



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CUSTOMER ENGAGE MARKETING IN CAFÉ COFFEE DAY

¹A Sowjanya, ²P Sai kumar

¹Assistant professor, ²MBA CMRIT

¹Management of Business administration,

¹CMR Institute of Technology, Hyderabad, India

Abstract: This study investigates customer engagement marketing at Café Coffee Day, aiming to identify factors such as personalized communication, valuable content, seamless experiences, and emotional connections that influence customer engagement. Using non-random sampling with a sample size of 50 individuals from Medchal, data was collected through a structured questionnaire and analyzed using percentages and bar graphs. The results revealed that social media is the most used engagement channel, with 56% of respondents using it. Weekly interactions with the brand were reported by 36% of respondents, and 56% were satisfied with the brand's engagement efforts. The study concludes that implementing targeted engagement strategies, including personalized recommendations, social media campaigns, and themed events, will enhance customer experience and loyalty at Café Coffee Day.

Index Terms - Customer Engagement, Marketing, Personalized Communication, Customer Loyalty, Engagement Channels.

I. INTRODUCTION

In today's fiercely competitive environment, where consumer expectations are constantly changing, customer engagement marketing represents a dynamic shift in how businesses interact with their customers. Unlike traditional marketing approaches that rely on one-way communication, customer engagement marketing emphasizes active involvement and dialogue between brands and their audience. By fostering meaningful connections and interactions, this strategy aims to build loyalty, advocacy, and long-term relationships. Through personalized experiences, interactive content, and community-building efforts, businesses can create an atmosphere where customers feel valued, listened to, and empowered. Customer engagement marketing is crucial for companies looking to stand out, drive growth, and maintain success in the digital era.

Customer engagement refers to interactions between consumers and organizations across various channels, whether online or offline. According to Hollebeek, Srivastava, and Chen (2019), customer engagement involves customers' motivated investment of cognitive, emotional, behavioral, and social resources into brand interactions, encompassing both online and offline interactions.

Online customer engagement differs qualitatively from offline engagement due to the unique nature of interactions with brands, companies, and other customers on the internet. The rise of the internet in the late 1990s, along with advancements in broadband speed, connectivity, and social media, has made online customer engagement a prevalent social phenomenon. Platforms like discussion forums or blogs offer spaces for people to communicate and socialize in ways not possible through offline mediums. These factors enable customers to regularly engage in online communities centered around product categories and consumption topics, often resulting in positive engagement with companies and their offerings.

II. OBJECTIVES OF THE STUDY To Identifying key factors that influence customer engagement, such as personalized communication, valuable content, seamless experiences, or emotional connections.

To assess impact of various engagement channels on customer engagement.

H0: There is no significant change in customer engagement marketing at Café Coffee Day.

H1: There is a significant change in customer engagement marketing at Café Coffee Day.

III. RESEARCH FRAME WORK The research design involves quantitative methods to measure engagement levels and test hypotheses. The study uses a survey to collect data, administered to a non-random sample of 50 participants from Medchal.

Participants:

The study included 50 respondents from Medchal, selected using non-random sampling techniques. The sample aimed to capture a diverse range of perspectives on customer engagement with Café Coffee Day.

Procedures:

A well-structured questionnaire with straightforward questions was employed for data gathering.

Procedures:

A well-structured questionnaire with straightforward questions was employed for data gathering. The hypothesis tested was:

H0: There is no significant change in customer engagement marketing at Café Coffee Day.

H1: There is a significant change in customer engagement marketing at Café Coffee Day.

3.1 Population and Sample

SAMPLE SIZE: 50

SAMPLE UNIT: MEDCHAL

3.2 Data and Sources of Data

For this study In studying customer engagement marketing, various data collection methods can be employed to gather insights into customer behaviors, preferences, and interactions with brands. Quantitative methods, such as surveys and experiments, can provide numerical data on engagement levels, customer satisfaction, and the effectiveness of different marketing strategies. Surveys can be administered online, via email, or through other channels to collect feedback on customer experiences, while experiments can be conducted to test the impact of specific engagement interventions on customer behavior.

3.3 Theoretical framework

V.Kumar – (May 2017)

In this research, we emphasize the necessity for and construct a framework of customer engagement (CE) through a thorough examination of marketing literature and analysis of widely circulated press articles. By delving into the development of customer management, we formulate the engagement theory, contending that when a relationship is fulfilling and emotionally connected, both parties become deeply involved in each other's welfare. Consequently, the elements of customer engagement comprise both the direct and indirect impacts of CE. Drawing upon theoretical backing, our proposed framework delineates the constituents of CE along with the precursors (satisfaction and emotion) and outcomes (tangible and intangible results) of CE. Furthermore, we explore how factors like convenience, firm nature (B2B vs. B2C), industry type (service vs. product), brand value (high vs. low), and level of engagement (high vs. low) moderate the relationship between satisfaction and direct contribution, and between emotions and indirect contribution of CE, respectively. Additionally, we illustrate methods to attain customer engagement and strategies to optimize firm performance.

Lawrence.F. Feick – (Jan 1987)

The research focuses on individuals who possess extensive knowledge about various products, shopping destinations, and market-related aspects, actively engaging in discussions and responding to queries from fellow consumers. The authors specifically create a Likert-type scale to gauge consumers' inclination to offer broad shopping and marketplace insights. Consumers scoring high on this scale are termed "market mavens." Drawing from a national survey of 1531 households, the results affirm the existence of market mavens and their recognition by other consumers. Furthermore, consumers perceive market mavens as influential figures in their buying choices. The authors also highlight the unique characteristics of market mavens compared to other influencers.

Robert M .Morgan – (July 1994)

Relationship marketing, which involves creating, nurturing, and sustaining effective relational exchanges, marks a significant transformation in marketing theory and practice. After defining relationship marketing and examining its ten variations, the authors propose that successful relationship marketing hinges on relationship commitment and trust. They position these two elements as crucial mediating variables, develop a model featuring these variables, and validate it with data from automobile tire retailers. Additionally, they contrast their model with an alternative that does not consider relationship commitment and trust as mediators. The positive test outcomes for their model lead to recommendations for further exploration and validation.

Jay B.Barney – (Feb 2008)

The field of strategic management, similar to other social science disciplines, revolves around a core research question: "Why do some firms consistently outperform others?" This question does not assume that firms will always exhibit persistent performance differences. Instead, it suggests that in certain circumstances, such differences may occur and cannot be fully explained by traditional economic theories of firm performance. These traditional theories generally assert that performance disparities between firms should be rare, unlikely to be persistent, and, if they do exist, are probably due to anti-competitive collusion or monopolistic behaviors by firms

3.4 Statistical tools and econometric models**Percentage, Bar graphs**

A Well structured questionnaire with straightforward questions is employed for data gathering.

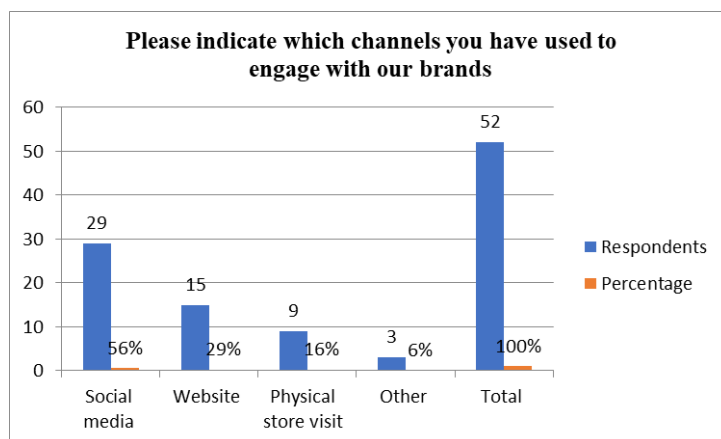
Hypothesis:-

H0:- there no significant change in customer engage marketing in cafe coffee day.

H1:- there significant change in customer engage marketing in café coffee day.

IV. RESULTS AND DISCUSSION

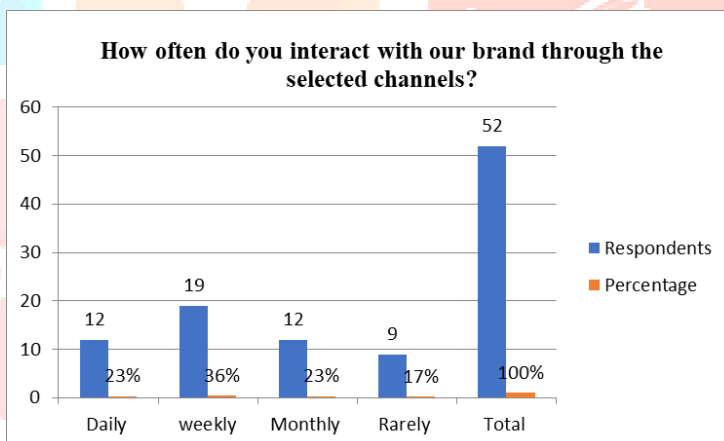
Please indicate which channels you have used to engage with our brands	Social media	Website	Physical store visit	Other	Total
Respondents	29	15	9	3	52
Percentage	56%	29%	16%	6%	100%



Interpretation:

The majority of respondents (56%) engage with Café Coffee Day through social media, making it the most popular channel. The website is the second most used channel at 29%, followed by physical store visits at 16%, and other methods at 6%. This suggests that digital channels, particularly social media, are the primary means of customer engagement, highlighting the importance of maintaining a strong online presence. Physical visits and other channels are less frequently used, indicating a trend towards digital interactions for engaging with the brand.

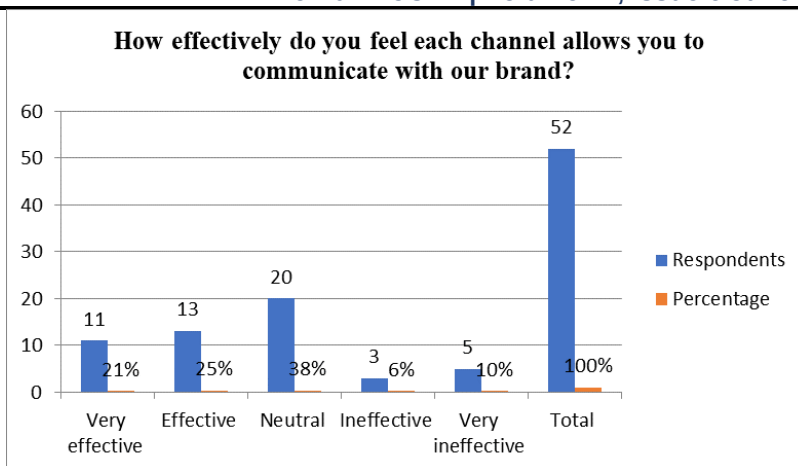
How often do you interact with our brand through the selected channels?	Daily	weekly	Monthly	Rarely	Total
Respondents	12	19	12	9	52
Percentage	23%	36%	23%	17%	100%



Interpretation:

The most common frequency of interaction with Café Coffee Day is weekly, with 36% of respondents engaging at this rate. Both daily and monthly interactions are tied at 23% each, suggesting a significant portion of customers interact with the brand regularly, either on a daily or monthly basis. A smaller group, 17%, interacts rarely. Overall, the majority of customers engage with the brand regularly, emphasizing the importance of maintaining consistent and quality interactions to foster ongoing engagement and loyalty.

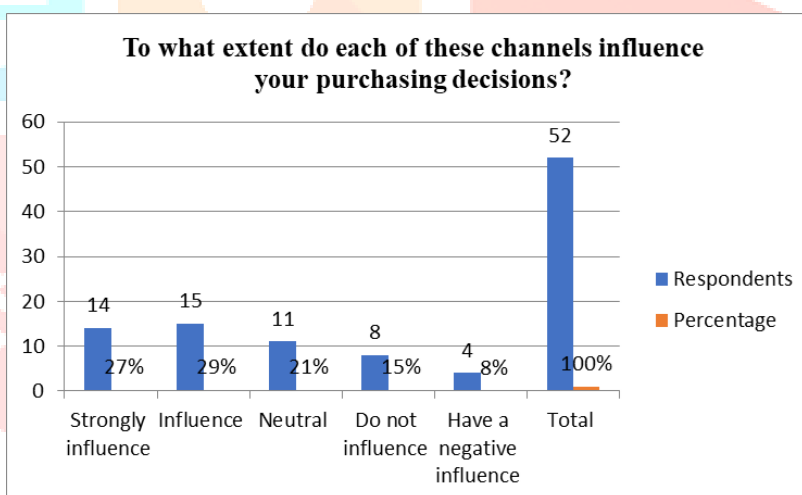
How effectively do you feel each channel allows you to communicate with our brand?	Very effective	Effective	Neutral	Ineffective	Very ineffective	Total
Respondents	11	13	20	3	5	52
Percentage	21%	25%	38%	6%	10%	100%



Interpretation:

46% of respondents perceive the communication channels with Café Coffee Day as effective, with 21% rating them as "very effective" and 25% as "effective." However, a notable 38% of respondents feel neutral, indicating that the channels meet their needs but could be improved. On the less positive side, 16% find the channels "ineffective" or "very ineffective," highlighting areas for enhancement. Overall, while nearly half of the customers are satisfied with the communication effectiveness, there is significant potential for improving these channels to better meet customer expectations and increase engagement.

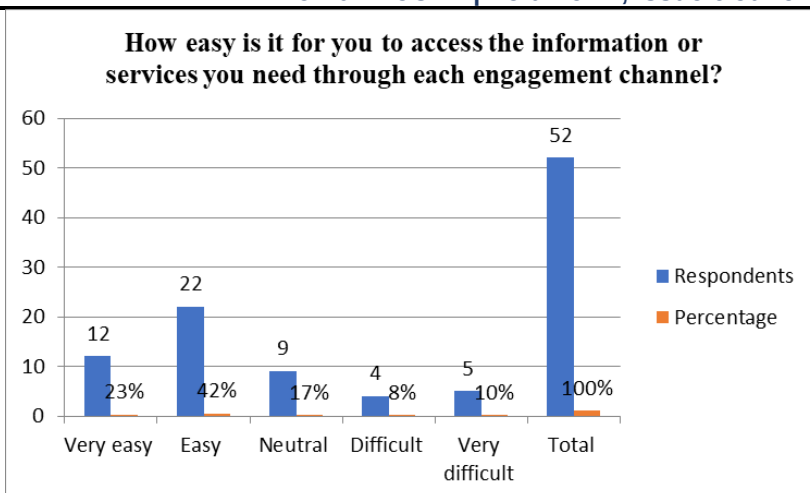
To what extent do each of these channels influence your purchasing decisions?	Strongly influence	Influence	Neutral	Do not influence	Have a negative influence	Total
Respondents	14	15	11	8	4	52
Percentage	27%	29%	21%	15%	8%	100%



interpretation:

The majority of respondents (56%) feel the channels positively influence their purchasing decisions, with 27% being "strongly influenced" and 29% "influenced." Another 21% remain neutral, indicating these channels have a moderate impact on their buying choices. However, 15% report that the channels do not influence their decisions, and 8% perceive a negative influence. This suggests that while the channels are effective for many customers, there is room to enhance their influence to better cater to those who are neutral or negatively affected.

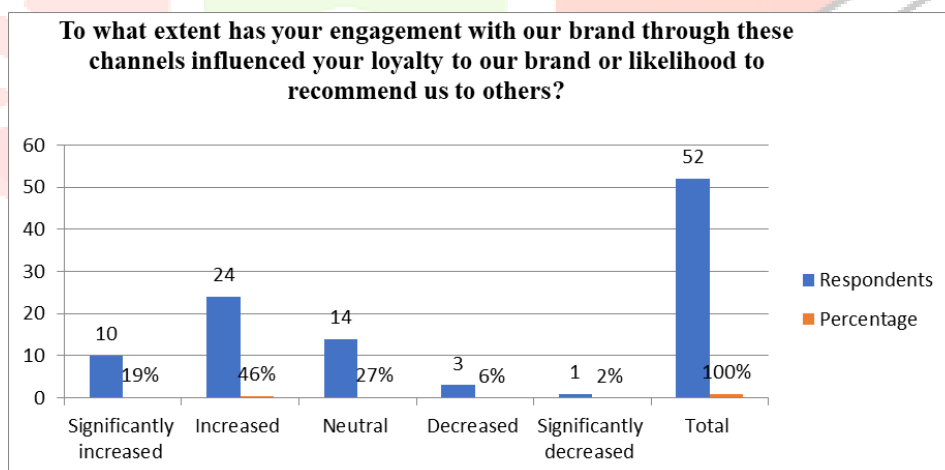
How easy is it for you to access the information or services you need through each engagement channel?	Very easy	Easy	Neutral	Difficult	Very difficult	Total
Respondents	12	22	9	4	5	52
Percentage	23%	42%	17%	8%	10%	100%



Interpretation:

Accessing information or services through the engagement channels is generally perceived as positive, with 65% of respondents finding it either "very easy" (23%) or "easy" (42%). However, 17% of respondents feel neutral about the ease of access, suggesting there is room for improvement. On the less positive side, 18% find it "difficult" (8%) or "very difficult" (10%) to access the needed information or services. Overall, while a significant majority finds the channels user-friendly, enhancing accessibility could benefit the minority who face challenges.

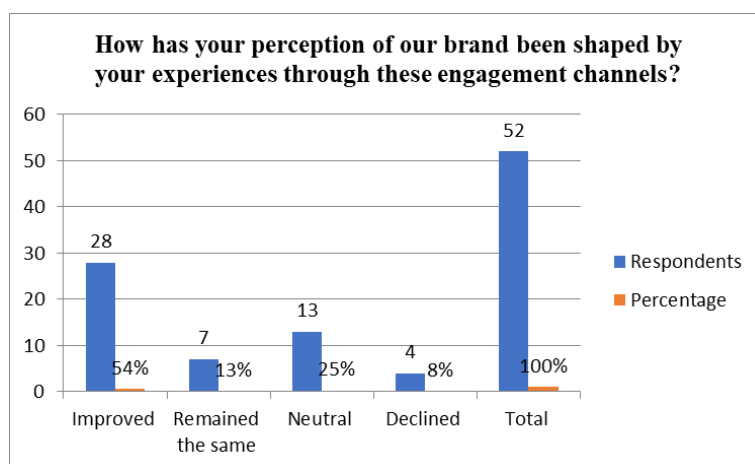
To what extent has your engagement with our brand through these channels influenced your loyalty to our brand or likelihood to recommend us to others?	Significantly increased	Increased	Neutral	Decreased	Significantly decreased	Total
Respondents	10	24	14	3	1	52
Percentage	19%	46%	27%	6%	2%	100%



Interpretation:

65% of respondents report increased loyalty and likelihood to recommend Café Coffee Day, with 19% "significantly increased" and 46% "increased." Another 27% remain neutral, while 8% experience decreased loyalty, with 6% "decreased" and 2% "significantly decreased." This suggests that while most customers feel positively influenced, there is potential to improve engagement strategies for those who are neutral or negatively impacted.

How has your perception of our brand been shaped by your experiences through these engagement channels?	Improved	Remained the same	Neutral	Declined	Total
Respondents	28	7	13	4	52
Percentage	54%	13%	25%	8%	100%



Interpretation:

A majority of respondents (54%) feel that their perception of Café Coffee Day has improved as a result of their experiences through engagement channels. A smaller portion, 25%, remain neutral in their perception, suggesting no significant change. Meanwhile, 13% report that their perception has remained the same, indicating a consistent view regardless of engagement. Only 8% indicate a decline in their perception, highlighting areas for potential improvement in enhancing overall brand perception through effective engagement strategies.

4.1 Results of Descriptive Statics of Study Variables

H0: there no significant change in customer engage marketing in cafe coffee day.

H1: there significant change in customer engage marketing in café coffee day.

Gender	Social media	Website	Physical store visit	Other	Total
Male	17(15.87)[0.08]	10(9.52)[0.02]	4(5.71)[0.51]	2(1.90)[0.00]	33
Female	8(9.13)[0.14]	5(5.48)[0.04]	5(3.29)[0.89]	1(1.10)[0.01]	19
Total	25	15	9	3	52

The chi-square statistic is 1.7055. The p-value is 0.635711. The result is not significantly at $p < 0.05$.

Since P value is less than 0.05, H0 reject and accepted H1. So, there is significant change in customer engage marketing in café coffee day.

Age	Social media	Website	Physical store visit	Other	Total
16-20	4(6.25)[0.81]	4(3.75)[0.02]	4(2.25)[0.36]	1(0.75)[0.08]	13
20-25	19(16.35)[0.43]	10(9.81)[0.00]	4(5.88)[0.60]	1(1.96)[0.47]	34
25-30	2(2.40)[0.07]	1(1.44)[0.14]	1(0.87)[0.02]	1(0.29)[1.76]	5
Total	25	15	9	3	52

The chi-square statistic is 5.7602. The p-value is 0.450581. The result is not significant at $p < 0.05$.

- Social media emerges as the most popular engagement channel, utilized by 56% of respondents, highlighting its pivotal role in customer interaction. The website follows with 29% usage, indicating a significant online presence for Café Coffee Day. Physical store visits account for 16% of engagement, demonstrating the importance of offline interactions, while other channels contribute 6% to overall engagement.
- Communication channels are perceived as effective by 46% of respondents (21% very effective, 25% effective), reflecting positively on the brand's ability to communicate through these channels. However, 38% express neutrality, suggesting room for improvement in enhancing communication strategies.
- The influence of engagement channels on purchasing decisions is notable, with 56% of respondents indicating some level of influence (27% strongly influenced, 29% influenced). Conversely, 21% remain neutral, while 23% report no or negative influence on their purchasing decisions.
- Access to information or services through engagement channels is considered easy by 65% of respondents (23% very easy, 42% easy), indicating effective information dissemination. However, 18% find access difficult (8% difficult, 10% very difficult), highlighting potential barriers that need addressing.
- Engagement through these channels significantly enhances loyalty and the likelihood to recommend the brand for 65% of respondents (19% significantly increased, 46% increased). Nevertheless, 27% express neutrality, while 8% report decreased loyalty, suggesting areas for improving customer engagement strategies.

- Overall brand perception is positively influenced for 54% of respondents due to engagement experiences, indicating that effective engagement strategies contribute to a favorable brand image. Meanwhile, 25% remain neutral, and 21% indicate no change or a decline in brand perception, emphasizing the need for continuous improvement in engagement efforts to maintain or enhance brand perception.

REFERENCES

- [1] V.Kumar (May 2017) https://www.researchgate.net/publication/331177550_Customer_Engagement__The_Construct_Antecedents_and_Consequences
- [2] Robert M. Morgan (July 1994) https://www.researchgate.net/publication/329255077_The_Commitment_Trust_Theory_of_Relationship_Marketing
- [3] Jay B. Barney (Feb 2008) https://www.researchgate.net/publication/324525529_The_Resourcebased_View_Origins_and_Implications

