

COMBINED CASE STUDY

# Beverage Landscape + Coffee Deep Dive

How Kui Kab May maps a broad category landscape, then routes into a deeper occasion and ritual study.

n=33 landscape interviews

n=32 coffee deep dive

voice-first AI interviews



# From category map to occasion depth.

Beverages are shaped by daypart, function, emotion, social context, and health tension. The landscape study identified occasion patterns across drinks; coffee was then deep-dived because it emerged as both a functional anchor and an emotional ritual.

## Landscape

The AI selected two contrasting drinks per respondent based on morning, afternoon, and evening screener answers.

## Routing

Coffee drinkers could be routed into a dedicated deep dive, carrying over profile context from the landscape screener.

## Deep dive

The coffee guide classified respondents by primary occasion: cafe goer, stall/OTG, or home brewer.

## METHOD

# A two-stage design for breadth and depth.

### 1 Profile dayparts

Respondents selected beverages they regularly drink in the morning, afternoon, and evening.

### 2 Map contrasting drinks

The AI chose two different drink categories per respondent and probed occasion, benefit, emotion, and downside.

### 3 Deep dive coffee

Coffee respondents explored routine, main occasion, channel, brand repertoire, taste, change, and personal meaning.

Landscape probe

“Describe a perfect situation when you enjoy this drink the most.”

Coffee probe

“If you couldn't have coffee tomorrow, what would be different?”

Meaning probe

“What does coffee represent for you personally?”

# Beverages are chosen for jobs, feelings, and moments.

## Energy anchors the day

Coffee, tea, milk, energy drinks, and health drinks deliver alertness, satiety, refreshment, and a sense of readiness.

## Alcohol is social more than functional

Alcohol appears as relaxation and group enjoyment rather than a daily beverage need.

## Ideal moments are contextual

The perfect drink is tied to setting, people, weather, activity, and mood, not only taste.

## Indulgence remains powerful

Soft drinks deliver taste, sweetness, and fizziness that consumers say other drinks cannot replace.

## Health tension is rising

Sugar, weight, diabetes, liver health, and aging concerns are pushing consumers toward healthier alternatives.

## Unmet needs are practical

Consumers want healthy drinks that taste good, work clearly, are affordable, and are easy to find.

# Coffee is both a necessity and a ritual.

## The main moment is morning

Most coffee routines start the day, often between 7-9 AM at home, office, cafe, or on the way to work.

## Channel shapes meaning

Home brewers value convenience and cost; cafes add experience, image, taste, or social context; RTD solves speed.

## Taste is shifting

Strong, fragrant, cold, and less sweet coffee is desirable, alongside health-conscious sugar reduction.

## Missing coffee has consequences

Respondents describe irritation, weakness, lack of focus, or a feeling that something is missing.

## Loyalty is situational

Home brands can be sticky, but cafes and RTD are more open to switching through promotions, proximity, or new flavors.

## Coffee carries identity

Beyond caffeine, coffee represents warmth, focus, routine, productivity, pleasure, and sometimes personal image.

# The real tension is pleasure versus permission.

Across the beverage landscape and the coffee deep dive, consumers repeatedly balanced what they want from drinks now with what they worry those drinks may cost them later: sugar, sleep, weight, jitters, diabetes, guilt, or loss of control.

## Why this matters

Beverage innovation must protect pleasure while giving consumers permission: less guilt, fewer side effects, clearer benefits, and rituals that still feel rewarding.

“I want to be able to drink normally without feeling guilty.”

Coffee respondent 26

“There is no other drink that can replace the fizziness of soft drinks.”

Landscape respondent 31

“If I don't drink coffee, I feel irritated.”

Coffee respondent 2

# What beverage brands can do with the findings.

## Own the occasion

Frame beverages around morning readiness, afternoon recovery, social release, or evening comfort.

## Make healthy feel rewarding

Healthier options must still deliver taste, refreshment, sensory pleasure, and visible benefit.

## Reduce the caffeine trade-off

Energy without jitters, sleep disruption, or heart palpitations is a clear opportunity.

## Respect fizziness and sweetness

Soft drink reduction does not mean consumers stop wanting sensory excitement.

## Build rituals, not only formats

Coffee brands can strengthen routines around focus, calm, warmth, identity, and reward.

## Use deep dives after mapping

A broad landscape can identify which category, occasion, or tension deserves deeper exploration.

## WHAT THIS PROVES

# Kui Kab May can move from landscape to deep dive without losing context.

### Smart routing

The same screener can identify a broad repertoire and route qualified respondents into a focused follow-up study.

### Context carry-over

Profile answers from the landscape can be passed into the deep dive, reducing repetition and improving probing relevance.

### Occasion-led probing

The AI can select categories, classify coffee profiles, and adapt questions based on behavior and emotion.

### Actionable combination

The landscape shows where to look; the deep dive explains what sits underneath the most important occasion.

TRY THE INTERVIEW

# Experience the beverage or coffee interview yourself.

Scan the QR code once the demo is live. You will answer a few screening questions, speak into your phone, and experience how the AI interviewer adapts to your beverage repertoire or coffee routine.



Scan to try the coffee interview

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