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A comparative study of customer preferences towards Starbucks and Cafe Coffee Day

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ABSTRACT :

The coffee enterprise has witnessed splendid boom, with global manufacturers competing to seize patron loyalty. This examine examines customer choices toward Starbucks and Café Coffee Day (CCD), prominent coffee chains, by way of reading key elements which include brand belief, provider quality, product services, pricing, and ambiance. The research employs a comparative method via surveys and facts analysis to understand customer behaviour and pride ranges. Findings highlight the strengths and weaknesses of every brand, offering insights into how they cater to unique customer segments. This examines pursuits to offer treasured recommendations for enhancing purchaser experience and logo positioning inside the aggressive café enterprise.

1.1 INTRODUCTION

Starbucks and Cafe Coffee Day are two of the most famous coffee chains inside the global. With a huge presence in several nations, inclusive of India. The study goals to pick out the factors that impact clients to pick one logo over the alternative. This can include elements together with price, quality, environment, menu services, convenience, and customer service. By evaluating the strengths and weaknesses of each brand, the study can provide insights into the factors that could help businesses entice and maintain clients. Additionally, the study can explore the impact of things together with brand image, advertising and marketing, and phrase of mouth on patron options. By analysing consumer feedback and opinions, the have a look at can offer valuable insights into the strengths and weaknesses of each manufacturer and propose capability areas for improvement. Overall, a comparative looks at of patron choices toward Starbucks and Cafe Coffee Day can help corporations inside the espresso enterprise understand the key factors that affect client choices and increase powerful techniques to draw and hold customers. Marketing is a critical commercial enterprise characteristic that entails figuring out, satisfying, and retaining customers via the creation, promoting, and distribution of goods or offerings, it involves understanding purchaser wishes and options and the use of this facts to design powerful marketing techniques that talk the fee of a products or services to customers. Marketing features a huge range of activities, together with marketplace research, product development, and advertising, sales, and customer support. It entails figuring out and focused on specific customer segments, growing branding and messaging hence resonate with those clients, and the use of numerous channels to attain and engage with them. Overall, advertising and marketing performs a vital role in the success of any commercial enterprise, and a nicely-designed advertising and marketing method can assist organizations connect to their clients and acquire their growth goals.

1.2 STATEMENT OF THE PROBLEM:

The assignment goals to conduct a comparative examine on patron choices towards Starbucks and Cafe Coffee Day (CCD). The trouble declaration of the mission is to perceive the elements that have an effect on clients' preferences toward Starbucks and CCD, and to determine which of the two espresso chains is more favored by way of customers. The examine will discover the various components together with emblem loyalty, product great, provider nice, pricing, and ambiance that affect the clients' desire of espresso chain. The study will help in understanding the strengths and weaknesses of every coffee chain and provide insights to enhance the patron enjoy a good way to advantage an aggressive advantage.

1.3 OBJECTIVES OF THE STUDY:

- * To perceive the factors that have an effect on customers' possibilities closer to Starbucks and CCD.
- * To decide the level of consumer delight with the products, offerings, and ambiance provided by Starbucks and CCD.
- * To examine the emblem loyalty of Starbucks and CCD among customers.
- * To analyze the pricing techniques of Starbucks and CCD and its impact on patron options.
- * To have a look at the carrier pleasant and consumer experience provided by way of Starbucks and CCD.

* To provide tips to enhance the patron experience and advantage an aggressive advantage.

1.4 SCOPE OF THE STUDY:

The study will recognition on clients of Starbucks and CCD in Coimbatore town, Tamil Nadu. This observe will analyze the factors that have an impact on clients' preferences in the direction of Starbucks and CCD. This also compares the logo loyalty, product exceptional, provider excellent, pricing, and atmosphere of the both. The look at will provide insights and guidelines particular to the Coimbatore marketplace, which may be utilized by Starbucks and CCD to improve their services and customer revel in in the metropolis. It does not encompass analysis of other coffee chains or cafes. It will cognizance most effective on Starbucks and CCD and their performance in Coimbatore metropolis.

1.5 RESEARCH METHODOLOGY:

The research methodology for any undertaking is the systematic technique used to acquire and examine statistics to answer a studies query or resolve a research trouble. It is the framework that publications the complete research manner, from defining the hassle and goals to drawing conclusions and presenting hints.

The method ensures that the studies is conducted in a based and scientific manner. With suitable information series and analysis strategies selected primarily based on the studies design.

The research methodology also takes into consideration ethical considerations, such as acquiring informed consent from contributors and making sure confidentiality.

PRIMARY DATA:

A dependent questionnaire can be developed, and surveys may be conducted a number of the customers of both Starbucks and Cafe Coffee Day. The survey will encompass questions associated with customers' demographic's, logo loyalty, and their desire for particular services or products offered through Starbucks and Cafe Coffee Day. The survey questions might be closed-ended, with predefined alternatives for clients to choose from.

SECONDARY DATA:

Secondary information refers to records that has been accrued with the aid of a person else for a exclusive cause than the only handy. It is facts that has already been posted or recorded and is available for researchers to use in their studies. Secondary information can be amassed from a wide range of resources, which includes books, journals, newspapers, government reports, and on line databases.

1.5.4 SAMPLE DESIGN:

Sample layout refers back to the manner of selecting a subset of individuals or gadgets from a larger populace for inclusion in a research examine. The reason of sampling is to collect records about the populace based on information accumulated from a smaller, extra achievable sample. A nicely-designed pattern can cause correct and reliable research findings, at the same time as a poorly designed sample can cause biased or deceptive results.

1.5.5 SAMPLE SIZE:

Sample length refers to the variety of people or items which are protected in a studies have a look at.

The sample length selected for this have a look at is a hundred and ten respondents. The pattern length is an critical attention in research method because it is able to affect the accuracy and reliability of studies findings.

1.5.6 SAMPLE TOOL:

* Simple Percentage Analysis

1.6 LIMITATIONS OF THE STUDY:

* Sample size: The take a look at may additionally have a limited pattern length because of time and useful resource constraints, that could have an effect on the representativeness of the findings.

* Sample selection bias: The pattern won't be representative of the larger populace of clients who go to Starbucks and Cafe Coffee Day in Coimbatore town because of certain biases in the sampling method used.

* Self-choice bias: The customers who take part in the examine can be special from people who do not take part, which could lead to biased effects.

* Data reliability: The reliability of the secondary facts sources used in the observe may be restrained, as they'll be issue to mistakes, omissions, or inaccuracies.

REVIEW OF LITERATURE

It become owned and being managed by three buddies named Jerry Stanley Baldwin, Zev Siegl and Gordon Bowker that shares the equal ardour approximately coffee. The said commercial enterprise commenced with the aid of promoting sparkling-roasted connoisseur espresso beans and brewing and roasting add-ons (Garza, 2010).

Understanding the behaviours of the clients shall pass together with the know-how in their expectations and wishes and their shopping fashion. Several internal and external factors effect the customer shopping for choice, making the purchaser buying method multifaceted (Lamb, McDaniel & Hair, 2008). As such, the factors that have an effect on the shopping decision of Hong Kong human beings is manifested in various tiers of purchaser buying behaviour and the type of buying behaviour Hong Kong humans conform into. Like another commodity, the acquisition of coffee additionally relies upon with several impacts and elements that have an effect on the consumption behaviour (Pride et al, 2008 and Stockford, 2008).

Truell, Allen, Milbier, & Michael (2007) said that advertising is one of the 4 Ps of advertising - price, product, place, and advertising. Promotion is typically notion of as a chain of sports designed to inform and convince individuals to purchase a product, join a belief, or guide a purpose. All of the numerous tools to be had to advertising and marketing managers for promotional sports represent what's referred to as the promotional blend. The promotional blend includes advertising, personal promoting, public members of the family and sales promotion.

Starbucks is most possibly great recognized for now not following the conventional retail know-how. It frequently breaks the retail regulation approximately placing stores so intently that they steal elements of every different's income. For example, in Chicago, the corporation has its over one hundred shops, and many of them are positioned in the identical street. Marshall Field's even has branches within the same keep; the first one is positioned in the decrease degree, whereas the other is situated on the first floor (Gulfey 2006).

TABLE SHOWING THE GENDER OF THE RESPONDENTS

S NO	CRITERIA	NO OF RESPONDENTS	PERCENTAGE
1	MALE	54	45%
2	FEMALE	66	55%
	TOTAL	120	100%

INTERPRETATION

From the given table, 45% of the respondents are male and 55% of the respondents are female. Hence it can be concluded that the majority of the respondents are Female.

TABLE SHOWING THE AGE OF THE RESPONDENTS

S NNO	CRITERIA	NO OF RESPONDENTS	PERCENTAGE (%)
1	BELOW 18 YEARS	18	15
2	19-23	60	50
3	24-30	26	27.70
4	ABOVE 30 YEARS	16	13.30
	TOTAL	120	100%

INTERPRETATION

From the above table, 15% belong to below 18 years, 50% belong to 19 - 23 years and 27.70% belong to 24 - 30 years, 13.30% belong to above 30 years. Hence it can be concluded that the majority of the respondents belong to 19-23 years age group

CONCLUSION

In conclusion, the comparative study on customer preferences towards Starbucks and Cafe Coffee Day revealed that both brands have a significant presence in the coffee industry and offer a similar range of products and services. However, Starbucks has a higher brand value, and customers perceive it as a premium coffee brand. On the other hand, Cafe Coffee Day is perceived as more affordable and accessible, particularly among the middle-class population.

The study also revealed thus customer preferences towards both brands depend on various factors such as taste, quality, price, service, ambiance, and location. While some customers prefer Starbucks for its premium quality coffee and unique flavors, others prefer Cafe Coffee Day for its affordability and convenient locations.