

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

Khyati Rajput and Aparna Vats

Tecnia Institute of Advance Studies, Rohini, New Delhi, India

**Abstract:** This research paper explores the customer satisfaction levels at Café 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 café 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

## I. INTRODUCTION

Café Coffee Day (CCD) is one of the leading coffee chains in India, known for its diverse range of beverages, snacks, and cozy ambience. With numerous outlets across Delhi-NCR, CCD serves as a popular destination for coffee enthusiasts and individuals seeking a casual dining experience. However, ensuring high levels of customer satisfaction is imperative for CCD to maintain its competitive edge in the market.

In recent years, the café culture in India has witnessed significant growth, driven by factors such as urbanization, changing consumer preferences, and an increasing inclination toward socializing in coffee shops. International brands such as Starbucks and Costa Coffee have entered the Indian market, intensifying competition for domestic brands like CCD. To remain competitive, CCD must continuously assess and enhance its service quality, pricing strategies, and overall customer experience.

Customer satisfaction plays a crucial role in determining business success in the hospitality and food service industry. Satisfied customers are more likely to return, recommend the café to others, and contribute to positive brand recognition. Key factors that influence customer satisfaction include product quality, pricing, service efficiency, cleanliness, and the overall ambience of the café. Additionally, digital engagement and loyalty programs have become essential in retaining customers and increasing brand affinity.

Despite being a well-established brand, CCD has faced challenges in consistently meeting customer expectations. Variations in service quality, outdated product offerings, inconsistent pricing strategies, and the lack of strong digital engagement have contributed to fluctuations in customer satisfaction. Additionally, changing consumer behavior, health-conscious dietary preferences, and an increased demand for premium coffee blends and alternative beverages have required cafés to adapt and modify their service strategies. Understanding these evolving customer expectations is essential for CCD to maintain its market leadership and strengthen its brand image.

This study aims to investigate the factors influencing customer satisfaction levels at CCD outlets in Delhi-NCR. By understanding the key determinants of satisfaction, CCD can identify areas for improvement and implement strategies to enhance the overall café experience for its customers. The research will provide insights into consumer preferences, behavioral patterns, and expectations from café establishments, ultimately helping CCD refine its operational strategies



and maintain its position as a preferred coffee destination in the region. Furthermore, this study will contribute to the broader understanding of customer satisfaction dynamics in the Indian café industry, offering valuable insights for businesses seeking to optimize service quality and enhance customer retention.

Café Coffee Day (CCD) has been a well-recognized coffee chain in India, offering a variety of beverages, snacks, and a comfortable ambience. However, despite its strong market presence, CCD faces challenges in maintaining consistent customer satisfaction. Through preliminary observations and interactions with customers, it was found that key concerns include variations in service quality across outlets, pricing concerns compared to competitors, and limited product innovation. Additionally, factors such as ambience, digital engagement, and promotional effectiveness play a significant role in shaping customer perceptions.

Customers today have more choices than ever before, with international brands like Starbucks and Costa Coffee providing strong competition. Changing consumer preferences, an increasing demand for premium coffee blends, and a growing preference for healthier menu options have also influenced purchasing behavior. Given the competitive nature of the café industry, understanding what drives customer satisfaction at CCD is crucial for ensuring business sustainability and growth.

This topic was selected due to the increasing importance of customer satisfaction in the food and beverage industry, especially in the café segment. As consumer expectations continue to evolve, brands need to continuously refine their service offerings to stay competitive. The research aims to provide valuable insights into the factors affecting customer satisfaction at CCD outlets in Delhi-NCR and to identify opportunities for improvement.

By conducting this study, I intend to contribute to a deeper understanding of customer behavior and service expectations in the Indian café industry. The findings will not only help CCD improve its service strategies but also serve as a useful reference for other businesses in the food and beverage sector looking to enhance customer satisfaction and loyalty.

The objectives of this study focus on evaluating customer satisfaction at Café Coffee Day (CCD) outlets in Delhi-NCR and identifying key factors that influence consumer experiences. By understanding these aspects, the research aims to provide valuable insights for improving CCD's service quality and overall brand perception.

**To evaluate the level of customer satisfaction at Cafe Coffee Day outlets in Delhi-NCR.** – This objective seeks to measure how satisfied customers are with various aspects of CCD, including service, product quality, pricing, and ambience. By gathering feedback through surveys, the study aims to assess whether CCD is meeting customer expectations and where improvements are needed.

**To identify the key factors influencing customer satisfaction, including service quality, product offerings, ambience, and pricing.** – Customer satisfaction is shaped by multiple factors such as how well the staff interacts with customers, the quality and variety of food and beverages, the pricing strategy, and the overall atmosphere of the café. This objective aims to determine which of these factors play the most significant role in shaping customer experiences at CCD.

**To provide recommendations for enhancing customer satisfaction and improving the overall cafe experience at CCD outlets in Delhi-NCR.** – Based on the analysis of customer feedback and industry trends, this objective focuses on suggesting actionable improvements. These may include better training for staff, menu diversification, pricing adjustments, more effective promotional strategies, and enhancements in ambience to create a more appealing environment for customers.

## **II. LITERATURE REVIEW**

The **literature review** serves as the foundation of this study by analyzing existing research on customer satisfaction in the café industry. It explores key factors that influence customer experience, including service quality, product variety, pricing, ambience, and brand engagement. Understanding these factors helps in identifying areas where improvements can be made to enhance customer satisfaction at Café Coffee Day (CCD) outlets in Delhi-NCR.



### **Service Quality**

Service quality has been widely recognized as one of the most important determinants of customer satisfaction. Customers expect prompt service, courteous staff behavior, and efficient handling of orders. Any inconsistency in service delivery can negatively impact customer perceptions and loyalty. In the competitive café industry, maintaining a high standard of service is essential to retain customers and encourage repeat visits. Customers expect prompt service, courteous staff behavior, and efficient handling of orders (Parasuraman, Zeithaml, & Berry, 1988). Any inconsistency in service delivery can negatively impact customer perceptions and loyalty (Sharma & Mehta, 2018).

### **Product Offerings**

Product offerings also play a critical role in shaping customer satisfaction. Cafés that provide a diverse menu, including coffee, snacks, and beverages, are more likely to attract a wider customer base. Customers often seek innovation in flavors, healthier options, and premium-quality ingredients. However, pricing remains a crucial factor, as affordability influences purchasing decisions. A balance between quality and competitive pricing is necessary for customer retention. A diverse menu with coffee, snacks, and beverages attracts a wider customer base (Singh, 2019). Customers seek innovation in flavors, healthier options, and premium-quality ingredients (Brown, 2020).

### **Pricing Strategies**

Café Coffee Day (CCD) faces pricing concerns compared to its competitors, making it essential to refine its pricing strategy to enhance customer perception. Competitive pricing adjustments, along with promotional efforts, could help CCD improve customer satisfaction and brand loyalty. A study on pricing fairness in coffee shops indicates that affordability often outweighs product quality in influencing customer decisions. Pricing plays a critical role in customer satisfaction and influences repeat visits (Kumar & Gupta, 2021). Competitive pricing strategies can help maintain market share against international brands (Jones et al., 2020).

### **Ambience and Café Experience**

Ambience is another significant aspect of customer satisfaction. The atmosphere of a café, including seating arrangements, lighting, music, and overall cleanliness, greatly affects the overall experience. A comfortable and aesthetically pleasing environment encourages longer stays and positive word-of-mouth recommendations. Many customers choose cafés not only for their products but also for the experience they provide, making ambience a key differentiator. The physical environment, including lighting, music, and seating comfort, affects customer perception (Kotler, 1973). A well-maintained, aesthetically pleasing environment enhances customer satisfaction (Patel & Verma, 2022).

### **Brand Engagement and Digital Presence**

Digital engagement and promotional activities have become increasingly relevant in today's market. Customers respond positively to loyalty programs, discounts, and personalized offers. Effective marketing strategies, including social media engagement and online reviews, influence customer perceptions and brand loyalty. Inconsistencies in promotional efforts or lack of engagement can lead to reduced customer interest over time. Social media and digital marketing strategies influence brand perception and customer retention (Johnson, 2020). Loyalty programs and personalized engagement improve long-term customer relationships (Smith & Taylor, 2019).

### **Competitive Market Landscape**

CCD operates in a highly competitive café market, facing strong competition from global brands like Starbucks and Costa Coffee. The evolving preferences of customers, demand for premium coffee blends, and the need for healthier menu options significantly impact the competitive landscape. To maintain its market position, CCD must focus on service quality, menu innovation, and a stronger digital presence. The entry of global coffee chains like Starbucks and Costa Coffee increases competition (Jones et al., 2020). Domestic brands like CCD must continuously innovate to sustain customer interest (Patel & Verma, 2022).



By reviewing these key factors, this study aims to provide insights into how CCD can enhance its customer satisfaction strategies. Identifying gaps and understanding customer expectations will help in making informed recommendations for improving the overall café experience.

### **III. RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The scope of research methodology is wider than that of research methods.

#### **Research Design:**

This study employs a descriptive mixed-methods research design, combining both quantitative and qualitative approaches to gain a comprehensive understanding of customer satisfaction at Café Coffee Day (CCD) outlets in Delhi-NCR. A descriptive research design is used as it helps in systematically describing customer preferences, behaviors, and satisfaction levels without altering or influencing the respondents' opinions.

The quantitative component involves collecting numerical data through structured surveys, which help measure various satisfaction indicators such as service quality, product offerings, pricing, and ambience. This enables statistical analysis to identify trends and patterns in customer responses. The qualitative component involves gathering open-ended feedback, allowing respondents to share their personal experiences and suggestions regarding CCD's services. This helps uncover insights that may not be captured through numerical data alone.

By integrating both approaches, the study provides a balanced perspective, ensuring a detailed evaluation of CCD's customer satisfaction. It also considers external factors such as industry competition, evolving consumer expectations, and digital engagement trends, making the findings more relevant for business strategy development. The descriptive research design ensures that insights are drawn objectively, helping CCD identify specific strengths and areas for improvement in a structured and analytical manner.

#### **Sampling Technique:**

This study uses a convenience sampling technique to select participants for the survey. Convenience sampling is a non-probability sampling method where respondents are chosen based on their availability and willingness to participate. This approach was selected as it allows for easy access to customers visiting Café Coffee Day (CCD) outlets in Delhi-NCR, ensuring a smooth data collection process within the given time constraints.

Customers were approached randomly at different CCD outlets and invited to take part in the survey. The selection process aimed to include a diverse group of respondents, ensuring representation across various demographic segments, including age, gender, occupation, and income levels. This diversity helps in capturing a broad range of perspectives on customer satisfaction and preferences.

While convenience sampling is practical and cost-effective, it has certain limitations. Since participants are not selected through a random process, the findings may not be fully generalizable to all CCD customers across different locations. However, efforts were made to collect responses from multiple outlets to minimize biases and enhance the study's credibility. The sampling technique was chosen to ensure a sufficient number of responses within the research timeframe while maintaining relevance to CCD's target customer base.

#### **Data Collection**

When conducting any type of research, data collection inevitably becomes the main phase. Data collection refers to gathering opinions and views of sample respondents in order to get a structured view of what consumers think. Using a combination of Primary Data and Secondary Data, the study ensures a well-rounded evaluation of customer satisfaction. The primary data offers direct customer perspectives, while the secondary data provides context and background for understanding broader market trends. This approach enhances the reliability and validity of the research findings, offering valuable insights for CCD's service improvement strategies. To further my objective, I have chosen the following methods of data collection:



**Primary Data**

Written Questionnaire- I used a structured questionnaire with close-ended questions and got a section of respondents to answer these questions.

E-mail Questionnaire- I sent questionnaires by e-mail also. These were answered by respondents at leisure and without inhibitions. It also gave us a wider spectrum of consumers to consider.

**Secondary Data**

Website of the company.

Communities of coffee lovers and youth.

Newspapers and magazines.

**Sampling Size:**

Sampling Size refers to the number of respondents selected for the study to ensure a reliable analysis of customer satisfaction at Café Coffee Day (CCD) outlets in Delhi-NCR. For this research, a total of 100 respondents were surveyed. The sample size was determined based on feasibility, time constraints, and the need for meaningful statistical analysis while ensuring diverse representation.

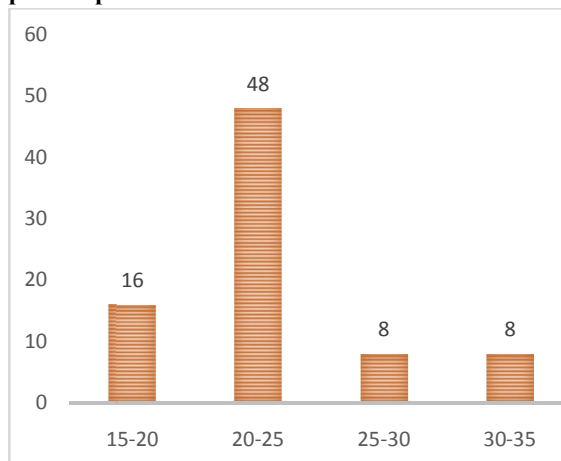
Sample size of 100 respondents included people from various segments mentioned above. I divided these samples among the youth accessible to me, particularly teenagers from West Delhi. The sample included a mix of different customer demographics, such as students, working professionals, business owners, and casual visitors. This diversity helped capture varied perspectives on service quality, product offerings, pricing, and ambience at CCD. By including respondents from different backgrounds, the study aimed to reflect real consumer preferences and behaviors accurately. While 100 respondents provide valuable insights, it is important to acknowledge that a larger sample could have further increased the generalizability of the findings. However, given the scope of the research and available resources, the chosen sample size ensures a balanced approach to data collection while maintaining accuracy and relevance.

By utilizing an appropriate Sampling Size, this study ensures that the gathered data is representative enough to draw meaningful conclusions about customer satisfaction at CCD, helping the brand refine its service strategies and improve overall customer experience.

**IV. DATA ANALYSIS AND INTERPRETATION**

**Figure 1.**

**Figure Showing the Age Group of Respondents**



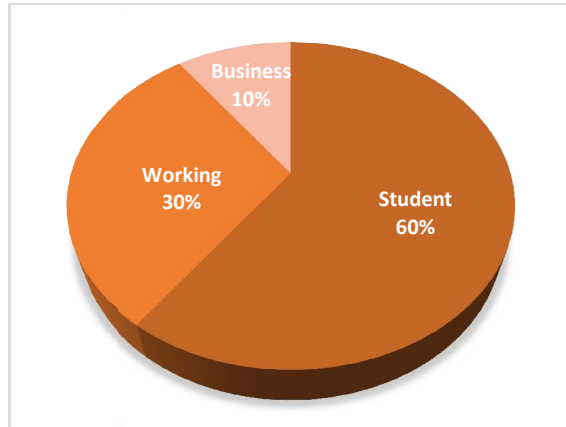
It is found that the Age group "between" 20-25 visit Café Coffee Day more than other age group.

Age	No. of Respondents	Percentage
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15 – 20	16	20%
20 – 25	48	60%
25 – 30	8	10%
30 – 35	8	10%
TOTAL	80	100%

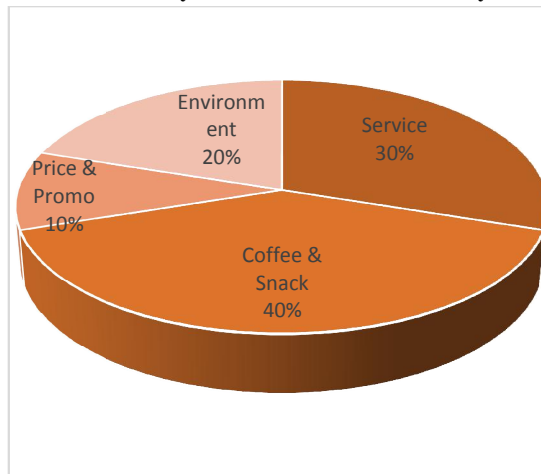
**Figure 2.**  
**Figure Showing the Occupation of Respondents**



The figure reveals that 60% of the respondents were students, making them the primary customer group at Café Coffee Day, followed by 30% working professionals and 10% business owners. This indicates that students visit CCD more frequently than other groups, likely due to its casual ambience, affordability, and suitability as a social or study space. To further attract this demographic, CCD could introduce student discounts, study-friendly environments, and loyalty programs tailored to young consumers.

	No. of Respondents	Percentage
Student	48	60%
Working	24	30%
Business	8	10%
Total	80	100%

**Figure 3. Figure Showing the factor influences you to come Café Coffee Day**

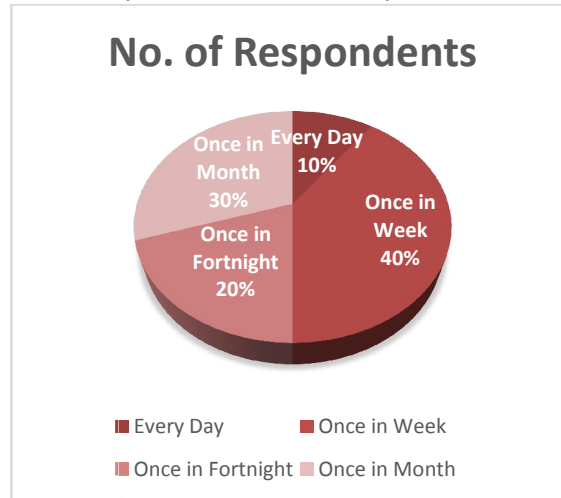


It is found that promotional activities were not effective. To make them effective company has to do some plan.



	No. of Respondents	Percentage
Service	24	30%
Coffee & Snack	32	40%
Price & Promo	8	10%
Environment	16	20%
TOTAL	80	100%

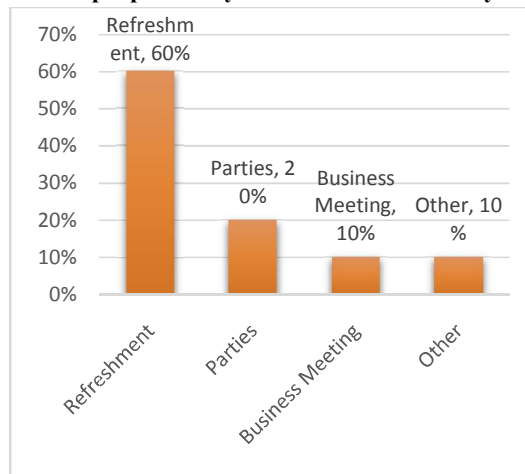
Figure 4. Figure showing that how often you visit Café Coffee Day



It is found that 40% of the respondents visit Café Coffee Day once in week and 30% of the respondent visit café Coffee Day once in month. So, by using Promotional Activities and CRM techniques Café Coffee Day can make them to visit frequently.

	No. of Respondents	Percentage
Every Day	8	10%
Once in Week	32	40%
Once in Fortnight	16	20%
Once in Month	24	30%
TOTAL	80	100%

Figure 5. Figure showing that for what purpose did you visit Café Coffee Day



60% of the respondent visit CCD refreshment Purpose. It suggesting that a majority of customers see CCD as a place to relax and unwind rather than just a coffee shop. This highlights the importance of maintaining a comfortable ambience and offering a diverse menu to cater to their needs. Strengthening the café's environment and beverage variety could further enhance customer satisfaction and retention.

	No. of Respondents	Percentage
Refreshment	48	60%
Parties	16	20%
Business Meeting	8	10%
Other	8	10%
TOTAL	80	100%

**Figure 6.**  
Figure showing that What factor influences you to come Café Coffee Day



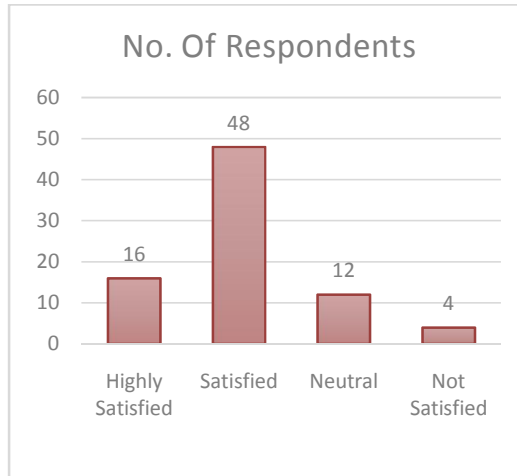
40% of the respondent feel coffee and Snacks influence them to visit CCD. This shows that promotional activities were not effective. To make them effective company has to do some plan.

	No. of Respondents	Percentage
Service	24	30%
Coffee & Snack	32	40%
Price & Promo	8	10%
Environment	16	20%
TOTAL	80	100%





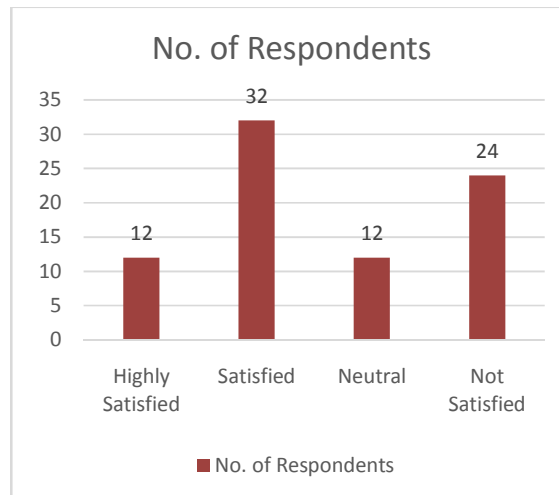
**Figure 7.**  
**Figure showing that the Opinion about service**



60% of the respondent Satisfied about service. It indicating that a majority of customers have a positive experience with staff behaviour, order efficiency, and overall service quality. However, there is still room for improvement to enhance customer satisfaction further and address the needs of the remaining 40% who may have had neutral or negative experiences.

	No. of Respondents	Percentage
Highly Satisfied	16	20%
Satisfied	48	60%
Neutral	12	15%
Not Satisfied	4	5%
TOTAL	80	100%

**Figure 8.**  
**Figure showing the Opinion about Price**



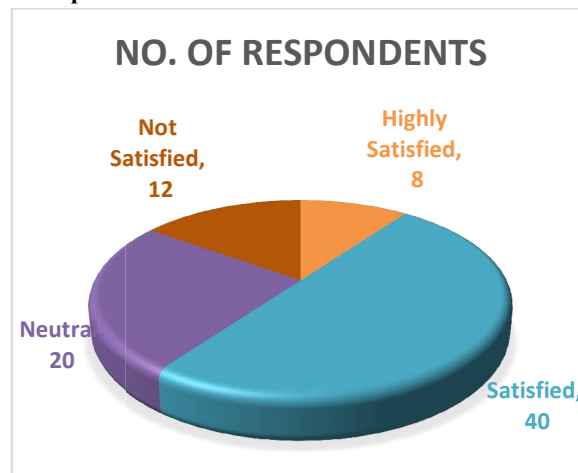
The data shows that 55% of respondents (15% highly satisfied + 40% satisfied) have a positive perception of CCD's pricing, while 15% remain neutral and 30% are dissatisfied, suggesting that a significant portion of customers perceive CCD's pricing as high or not justified by the value offered. This highlights the need for CCD to review its pricing



strategy, introduce value deals, or enhance the perceived quality of its offerings to improve overall customer satisfaction.

	No. of Respondents	Percentage
Highly Satisfied	12	15%
Satisfied	32	40%
Neutral	12	15%
Not Satisfied	24	30%
TOTAL	80	100%

**Figure 9.**  
**Figure showing the Opinion about promotional activities**

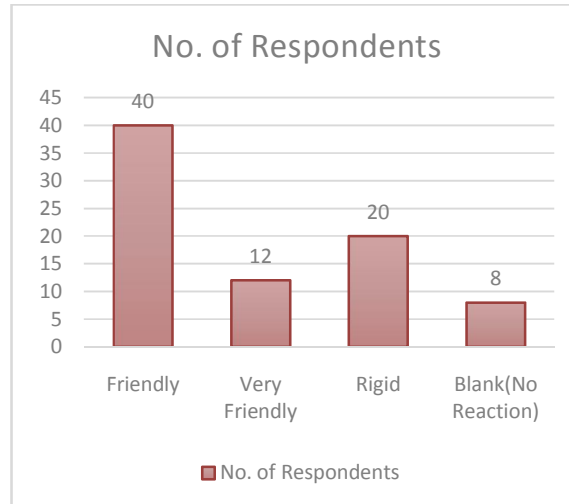


The figure shows that while 60% of respondents were satisfied with Café Coffee Day’s promotional activities, 40% were either neutral or dissatisfied, indicating a lack of strong impact. This suggests that CCD’s promotions may not be engaging or well-communicated, highlighting the need for more targeted and appealing offers to attract customer interest.

	No. of Respondents	Percentage
Highly Satisfied	8	10%
Satisfied	40	50%
Neutral	20	25%
Not Satisfied	12	15%
TOTAL	80	100%



**Figure 10.**  
**Figure showing the Opinion about the staff.**



The data indicates that 65% of respondents found the staff at Café Coffee Day to be friendly or very friendly, reflecting a positive customer service experience. However, 35% felt the staff was either rigid or indifferent, suggesting inconsistencies in service. While the overall perception of the staff is good, there is room for improvement in training to ensure a consistently welcoming experience for all customers.

	No. of Respondents	Percentage
Friendly	40	50%
Very Friendly	12	15%
Rigid	20	25%
Blank(No Reaction)	8	10%
TOTAL	80	100%

- 60% of the respondent would like to know about promotional activity.
- 70% of the respondent would like to be part of any future event in CCD.
- 60% of the respondent feel event conducted by CCD influence them to visit CCD.
- Above 50% of the customer rated prom was good and 35.7% rated promo was excellent.
- Approx 90% of them expect more events in future.
- Approx 95% of the respondent satisfied about promo.

### V. CONCLUSION

CCD should concentrate on the non-coffee beverages like hot and cold tea, fruit beverages and ice-cream based and also on other integrated marketing communication plans. They should come out with customer engagement plans and promote itself through various different media. Their average ratings of the variable were quite low, which signifies a scope for improvement. They should concentrate on introducing more variants in its coffee line, which is hugely popular. At the same time, they can look at introducing and heavily promoting their other beverages. They should look at expanding by having outlets in a little unconventional area- away from the usual heavy traffic roads, college- nearby and near-workplace locations. They have stared towards this by having outlets in malls but the activity has to be more aggressive. They should invest in training its café staff on manners, service and waitering. This is important for an in-café experience and any bad experience will lead to loss of customers. They should look at product bundles so customers can avail additional benefits.



The study on customer satisfaction at Café Coffee Day (CCD) outlets in Delhi-NCR highlights key factors influencing consumer experiences, including service quality, product offerings, pricing, ambience, and promotional activities. The findings suggest that while CCD enjoys strong brand recognition and a loyal customer base, there are areas that require improvement to enhance overall customer satisfaction. Service quality and staff behavior play a crucial role in shaping customer perceptions. While a majority of respondents found the staff friendly and service satisfactory, a significant portion expressed concerns about inconsistencies. Proper training programs and service standardization can help create a more uniform and pleasant experience across all outlets.

Product pricing emerged as a mixed factor, with a considerable number of customers expressing dissatisfaction. While many appreciate CCD's offerings, price sensitivity remains a concern. Introducing more value-driven pricing strategies, combo offers, and loyalty rewards could help address these concerns and enhance customer retention. The study also revealed that promotional activities were not entirely effective, with many respondents either neutral or dissatisfied. To improve engagement, CCD should focus on targeted marketing strategies, personalized offers, and enhanced digital promotions to attract and retain customers. Additionally, CCD's ambience remains a strong point, as many customers visit for relaxation and socializing. However, to remain competitive in the café industry, continuous innovation in menu options, improved customer engagement, and stronger digital presence will be necessary.

Overall, CCD has a solid customer base, but refining its service quality, pricing strategy, and promotional efforts will significantly enhance customer satisfaction and brand loyalty. Implementing these improvements will help CCD maintain its competitive edge in an evolving market and further strengthen its position as a preferred café destination in Delhi-NCR.

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