

# “A study on Customer experience towards coffee culture with special reference to Surat, Adajan”

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## Abstract

*Coffee Culture is a brain child of Director Mr Gaurav Narang & he nurtured the brand with his passion and vision. An idea of developing a Coffee brand with a unique café experience came in year 2003. When the whole world was enjoying the new Millennium, Mr Gaurav Narang was busy developing the concept. It took almost a year to come up with the first outlet of Coffee Culture in Surat and it was warmly welcomed by the city. And now the brand Coffee Culture is growing with its Lucknow, Jabalpur, Vapi, kadodara, Bardoli outlets. And many more to come this year. The main purpose of the research paper was to To know the customer satisfaction about service provided by the coffee culture. m The descriptive research method was used as survey and questionnaires were used to collect the data.*

*Nonprobability and convenience sampling method was adopted with the sample size of 100 respondent. To analyse the data frequency, multiple response and T-test were used. The study shows 64% of respondent has visit coffee culture with friends, 37% of respondent with family and only 2% of respondent visit coffee culture alone. 44% of respondent order coffee, and 28%*

*of respondent order sizzler. 84% of respondent has found price of coffee culture is affordable.*

## **Introduction**

*Coffee Culture is a brain child of Director Mr Gaurav Narang & he nurtured the brand with his passion and vision. An idea of developing a Coffee brand with a unique café experience came in year 2003. When the whole world was enjoying the new Millennium, Mr Gaurav Narang was busy developing the concept. It took almost a year to come up with the first outlet of Coffee Culture in Surat and it was warmly welcomed by the city. And now the brand Coffee Culture is growing with its Lucknow, Jabalpur, Vapi, kadodara, Bardoli outlets. And many more to come this year. Coffee Culture is now known for its lounge setup with huge offering of Delectable/Fusion. Cuisines. From Hot Coffees to Sizzling Food, its lively ambience is the most loved place for youth in daytime and families during evenings.*

- skilled yet friendly staff is always there on their toes to deliver excellent menu and quick Service.*
- Coffee Culture being a known brand always try to give its customers a unique experience With its Festivals and promotional events.*
- the main motto of the brand is to give more than expected to its customers.*

## **Literature Review**

**Ekaterina Tolpa 2018** *conduted Measuring Customer Expectations of Service Quality: To discuss the concept of service quality and find out the different approaches to measure service quality. The customers value basic services in service process such as information on tickets and flight schedule, communication in case of flight delay as well as no delays in baggage delivery.*

**Perceptions And Satisfaction Among Domestic Guests In Kenya.** *Determining the guest actual experience and evaluation from the stay hence assess how the hotel performed against perceived quality and the effect on guest satisfaction operationalised as emotional satisfaction. This study has revealed moderate influences of quality dimensions such as reliability, responsiveness and communication as given in their path coefficients on service quality.*

**Noorliza Zainol 2016, conducted The Influence of Customer Satisfaction Towards Positive Word-of-Mouth in Hospitality Industry.** *Discusses the influence to recover customer satisfaction through the variable positive word-of-mouth. It was clear this study explained about influence of recovery customer satisfaction towards positive word-of-mouth in the hotel industry. It is depends either guest satisfied or dissatisfied with the service, product, and cleanliness in that hotel and positive implication, of course the guest become trust, loyalty and re-patronize to the hotel.*

**Ahmed Rageh Ismail 2011, conducted Experience Marketing: An Empirical Investigation.** *This study addresses this gap in the literature and examines the antecedents and consequences of customer experience from customer perspectives. This study is the first to empirically assess the relationship between perceived service quality and customer experience. The results show that the hypothesized relationship is statistically significant.*

**Tung Wei-Chia 2013 , conducted A CUSTOMER PERCEPTION AND SATISFACTION SURVEY FOR A CHINESE BUFFET.** *To determine a demographic profile of the selected Chinese buffet customers in the city in western Wisconsin. The outcome of the study revealed significant factors regarding the demographic nature of the target market as well as their perceived*

*perceptions toward the selected Chinese buffet İbrahim Giritlioğlu, Eleri Jones 2014, conducted*

**Measuring food and beverage service quality in spa hotels: A case study in Balıkesir, Turkey.** *To develop an instrument to evaluate food and beverage service quality in spa hotels. Factor analysis revealed six quality dimensions: “assurance and employee knowledge”; “healthy and attractive food”; “empathy”; “tangibles”; “responsiveness of service delivery”; “reliability”. Customer expectations were highest for “tangibles” and “assurance and employee knowledge”. The largest gaps between perceptions and expectations were for “healthy and attractive food” and “tangibles”.*

**RAJA IRFAN SABIR, OSAMA GHAFOOR 2014, conducted Factors Affecting Customers Satisfaction in Restaurants Industry in Pakistan.** *The purpose this study is to investigate, compare and evaluate the determinants of the customers satisfaction in fast food industry. In all business or organization customer satisfaction is most important factor or issue and it is consider as a more valid and reliable feedback from the customers about your business and for the goodness of any business customer satisfaction play a vital role in the market field, and to measure the customer satisfaction different variables are select in the study such like price, quality in service and the environment of the restaurants ,and through different analysis it is concluded that there is positive and significance relationship between these variables and the customers satisfaction.*

**Ronald Sukwadi 2015, conducted Utilizing Customer Experience Management Framework to Create a Delightful Service Experience.** *To examine the customer experience. Creating a superior customer experience has been gaining increasing attention from service industries included café industries.*

## Objectives Of The Study

To know the customer satisfaction about service provided by the coffee culture. To know the factors affecting experience at coffee culture.

## Research Methodology

The present study is purely based on the primary data collected through the structured questionnaires from the respondent. In total 100 filled questionnaires were collected from the Surat the state of the Gujarat during the month of march 2021. The SPSS software was used to analyses the data frequency, multiple response and T-test was done.

## Data Analysis

### a. coffee culture is best place to hangout

Average	2
Maximum	4
Minimum	1
Standard deviation	0.84
T-TEST	0.15

HO- Coffee culture is not a best place to hangout. H1- coffee Culture is best place to hangout

### Interpretation

H1 is accepted as t test value is higher is than 0.05. We can say that coffee culture is best place to hangout.

### b. Ambience of coffee culture is soothing.

Average	2.23
Maximum	4
Minimum	1
Standard deviation	0.64
T-TEST	0.5

$H_0$  - Ambience of Coffee Culture is not good.  $H_1$  -

Ambience of Coffee Culture is good.

Interpretation

From the result of the t test we can see that  $H_1$  is accepted as the value of t test is more than

0.05. so we can say that Ambience of coffee culture is good.

**c. service of coffee culture is fast**

Average	2.11
Maximum	4
Minimum	1
Standard deviation	0.89
T-TEST	0.46

$H_0$  - service of coffee culture is not fast.  $H_1$  -

service of coffee culture is fast.

Interpretation

From the above result it is shown that t test value is 0.46 which is larger than 0.05 so here  $H_1$  was accepted. Respondent say that service of coffee culture was fast.

**d. taste and quality is excellent**

Average	2.12
Maximum	1
Minimum	1
Standard Deviation	0.72
T-TEST	0.26

$H_0$  - the taste and quality that coffee culture provided was not good.  $H_1$

- the taste and quality that coffee culture provide was excellent

Interpretation

From the above T-test result it is shown that  $h_1$  is accepted. Respondent says that the taste and quality coffee culture are providing was excellent .

## e. Provides wide range of products.

<i>Average</i>	<i>2.19</i>
<i>Maximum</i>	<i>4</i>
<i>Minimum</i>	<i>1</i>
<i>Standard Deviation</i>	<i>0.85</i>
<i>T - TEST</i>	<i>0.03</i>

*H<sub>0</sub> - Coffee Culture doesn't provide wide range of products H<sub>1</sub> -*

*Coffee Culture provide a wide range of product.*

*Interpretation*

*As per the above T-Test result it is seen that H<sub>0</sub> is accepted. As the T test value is less than*

*0.05. so null hypothesis is accepted.*

## f. customer service is excellent

<i>Average</i>	<i>1.99</i>
<i>Maximum</i>	<i>4</i>
<i>Minimum</i>	<i>1</i>
<i>Standard Deviation</i>	<i>0.77</i>
<i>T - TEST</i>	<i>1.73</i>

*H<sub>0</sub> - customer service of coffee culture is not good. H<sub>1</sub> -*

*customer service of coffee culture is good.*

*Interpretation*

*As from the above result it is shown that H<sub>1</sub> is accepted as t-test value is more than 0.05.*

*so we can say that customer service of coffee culture is good.*

## g. parking space is optimum

<i>Average</i>	2.81
<i>Minimum</i>	5
<i>Maximum</i>	1
<i>Standard Deviation</i>	1.21
<i>T - TEST</i>	1.38

*H<sub>0</sub> - parking space is not optimum at coffee culture. H<sub>1</sub> -*

*parking space is optimum at coffee culture.*

*Interpretation*

*From the above T Test result it is shown that H<sub>1</sub> is accepted. So we can say that parking space is optimum at coffee culture.*

**h. Coffee culture value for money.**

<i>Average</i>	2.19
<i>Maximum</i>	3
<i>Minimum</i>	1
<i>Standard Deviation</i>	0.65
<i>T - Test</i>	0.23

*H<sub>0</sub> - Coffee Culture doesn't provide value for the money H<sub>1</sub> -*

*Coffee Culture provide value for the money.*

*Interpretation*

*From the above result it is shown that T - Test value is more than 0.05. Here H<sub>1</sub> is accepted so we can say that coffee culture provide value for the money.*



## i. Coffee culture provides sense of excellent.

<i>Average</i>	2.12
<i>Maximum</i>	4
<i>Minimum</i>	1
<i>Standard Deviation</i>	0.73
<i>T-TEST</i>	0.46

*H0 - coffee culture doesn't provide a sense of excellence H1 - coffee culture provide a sense of excellence*

**Interpretation**

*Here H1 is accepted. T-test value is 0.46 which is greater than 0.05. Respondent says that coffee culture provide a sense of excellence.*

**Findings**

*from the research it is found that 61% of respondent are below the age of 18% . 57% of respondent are females. From the research it is found that 54% of respondent are student . 54% of respondent are living the below the age income of 2,50,000. 100% of respondent are aware of coffee culture. 100% of respondent has visited coffee culture . 64% of respondent has visit coffee culture with friends, 37% of respondent with family and only 2% of respondent visit coffee culture alone. . 44% of respondent order coffee, and 28% of respondent order sizzler. 84% of respondent has found price of coffee culture is affordable. 36% of respondent say overall coffee culture is good. . 94% of respondent will recommend coffee culture to their friends and family. 37% of respondent found the coffee culture best place for hangout. 58% of respondent ambience of coffee culture is smooth. 36% of respondent agree that service of*

coffee culture is fast. 50% of respondent agree that taste and quality is excellent at coffee culture. 38% respondent agree that coffee culture provide wide range of products. 49% of respondent agree that customer service is excellent of coffee culture. 35% of respondent agree that parking place is optimum. 54% of respondent agree that coffee culture provides value for money. 56% of respondent agree that coffee culture provides value for money. 56% of respondent agree that coffee culture provides a sense of excellence 75% respondent agree that cleanliness is always observed at coffee culture.

### Conclusion

Customer satisfaction is captured as a point in time measure that relates to range of time over which a services was procured while customer experience is a real time measure relating to the most recent touch point of a customer with your service so if customer has good experience it means that customer are satisfied with the services at coffee culture. From the above study, it can be concluded that customer experience was good and they are satisfied with the services of coffee culture, also study has found that factors like cleanliness, parking space and service speed has majorly affected customer experience at coffee culture.

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