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A COMPARATIVE STUDY OF CUSTOMER EXPERIENCE IN CAFE COFFEE DAY VS BARISTA

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Abstract

The study is about customer perceptions about customer experience practices of Barista vs. Cafe Coffee Day. The study was conducted in the city of Pune (India) during 01.06.2012 to 15.07.2012. For the purpose of this study Exploratory Research Design is used. Convenience sampling method is adopted for the study. Survey method is used for collecting the data. The data is collected through interviews with respondents from different professions, age, occupations and also intercepts at Barista and CCD. The sample for the study is 146 respondents. Nominal scale is used for all the variables except age, income, family size, no of children wherein ratio scale is used. SPSS 17 versions is used. Various statistical tools like Cronbach's Alpha for Scale Reliability, Kaiser-Meyer-Olkin Measure of Sampling Adequacy and z test are used for data analysis. The findings of the study reveal that of the twenty five variables considered in the study customer's perception is found to be unfavorable in case of four variables viz. 1) Exterior (facade) of the restaurant 2) Enough space in the isles to move comfortably in the restaurant 3) Scent and Perfume in the Restaurant 4) Delivery time taken for serving the products and 5) Taste and quality of Products.

Author Keywords

Comparative Analysis, Customer Perceptions, Coffee Cafes, Taste and Quality of food

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