A Study on Customer Satisfaction Towards Coffee With Special Reference To Kumbakonam

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ABSTRACT - Traditionally people have a habit of consuming coffee. Coffee consumption is used to relief from headache, tension, relation of mind, etc. coffee is almost people like. Coffee helps to the people brisk, healthy and active of people the people brisk, healthy and active of people it is more popular in Kumbakonam. Some people are addict in coffee. People drinking a coffee will got a refreshment ourself.

KEYWORDS : Customer Satisfaction, Health, Relief, Refreshment, Active.

I. INTRODUCTION

The Indian coffee sector has come a long way since pre independence. The Indian coffee industry has been going through various changes after liberalization of Indian economy in July 1991. Coffee is no stranger to India. It has been around since the 17th century with consumption initially limited to the southern region of the subcontinent. But that`s all changed now. Indian consumer has envolved. They are exposed international threads through films, advertising, youth community sites and personal belongs. Global brands have coloned their retail landscape, along with hyper malls and Cineplex`s. This has elevated the out-of-hone experience for them leading to an increase in demand for innovative, sophisticated products and more significantly, specially, cuilines and beverages. With more disposable incomes to spend on food , retail and entertainment the young are hanging out `more often. Thus giving rise to a contemporary café culture. The hot, brown beverage that many people start their days with is called coffee. May people drink coffee because they love the deep, roasted flavor and also for the caffeine it contains drinking coffee helps you feel more awake and alert. A dark brown powder with a strong flavor and smell that is made by crushing coffee beans. The hot, brown beverage that many people start their days with is called coffee. The make coffee, you can grind coffee beans and pour very hot water over the grounds.

II. REVIEW OF LITERATURE

Vibhor Mohan (2012), "Strom in coffee cup" in nanded city, conducted a study in the city to know the perceptions of consumers on the growing popularity of Indian coffee house. He concluded that it provided a relaxing ambiance with eye-catching crockery and bright décor. The growth of these speciality and gourmet coffee shops was a result of the economic and demographic changes, higher disposable incomes, increases number of working and exposure to global trends.

According to an Ibis Report (2011), The coffee shop industry is characterized as fairly competitive and has a low entry barrier. Given these characteristics, it is important for coffee shop businesses to make efforts to retain current customers and to attract new customers.

Meyer and Schwager (2007), Customer experience is defined as the overall experience that a customer has throughout the direct or indirect interaction with an establishment internally and subjectively.

Ghauri and Gronhaug (2005), Write that building knowledge of relevant literature is an important part of a study. It helps people to have a clear start with the main topic and saves time. Ghauri and Gronhaug (2005) also suggested a literature review as the first step in a research project as it could help the authors refine and provide a basic answer of the research question. In this thesis, relevant literature literature was collected by using discovery (Provided by malardalen university library) and google scholar as source material. The google search engine was also used when developing the ideas and ground work for this project, as it proved useful for finding information related to customer loyalty.

III. RESEARCH METHODOLOGY

3.1 OBJECTIVE OF THE STUDY:

To study the customer satisfaction level of coffee.

To know customers taste and preference of coffee.

To analyze whether people are getting relaxation by consuming coffee or not.

3.2 RESEARCH DESIGN

3.2.1 Sampling techniques

Simple random sampling is used for the study.

3.2.3 Methods of data collection

A study was collected with a sample size of 50 respondents at target audience. The average time taken to complete the questionnaire was ten minutes. The main instrument used for data collection in this study was the

questionnaire; the responses have been collected by means of on the spot.

3.2.4 Tools for analysis

"Percentage analysis" and "Chi-square" are the tools used for this research.

3.2.5 Limitations of the study

There are several limitations that have encountered during the progress of the research. This study was primarily limited by its small sample size. The total number of respondents in this study is 50. Another limitation is all the respondents is only a female.

IV.   IV.DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 SATISFIED WITH THE BRAND

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	20	40%
2	Satisfied	15	30%
3	Neutral	7	14%
4	Dissatisfied	6	12%
5	Highly dissatisfied	2	4%
	Total	50	100%

INTERPRETATION

From the above table it clearly shows that the 40% of respondents highly satisfied, 30% of respondents satisfied, 14% of respondents neutral, 12% of respondents dissatisfied, and 4% of respondents highly dissatisfied with the brand of coffee.
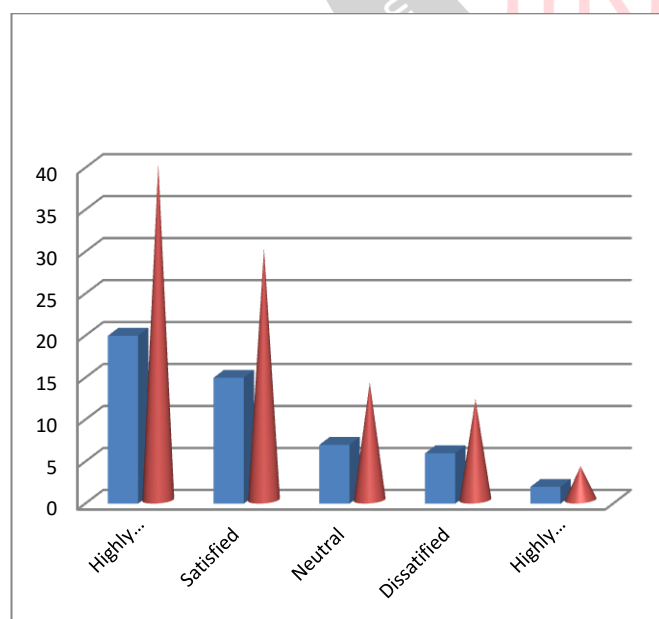
FIGURE 4.1 SATISFIED WITH THE BRAND

TABLE 4.2 TAKE COFFEE TO FEEL LOYAL

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	15	30%
2	Agree	15	30%
3	Neutral	12	24%
4	Disagree	4	8%
5	Strongly Disagree	4	8%
	Total	50	100%

INTERPRETATION

From the above table it clearly shows that the 30% of respondents strongly agree, 30% of respondents agree, 24% of respondents neutral, 8% of respondents disagree, and 8% of respondents strongly disagree to take coffee to feel loyal.
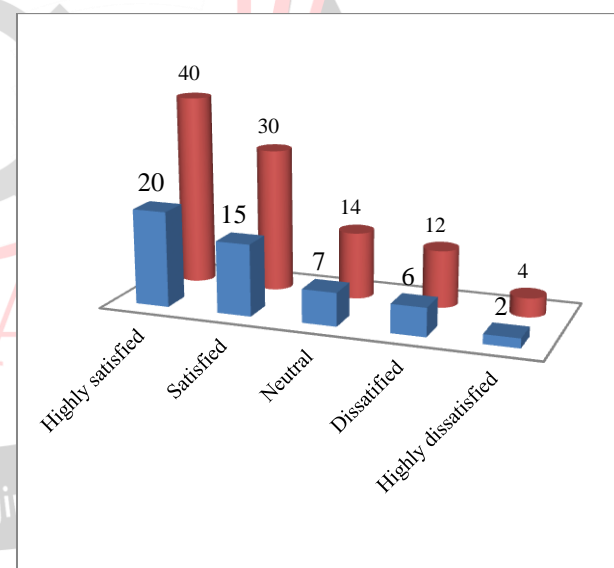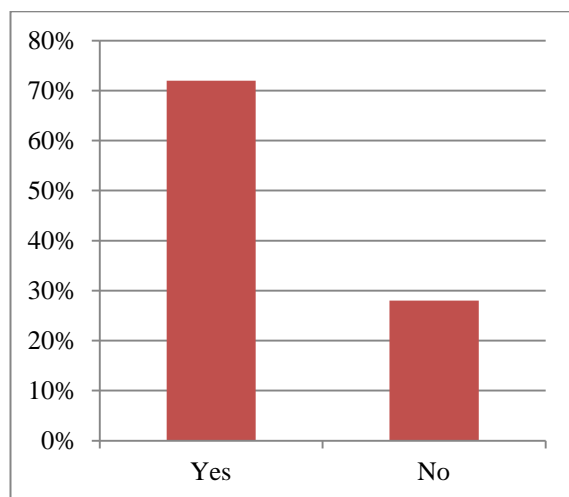
FIGURE 4.2 TAKE COFFEE TO FEEL LOYAL

TABLE 4.3 DRINK COFFEE DAILY

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	36	72%
2	No	14	28%
	Total	50	100%

INTERPRETATION

From the above table it clearly shows that the 72% of respondents drink coffee daily and 28% of respondents not drink coffee daily the question drinking coffee daily.

FIGURE 4.3 DRINK COFFEE DAILY

TABLE 4.4 Association between the Brand Loyal.

Null Hypothesis (Ho): There is a no significant relationship between Brand and loyal.

Alternative hypothesis (Ha): There is a significant relationship between Brand and loyal.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.235[a]	16	0.728
Likelihood Ratio	14.520	16	0.560
Linear-by-Linear Association	0.135	1	0.714
N of Valid Cases	50		

a. 22 cells (88.0%) have expected count less than 5.

The minimum expected count is .06.

RESULT:

Expected value: 0.728
Degree of freedom: 16

As calculated value <tabulated value, null hypothesis accepted, there is no significance association between brand and loyalty.

V.   CONCLUSION

This study is based on customer preference and taste. This research is conducted to the understanding of customer satisfaction to consuming coffee. Besides, this research has provided some limitations of the study. As a result, customer satisfaction is more important factor in consuming coffee.

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