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An Analysis Of Customer Satisfaction Towards Café In Coimbatore City

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ABSTRACT

This study examines the factors influencing customer satisfaction in cafés across Coimbatore City, Tamil Nadu. With the rapid growth of café culture in the region, driven by urbanization, lifestyle changes, and increased consumer expectations, understanding the key drivers of customer satisfaction has become crucial for business sustainability. The research adopts a descriptive design and utilizes primary data collected through structured questionnaires from 120 respondents. It analyzes the impact of various elements such as food quality, service speed, ambiance, pricing, and staff behavior on the overall customer experience. The findings reveal that customers are generally satisfied with the quality and variety of food and beverages, as well as staff professionalism and pricing fairness. However, areas such as service speed and ambiance require improvement. The study suggests strategic enhancements in menu variety, service delivery, and environment to better meet consumer expectations. This research provides valuable insights for café owners and stakeholders aiming to improve customer loyalty and competitiveness in Coimbatore's dynamic café market.

Key words : cafes, customer satisfaction, food quality, pricing fairness

INTRODUCTION

Coimbatore, a prominent city in Tamil Nadu, has witnessed a significant transformation in its food and beverage sector over the past decade, particularly with the rise of cafés as popular social spaces. Once a city known for its industrial roots, Coimbatore has gradually embraced modern lifestyles, leading to a surge in urban dining trends. Cafés, which were traditionally viewed as places for a quick coffee break or a casual meeting, have now evolved into multifunctional spaces for socializing, working remotely, or simply relaxing. The rapid growth of the café culture in Coimbatore reflects the changing preferences of the city's population, particularly the younger generation, which values experiences that combine quality food, ambiance, and a space for leisure or work.

The café industry in Coimbatore is characterized by its diversity, with international chains such as Starbucks and Café Coffee Day coexisting alongside a growing number of local independent cafés. These

local establishments cater to a range of customer preferences, from those seeking artisanal coffee and gourmet snacks to those interested in healthier options or organic, locally sourced ingredients.

STATEMENT OF THE PROBLEM

With the increasing number of cafés in Coimbatore, customers have a variety of choices. However, not all cafés succeed in attracting and retaining customers. Factors such as service quality, ambiance, food quality, pricing, and overall experience play a significant role in customer satisfaction. This study attempts to identify the key determinants of customer satisfaction and evaluate the performance of cafés in Coimbatore from the perspective of their patrons.

SCOPE OF THE STUDY

This study explores customer perceptions of various cafés in Coimbatore City, including both independent cafés and franchise-based coffee shops. It examines demographic profiles of café customers, their expectations regarding service quality, and the range of product offerings alongside pricing strategies. Additionally, the research investigates customer preferences, loyalty trends, and the challenges café owners face in ensuring customer satisfaction.

OBJECTIVES OF THE STUDY

- To evaluate the impact of service quality, ambiance, food quality, pricing, and staff behavior on customer experience.
- To identify the key factors influencing customer satisfaction, including service and food quality.
- To analyze the level of customer satisfaction in cafés in Coimbatore City.
- To suggest improvements for enhancing customer satisfaction in cafés.

RESEARCH METHODOLOGY

Research methodology is the systematic plan used to conduct a research study effectively. It outlines the procedures for collecting and analyzing data, along with the theoretical framework guiding the research. This helps ensure the accuracy, reliability, and validity of the findings. A well-defined methodology enhances the overall credibility of the research

RESEARCH DESIGN

Sample size : 120 respondents

Sampling Technique : Convenience Sampling Technique

Statistical Tools used : Simple Percentage Analysis, Likert Scale Analysis

Primary Data : : Collected through structured questionnaires and interviews with café customers.

Secondary Data : Journals, Books, Websites

LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore City and may not be generalized to other regions.
- The sample size is restricted to 120 respondents, which may not fully represent the entire population.
- Customer preferences are subjective and may change over time, affecting the reliability of long-term conclusions.

REVIEW OF LITERATURE

Ms. R. Akshaya Sudharshana, owdarya. M, (2024) the study explores consumer purchase behavior towards branded tea in Coimbatore, analyzing preferences, awareness, and satisfaction levels. Factors like taste, brand, availability, price, and quality influence purchasing decisions. Data from 151 respondents show that quantity and quality are key buying factors, while color and packaging impact brand choice. The chi-square analysis found no significant link between income and tea purchases. The study suggests better production mapping, improved processing, and stronger marketing for competitiveness. Findings help brands enhance consumer experience and product appeal in a highly competitive tea market.

Riskilia Aida Fitri, Desy Tri Anggarini (2024) examines the impact of service, price, and product quality on consumer purchase intentions for Mixue Ice Cream and Tea in Probolinggo City. Based on data from 40 respondents and multiple linear regression analysis, findings reveal that price and product quality significantly influence purchase decisions, while service does not have a direct impact. However, all three factors collectively contribute to consumer interest. The study highlights the importance of competitive pricing, high product quality, and strong service integration in marketing strategies to enhance consumer appeal and market competitiveness.

Cheisy T. Wongkar, et al (2025)¹⁷ The study analyzes the impact of brand image and product quality on customer satisfaction at Starbucks Coffee Manado using a quantitative approach with multiple linear regression analysis. Data was collected from 92 respondents through purposive sampling. Results show that both brand image and product quality significantly influence customer satisfaction, with product quality playing a crucial role. A strong brand image enhances trust, while high product quality ensures positive customer experiences. The findings highlight the importance of maintaining premium brand perception and consistent product standards to strengthen customer satisfaction and loyalty.

ANALYSIS AND INTERPRETATION

➤ SIMPLE PERCENTAGE ANALYSIS

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

**TABLE SHOWING THE PREFERRED METHOD OF
ORDERING FOOD FROM CAFÉ**

S.NO	PREFERRED METHOD OF ORDERING FOOD FROM CAFE	NO. OF THE RESPONDENTS	PERCENTAGE (%)
1	In-store (Dine-in)	70	60%
2	Takeaway	40	30.8%
3	Delivery	12	9.2%
	TOTAL	130	100%

(Source: Primary data)

INTERPREATION :

The above table shows that 60% (70) respondents chose to eat at the café, 30.8% (40) respondents opting to pick up their food and 9.2% (12) respondents choosing to have their food delivered.

➤ **LIKERT SCALE ANALYSIS**

$$\text{Likert Scale} = \frac{\Sigma(fx)}{\text{Total Number of Respondents}}$$

While, f = no .of respondents

x = likert scale value

$\Sigma (fx)$ = total score

Mid value : Mid value indicates the middle value of Likert scale.

TABLE SHOWING THE QUALITY OF FOOD AT CAFÉ

S.NO	QUALITY OF FOOD IN A CAFÉ	NO OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL
1	Very satisfied	53	5	265
2	Satisfied	48	4	192
3	Neutral	25	3	75
4	Dissatisfied	3	2	6
5	Very Dissatisfied	1	1	1
	Total	130		536

(Source: Primary data)

$$\text{LIKERT SCALE} = \sum (fx) / \text{Total number of respondents}$$

$$= 536 / 130$$

$$= 4.1$$

INTERPRETATION:

The Likert scale value of 4.1 indicates that customers are generally satisfied with the quality of food offered at the café. It reflects positive customer perceptions regarding taste, freshness, and presentation. This suggests that food quality is a strong contributor to overall customer satisfaction.

FINDINGS

- 60% (70) respondents choosing to eat at the café.
- Likert scale value is 4.1 is higher than the middle value 3, indicates the customer satisfied with quality of food at café.

SUGGESTIONS

- Expand food variety by introducing new dishes and seasonal specials.
- Enhance taste and flavor through regular menu testing and improvements.
- Maintain fair pricing with value-for-money deals and loyalty discounts.

CONCLUSIONS

This study concludes that the findings indicate that customers are generally satisfied with the café's food quality, pricing, and overall experience. Taste and flavor are the most influential factors in food selection, while fair pricing and service efficiency contribute to customer loyalty. However, there is room for improvement in ambiance, service speed, and variety of offerings. By implementing targeted improvements such as expanding the menu, enhancing customer experience, and optimizing service, the café can further strengthen its appeal and ensure long-term customer satisfaction.

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