common appreciation of this priceless beverage.

II. AIM

Investigating the evolution of coffee culture from bean to cup to lifestyle aims to comprehend its technological, cultural, and historical developments. The purpose of this brief inquiry is to understand how coffee has changed from its traditional use to become a symbol of modern living and a way of life and how it affects the Consumer's mindset and preferences. Through a concise research, we aim to capture the essence of coffee's progression from a basic beverage to a vivid and crucial component of modern life.

III. LITERATURE STUDY

Coffee culture, encompassing the cultivation, preparation, and consumption of coffee, has undergone a remarkable evolution spanning centuries and continents. Drawing on insights from diverse disciplines, including anthropology, sociology, economics, history, and gastronomy, this literature review synthesizes findings from past research papers to elucidate the multifaceted dimensions of coffee culture's evolution.

Anthropological studies have been instrumental in uncovering the cultural significance of coffee consumption rituals across different societies. Research by scholars such as William Roseberry (1995) has underscored the role of coffee ceremonies as pivotal moments of social interaction and cultural expression.

From the traditional Ethiopian coffee ceremony, where the preparation and sharing of coffee symbolize hospitality and community bonding, to the convivial atmosphere of Viennese coffeehouses, where intellectuals and artists converge for spirited debates and creative exchange, these rituals serve as focal points for identity formation and social cohesion. Sociological investigations have delved into the spatial and social dynamics of coffee consumption in urban environments. Scholars like Ray Oldenburg (1989) have conceptualized coffeehouses and cafes as "third places," distinct from home and work settings, where people gather for leisure, conversation, and camaraderie.

Through ethnographic studies of coffee shop cultures in cities around the world, researchers have documented how these spaces function as microcosms of urban life, reflecting broader trends in socialization, consumer behavior, and cultural diversity.

Economic analyses have traced the global journey of coffee from bean to cup, illuminating the complex networks of production, trade, and consumption that underpin the coffee industry. Studies by Jonathan Morris (2008) and others have chronicled the historical forces driving the expansion of coffee cultivation, from its origins in the Ethiopian highlands to its spread across continents via colonial trade routes.

Historical inquiries have provided insights into the cultural diffusion and adaptation of coffee across different historical periods and geographic regions. Works by scholars such as Mark Pendergrast (1999) have traced the social and cultural transformations wrought by coffee, from its emergence as a stimulating beverage in medieval Arabia to its role as a catalyst for social change during the European Enlightenment.



Gastronomic explorations have celebrated the sensory pleasures and culinary versatility of coffee, examining its role in gastronomy, mixology, and culinary arts. Research by Merry White (2012) and others has explored the cultural meanings embedded in coffee consumption practices, from the intricate rituals of espresso preparation in Italy to the creative fusion of coffee flavors in contemporary cuisine.

IV. METHODOLOGY

Unstructured focus group were formed for this study in an effort to better comprehend and articulate the students' general impressions of the "coffee culture" and their comprehension of it. The focus group comprised of 4 members. The members have been selected randomly and were interviewed

A focus group is a method used in research, where a small group of people discuss a specific topic, guided by a moderator. The goal is to gather qualitative data and insights about the topic being discussed.

Characteristics:

- Specific topic of discussion
- A facilitator or moderator
- A planned and organized group of discussions
- Participants with similar characteristics, who were relevant to the topic

Types of Focus Groups:

1. **Dual Moderator:** Two moderators with different roles who basically leads the discussion
2. **Two-way:** One group observes and comments on another group's discussion
3. **Client Involvement:** Company representative are part of the discussion
4. **Mini:** Smaller group of participants
5. **Online:** Discussions happens remotely via video chat

When to Use:

- Gaining deeper understanding of the quantitative research
- Interactive Research
- Understanding the complex behavior or motivation or perception of an Individual

V. ANALYSIS OF THE RESEARCH

This topic include all the important aspects of the focus group discussion analysis. The Evaluation of preferences, opinions of the members of the focus group helps in better evaluating the Research.

In response to the first discussion topic about the social outing, members said they typically spend their time going out to malls, open markets or cafes with friends or cousins....” Participant A

Other dedicated their time to relax at home and watching Netflix and chill...” Participant B

Some dedicated there time to work out and focus on their skincare...” Participant C

I love to do Bakery in my free time and have a hot coffee by my side...” Participant D

I go to café and read books in my spare time...” Participant E

The responses refers that there are variety of activities and things people love to do in their free time and every person have their own preferences for that.

A point was raised as a common question to all the members about the quality and fineness of Coffee and asked, that would they pay a high price for that.

And one more point was raised that what are the things they keep in their minds while planning to visit a café.

There are variety of responses, some participants willing to pay a high price because of the fineness and aromatic feel of the coffee.

Some participants just want to spend time with their friends and cousins in a cosy café because for them, their friends or cousins are enough, because according to them the place feels good and happy because of the people's you are with; not with the environment.

Some participants found it difficult to distinguish, let alone rank, the relative relevance of atmosphere and coffee quality.



VI. CONCLUSION

As a result, participants showed through the focus group discussions that coffee culture among young people is present and is a component of daily social routine. As a result, factors such as cost, ambience, friends, cousins, and coffee quality affect their choice of establishment.

Additionally, it became clear from the talks that socializing is the main motivation for going out. Additionally, it is thought that socializing is a great way for people to decompress on a personal level, which is consistent with Aurigemma's (2018) findings.

Furthermore, participants acknowledged that attending social gatherings with friends might teach them new things about both themselves and other people. But as it turned out, the participants' interpretation of the term "socializing" differed from what older generations had traditionally accepted.

Most participants felt that this phrase might not always imply "going out with friends" or engaging in personal conversations.

But, to them, socializing instead meant interacting with people at all levels.

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