

A Study on Customer Satisfaction with Reference to the Café Coffee Day (CCD), Delhi-NCR

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Abstract: This research paper explores the customer satisfaction levels at Cafe Coffee Day (CCD) outlets in the Delhi-NCR region. The study aims to analyse various factors influencing customer satisfaction, including service quality, product offerings, ambience, and pricing. Data was collected through surveys conducted among CCD customers, and both quantitative and qualitative analysis methods were employed to draw conclusions. The findings provide valuable insights into enhancing customer satisfaction and improving the overall cafe experience at CCD outlets in Delhi-NCR. Sample size of 100 respondents included in the research and data were analyzed and interpreted. This study examines how CCD's pricing strategies, staff behaviour, promotional activities, and product diversification impact overall customer satisfaction. It highlights the significance of consistency in service quality, the introduction of innovative menu options, and the effectiveness of CCD's promotional campaigns. The findings contribute to the broader understanding of consumer behavior in the café industry and provide valuable insights for businesses looking to enhance customer satisfaction and long-term profitability.

Keywords: Customer Satisfaction, Consumer Behaviour, Service Quality, CCD, Brand Engagement

