A STUDY ON THE CUSTOMER LEVEL OF SATISFACTION TOWARDS CAFÉ COFFEE DAY PRODUCT AND SERVICE IN CHENNAI

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ABSTRACT

The study of Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. The topic of the study is to know the customer level of satisfaction towards café coffee day product and service in Chennai. The main aim of the study is about consumer's perception towards café coffee day product and service and their evaluation of the process by which the service was performed. Improving product and service at café coffee day are among the most critical way. The marketing profession has a vital responsibility for understanding the service improvement and applying them to marketing processes. There are many components which influence consumer behaviour namely: cultural, social, personal and psychological. These characteristics cannot be controlled by the companies; therefore, a need to assess these elements in order to create an effective marketing plan. According to the findings of this research, it is found that all of the customers expected to get the high service quality and it could not be able to overlook the relate factors such as the customer satisfaction and the customer expectancy. All of the mention factors should be well organized and tried to keep on the development. Furthermore, executive and marketing people can enhance more effectiveness of consumers need, increase customers and make more market share in this segmentation by concentrate to the relate factors. The objective of this strategy is getting through the more consumers' need. The methodology has been followed on the bases of qualitative research. The secondary research is done to refine the objectives and for the further enquiries. The sample size was determined by conducting a pilot study of 30 samples and based on the pilot study of the sample size was determined as 150 the research design followed for the study is descriptive research for the information was collected through on questionnaire distribution to the customers of café coffee day outlets in Chennai. A statistical tool used was ANOVA, Chi-square, Interval estimation, weighted average method and correlation are used for data analysis. Suggested that the need to focus on where a customer feels dis-satisfaction towards usage of the product and service at café coffee day.

Keywords: Attitude, loyalty, Customer satisfaction, Service quality,

1. INTRODUCTION

Customer satisfaction is the next evolutionary step for restaurants that are looking for to increase customer awareness and loyalty, and offer their valued guests a modern and interactive way to order food as well as receive personalized and interactive service. Research is carried out to explore to measure the level of customer satisfaction towards the service and product and to understand customer's need and regularity to the coffee shop. This will help coffee cafes to identify the appropriate marketing strategies to analysis the satisfaction level of a particular individual. The research is about the customer level of satisfaction towards the coffee day product and service nearly all over Chennai outlets which shows the customers perception towards the price, quality, location and other particular things.

2. REVIEW OF LITERATURE

Oliver 2006 in his study of Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

According to Kotler and Armstrong 2006, consumer level of delighters it is refers to the satisfying level of the individuals and households who buy the goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. There are many components which influence consumer behaviour namely: cultural, social, personal and psychological. These characteristics cannot be controlled by the companies; therefore, a need to assess these elements in order to create an effective marketing plan.

Varun T.C 2008 in his study "Factor affecting the satisfaction level of coffee product and service in India" mentioned coffee is drunk in most countries, but typically one predominates; coffee is the preferred drink in Europe and America. Until the early eighteenth century, coffee production and consumption was confined to be Islamic world. Religious influence played some part in the early development of coffee but have little relevance at the present. In the past, coffee was regarded as an "old fashioned" beverage for older people, with just two flavours regular and decaf. Coffee, of late has become relevant and contemporary.

Ogawa, Tanaka, Noda, Kawai, & Amoroso, 2011. On the other hand, if the perceived performance falls short of the expectation, the expectation is negatively disconfirmed and the customer is dissatisfied.

Kanika orea & aviral roy November 28, 2013 Competitors: Café Coffee Day faces direct competition from Barista, Café Mocha, Costa Coffee, Beyond Coffee, Gloria Jean's, Minerva Coffee Shop and indirect competition from McDonalds and Haldirams. They should also open counters for buying products such as mugs, coffee beans, personalized gift items and instant photographs of the customers.

Ramakrishnan Feb 22, 2014 in his article of café coffee products and service, it as a great vehicle for communication and feedback and, most importantly, for co-creating new initiatives like new food items, customer use to come here to catch up with friend, meeting and other activities.

Prashanth April 23, 2016 study towards coffee day product supply. Cafe Coffee day is the best hangout place with friends. Coffee day has a best quality and taste whatever it supplies. Coffee day provides snacks, drinks, chocolates and much more. Always it is good to spend my time in coffee day, every coffee day.

Taylor and Baker 2017 in the article of 'marketing strategy in café coffee day' assessed the relationship between service quality and customer satisfaction in the formation of consumer's purchase intentions across four unique service industries. The results of the research, coupled with the weight of the evidence in the emerging services literature, suggested that consumer satisfaction was best described as moderating the service quality/purchase intention relationship. From the findings they strongly advocated the position that customer satisfaction and service quality were separate and distinct.

3. RESEARCH DESIGN:

Research design indicates the methods and procedure of conducting research study. For this study the research is used is descriptive nature in research. The data collected for this study are both primary and secondary data. Primary Data are those, which are collected a fresh and for the first time, and thus happened to be original in character. The primary data are collected using a structured questionnaire. Secondary data are collected from books, journals and websites. The sample size was determined by conducting a pilot study of 30 samples and based on the pilot study of the sample size was determined as 150 the research design followed for the study is descriptive research for the information was collected through on questionnaire distribution to the customers of café coffee day outlets in Chennai as preliminary study using convenience sampling method. Statistical tools used for analyzing the data are ANOVA, Chi-square, Interval estimation; weighted average method and correlation are used.

4. OBJECTIVES OF THE STUDY

➢ To study the customer level of delightness of café coffee day product and service in Chennai city.
➢ To analyze various factor affecting the satisfaction level of customer on café coffee day in Chennai
➢ To study the awareness of customer about café coffee day product and to study the service quality efficiency of café coffee day
➢ To suggest measure to improve the customer's delighters of coffee day product base on study findings.
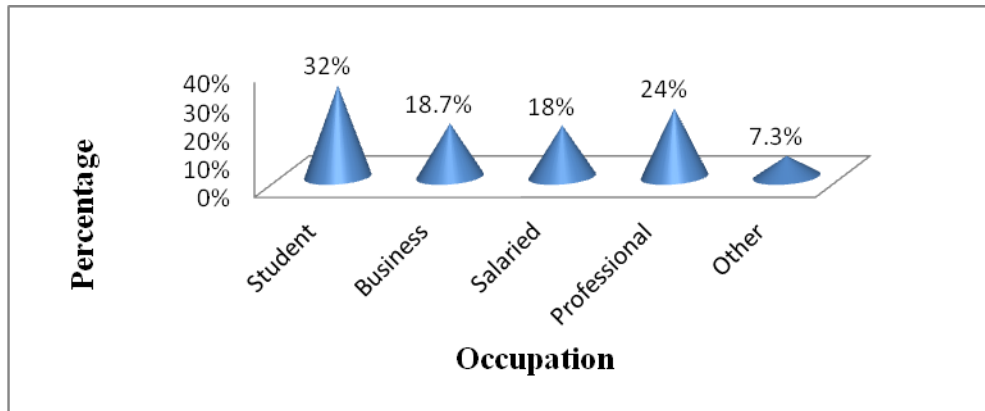
5. DATA ANALYSIS AND DISCUSSION

➢ It is found form the analysis majority of the respondents (54.7%) were male customer of café coffee day, whose age group is between 20 to 25 years.

Chart No.: 1
Chart Showing the Age Group of Respondents
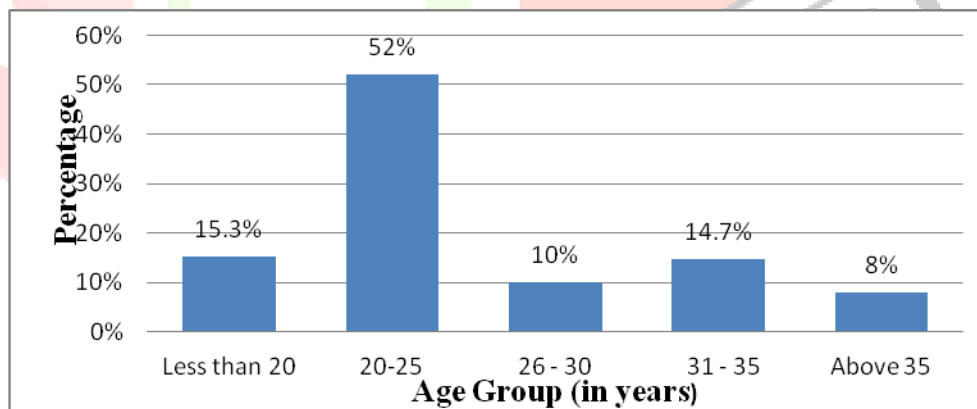
➢ It is found that most of the respondents (32%) mostly were belongs to student category.

Chart No.: 2
Chart Showing the Occupation of Respondents

- It is found that out of 150 samples, 32% of the respondents whose household income between Rs.30000 to 40000 per month.
- Majority of the respondents (56.7%) were regular to café coffee day and 34% of the customers were visit café coffee day once in a month.
- Most of the respondents (30.7%) who used to spend between Rs. 1001 to 1500 at café coffee day.
- Out of which 22.7% customers visit café coffee day to have fun and get together with their friends.
- Majority of the respondents (56.7%) agree that the service facility and variety of product at café coffee day is excellent.
- It is found that most of the respondents (38.7%) preferred to have cappuccino and the least (2.7%) of the customer preferred to have machaccino forms of coffee at café coffee day.
- Form the analysis, it is found that most of respondents (34.7%) who mostly like to add caramel in their coffee at café coffee day.
- It is found that most of respondents (49%) are strongly agree with neatness and cleanliness environment available at café coffee day.
- It is found that most of the respondents (48%) were spending at café coffee day between 1 to 2 hours and they are mostly gave importance to the serving and surrounding of café coffee day.
- It is found that most of respondents (40%) opinion that the price at café coffee day is very high and meager 4% of the customer feel that the price is low.
- It is found that most of the respondents (32%) mostly came to know through social website about café coffee day products and services.
- It is found that majority respondents (95%) think to recommend about café coffee day to others.
- The result of association between gender of the respondents and customers opinion towards the service facility and variety of product, it is found that the null hypothesis is rejected hence gender of the respondents and customers opinion towards the service facility and variety of product at cafe coffee day are dependent.
- The result of association between age group of the respondents and their opinion towards the neat and clean environment at cafe coffee day, it concluded that the null hypothesis is rejected hence age group of the respondents and customers opinion towards the neat and clean environment at cafe coffee day are dependent.
- The result of association between household income of the respondents and their opinion towards the pricing of café coffee day, It is concluded that the null hypothesis is rejected hence household income and customer opinion towards the pricing of café coffee day are dependent.
- It is found that most of the respondents gave 1st priority to quality of products

- From the above analysis about the priority of the respondents towards additional facilities expected from café coffee day. It is found that most of the respondents expected to have Wi-Fi accessibility ranked number 1, ranked number 2 for cleanliness, rank 3 for environment, respondents gave rank number 4 to music, newspaper or magazine placed in number 5, theme based coffee shop choose to be number 6 rank and the final rank to loyalty or discount coupon at café coffee day.
- It is observed that the null hypothesis is rejected hence there is significance difference between the overall service provided by the café coffee day.
- It is concluded that the null hypothesis is accepted hence there is no significant difference between the level of expectancy towards the product and service quality.
- It is concluded that the null hypothesis is accepted hence there is no significance difference between the attributes while visiting the Café Coffee Day.
- It is observed that there is positive relationship between the occupation and the service facility and variety of products towards the customers.

6. SUGGESTIONS &RECOMMENDATIONS

- It was found that 22% of the customers do not satisfied with product and service, hence café coffee day has to improve more in their excellency in product and service in Chennai area.
- Few of the customer's feel that the pricing of the café coffee day is high. It is suggested that the management may concentrate more in cost in which to satisfy the customers.
- Most of the respondents (78%) are highly satisfied with serving and timing of delivery but some of the customers were dissatisfied with the time of delivery, therefore it is suggested that the company may provide better service to make them fully satisfied.
- Few of the respondents felt that there should be improvement in the neat and clean environment, therefore it is suggested to the company to concentrate to provide customer with better surrounding.
- Most of the respondents are male it is suggested to café coffee day to provide more importance towards the female customer to maintain the customer level.
- Café Coffee Day would do better to provide promotional space for its partners with the use of clever collaborations, and not printed advertisements and posters everywhere.
- The majority of the respondents feels the rate of product over café coffee day is very high and customers are not happy with the pricing of the coffee and beverages, and Café Coffee Day is lagging far behind in this.
- Café Coffee Day has done extremely well so far to project itself as an affordable youth- oriented. But there are still certain areas where their brand needs to be much stronger.

7. CONCLUSION

The respondents of present study are mature, urban, highly qualified and having good income, which is probably the right ingredient for the kind of customer such out let should look for hence we can generalized the findings of the study . The Analysis of Variance has brought the significant factor such as; skill and competencies of employee, behavior of employees, clear objectives of customer satisfaction, appealing brand image, product & services offered, ambience of coffee shop. The frequency analysis has clearly brought out that overall the customer satisfaction has been on higher side or in other words that Café coffee day coffee outlet enjoy higher customer satisfaction and has high customer loyalty. However there is some area of concern such as waiting time and behavior of employees where satisfaction level is much lower than the other parameters' and hence this needs more attention from the management side. The Management should take care of these aspects and find the solution to remove these shortcomings. The context of the

research is based on the attitude of customer satisfaction and expectancy toward the coffee shop service provider. The extent of the information determined from the report will be helpful to make the decision or better understand the customer expectation and find out the customer satisfaction in order to make the development for the owner of the business and also helpful to guideline for the new comer who would like to open new business as the coffee shop.

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