

A Study on Customer Satisfaction towards Different Coffee Shops with Special Reference To Coimbatore City

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Abstract:

Coimbatore popularly known as the Manchester of South India blends rich traditions with modern coffee culture, offering everything from traditional filter coffee to global chains. Local cafes like Velan Coffee and Karupatti Coffee serve unique flavors, including health-conscious karupatti coffee made with palm jaggery. The study focuses customer satisfaction towards coffee shops particularly in Coimbatore city. Primary data was collected by means of questionnaire. The tool used for the study Frequency analysis and ANOVA with help of SPSS. Improving customer satisfaction in Coimbatore's coffee shops involves training staff, maintaining cleanliness, and creating a welcoming ambiance. Offering competitive pricing, loyalty programs, and personalized experiences will boost convenience and retention. The study concludes that service quality, ambiance, pricing, and personalized service are key to customer satisfaction in Coimbatore's coffee shops, with improvements needed to boost loyalty in a competitive market.

Keywords: Customer satisfaction, Coffee shops.

INTRODUCTION

Coimbatore, the "Manchester of South India," is a city blending rich traditions with modern trends. Its coffee culture has evolved into a unique social experience, with coffee shops serving as more than just places for beverages. From traditional South Indian filter coffee to global coffee chains like Starbucks, the city offers diverse options for coffee lovers. Local cafes like Velan Coffee and Karupatti Coffee bring distinct flavours, with the latter specializing in health-conscious karupatti coffee made with palm jaggery. Meanwhile, Madras Coffee House keeps the heritage of South Indian filter coffee alive, combining traditional recipes with modern ambiance.

The rise of independent coffee shops emphasizes handcrafted coffee and personalized experiences, while chains like Starbucks offer global coffee trends in a cozy environment. These shops cater to students, professionals, and tourists, providing spaces to relax, work, or connect. Popular types of coffee include cappuccino, black coffee, and lattes, each offering unique flavors and textures. South Indian favourites like filter coffee and karupatti coffee showcase the region's deep-rooted love for coffee. As Coimbatore embraces global coffee trends, it maintains its cultural authenticity, making coffee shops an integral part of its urban lifestyle. Whether it's for work or leisure, these hubs reflect the city's dynamic spirit.

MATERIALS AND METHODS:

Research Methodology:

This study uses a Descriptive research approach to analysing customer satisfaction in coffee shops across Coimbatore City. Factors like service quality, ambiance, and pricing influence customer satisfaction, but many shops struggle to meet expectations. This study focuses on identify the specific challenges faced in coffee shops and understanding how these factors influence their customers overall satisfaction with the coffee shop experience in Coimbatore. Data will be collected through structured surveys and questionnaires from a representative sample of customers.

SOURCES OF DATA

Primary data

The primary data collected through surveys and questionnaires.

Secondary data

Secondary data is collected from past articles. Examples: Journals, Magazines.

Sampling Technique

Simple random sampling is used in the study.

Sample size

The sampling size used for this study is 103 respondents.

Tools used for Analysis

- Frequency analysis
- ANOVA

FREQUENCY ANALYSIS

Table 1.1

DEMOGRAPHICS		FREQUENCY	PERCENTAGE
AGE	Less than 18	12	11.7%
	18 to 25	64	62.1%
	25 to 35	16	15.5%
	35 above	11	10.7%
	Total	103	100%
GENDER	Male	50	48.5%
	Female	53	51.5%
	Total	103	100%
EDUCATIONAL QUALIFICATION	School	15	14.6%
	Diploma	7	6.8%
	College	69	67.0%
	Professional course	12	11.7%
	Total	103	100%
OCCUPATION	Student	61	59.2%
	Employed	23	22.3%
	Self employed	14	13.6%
	professional	5	4.9%
	Total	103	100%

INTERPRETATION

The above table indicates that the demographic factor that out of 103 respondents have been taken for the study, 12(11.7%) of the respondents were less than 18 years, 64(62.1%) of the respondents were 18 – 25 years, 16(15.5%) of the respondents were 25 - 35 years and 11(10.7%) of the respondents were above 35 years. 50(48.5%) of the respondents were Male and 53(51.5%) of the respondents were Female, 15(14.6%) of the respondents were in school, 7(6.8%) of the respondents were doing diploma, 69(67.0%) of the respondents were in college and 12(11.7%) of the respondents were doing Professional course. 61(59.2%) of the respondents were student, 23(22.3%) of the respondents were employed, 14(13.6%) of the respondents were self-employed, and 5(4.9%) of the respondents were professional.

ANOVA

Table 2.1

		Sum of squares	df	Mean square	F	Sig.
Coffee Quality	Between Groups	14.819	3	7.409	7.401	.001*
	Within Groups	100.113	100	1.001		
	Total	114.932	103			
Service Quality	Between Groups	2.358	3	1.178	2.618	.078
	Within Groups	45.003	100	.450		
	Total	47.359	103			
Ambiance & Comfort	Between Groups	16.423	3	8.211	7.001	.001*
	Within Groups	117.286	100	1.173		
	Total	133.709	103			
	Between Groups	6.001	3	3.000	2.879	.061

Price	Within Groups	104.213	100	1.042		
	Total	110.214	103			
Menu Variety Options	Between Groups	15.063	3	1.531	7.618	.001*
	Within Groups	98.859	100	.989		
	Total	113.922	103			
Speed & Services	Between Groups	10.158	3	5.079	4.473	.014*
	Within Groups	113.532	100	1.135		
	Total	123.689	103			
Cleanliness & Hygiene	Between Groups	16.423	3	8.211	7.001	.001*
	Within Groups	117.285	100	1.173		
	Total	133.709	103			
Free-WIFI connection	Between Groups	16.511	3	8.255	5.280	.007*
	Within Groups	156.363	100	1.564		
	Total	172.184	103			
Entertainment options	Between Groups	11.577	3	5.789	3.756	.027**
	Within Groups	154.112	100	1.541		
	Total	165.669	103			

Source: Primary Data

INTERPRETATION

The results of significance regarding the relationship between age group and satisfaction level of customer opinions towards coffee shops indicate a 1% (0.001) level of confidence for reasons such as coffee quality, ambiance and comfort, menu variety, and cleanliness and hygiene, a 1% (0.007) level of confidence for free Wi-Fi connections, and a 1% (0.014) level of confidence for speed and service. Additionally, there is a 5% (0.027) level of confidence for the reason of entertainment. Hence, the hypothesis is accepted.

RESULTS AND DISCUSSTION:

Results and Discussion:

Results:

Frequency analysis:

- **Age:** The analysis from 1.1 indicates the age distribution of respondents. Among 103 respondents, 11.7% of the respondents belong to the age group of below 18 years, 62.1% of the respondents belongs to the age group of 18-25 years, 15.5% of the respondents belongs to the

age group of 25-35 years, 10.7% of the respondents belongs to the age group of above 35.

- **Gender:** The analysis from 1.1 indicates the gender distribution of respondents. Among 103 respondents, 48.5% of the respondents were male and 51.5% of the respondents were female.
- **Educational qualification:** The analysis from 1.1 indicates the educational qualification of respondents. 14.6% of the respondents had school, 6.8% of the respondents had studied diploma, 67.0% of the respondents were college and 11.7% of the respondents were professional course.
- **Occupation:** The analysis from 1.1 indicates the occupation of the respondents. 59.2% of the respondents were students, 22.3% of the respondents were employed, 13.6% of the respondents were self-employed and 4.9% of the respondents were professional.

ANOVA

- **Age and customer satisfaction level:** the Anova results in table 2.1 indicate There is relationship

between age group and satisfaction level of customer opinion towards Coffee Shops. Hence, the hypothesis is accepted.

Discussion:

To enhance customer satisfaction in Coimbatore coffee shops, a few key improvements can be made. First, staffs should be trained to offer polite and efficient service, ensuring a consistent experience for customers. Maintaining cleanliness in seating areas and restrooms is crucial to meet expectations. Creating a welcoming ambiance with comfortable seating, relaxing music, and unique decor can elevate the overall experience. Providing sufficient parking and improving online ordering and delivery services will enhance convenience. Offering competitive pricing, loyalty programs, and discounts can attract and retain customers. Personalized offerings based on customer feedback will make experiences more memorable.

CONCLUSION

The study on customer satisfaction towards different coffee shops in Coimbatore City highlights the critical factors influencing customers' perceptions and preferences. Key determinants such as service quality, ambiance, cleanliness, pricing, availability of parking, and staff behaviour significantly shape the customer experience. Findings indicate that customers are generally satisfied with the coffee shops in Coimbatore, with specific establishments excelling in areas like ambiance and service speed. However, there is scope for improvement, particularly in addressing pricing concerns and enhancing personalized service to foster stronger customer loyalty. In conclusion, coffee shops that prioritize customer-centric practices and consistently deliver a positive experience are more likely to build and retain a satisfied customer base in Coimbatore's competitive market.

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