



A STUDY ON CUSTOMER SATISFACTION TOWARDS BRU COFFEE IN MADURAI CITY

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ABSTRACT:

This study delves into the realm of customer satisfaction towards Bru Coffee, aiming to provide a comprehensive understanding of the factors influencing consumer perceptions and loyalty within the context of the dynamic coffee market. With an emphasis on product quality, service delivery, brand loyalty, and the efficacy of marketing strategies, the research seeks to gauge the levels of satisfaction among Bru Coffee's clientele. Employing both qualitative and quantitative methodologies, the study explores emerging trends and preferences in the coffee industry that may impact customer satisfaction. The findings of this research offer actionable insights for Bru Coffee, allowing it to refine its strategies, enhance product offerings, and fortify customer relationships in order to remain a prominent player in the competitive coffee landscape.

KEYWORDS:

1.1 INTRODUCTION

A part of Hindustan Lever, BRU Coffee is India and largest and favorite coffee brand that offers a range of Indian and international coffee products. Since 1968, BRU has constantly endeavored to bring varied types of authentic coffee with premium tastes to Indian consumers. After conducting innumerable coffee trials with coffee samples, we personally select the best coffee beans and freshly roast them to serve you a great cup of rich aromatic coffee, whether it and coffee at home or at BRU World Cafe. BRU with love and blended with passion to make a perfect coffee recipe, BRU Coffee lets you discover the lovely moments of your life, with a flavor of happiness. Hindustan Unilever launched its coffee powder under the name Brooke Bond Green Label in the year 1962. Bru Coffee is a power brand owned by Hindustan Unilever and is in direct competition with Nestlé's Nescafe.

Coffee Fact- It is the largest coffee brand in India and occupies 46.9% of the market share because of its exotic flavors and rich aromas. Bru is a leading coffee brand in India and is known for its traditional and international taste of flavors. Its coffee is extremely premium, strong and always delivers the best coffee to its consumers. Bru coffee is in powder form and that is one of its biggest USP. The company does many coffee trials before launching it to the final consumer so that each cup is fresh and full of aroma.

1.2 STATEMENT OF PROBLEM

The study aims to investigate the levels of customer

satisfaction towards Bru Coffee, identifying key factors that contribute to positive experiences and potential areas for improvement. With a competitive coffee market and changing consumer preferences, understanding the dynamics of customer satisfaction becomes crucial for Bru Coffee's continued success. The specific concerns include assessing satisfaction levels with product quality, service delivery, brand loyalty, and the impact of marketing strategies on customer perceptions. Additionally, the study seeks to uncover any emerging trends or preferences in the coffee market that may influence customer satisfaction, providing valuable insights for Bru Coffee to enhance its offerings and maintain a strong rapport with its customer base.

1.3 REVIEW OF LITERATURE

Vibhor Mohan (2012), "Strom in coffee cup" in handed city, conducted a study in the city to know the perceptions of consumers on the growing popularity of Bru coffee house. He concluded that it provided a relaxing ambiance with eye-catching crockery and bright decor. The growth of these specialty and gourmet coffee shops was a result of the economic and demographic changes, higher disposable incomes, increases number of working and exposure to global trends.

According to an Ibis Report (2011), The coffee shop industry is characterized as fairly competitive and has allow entry barrier. Given these characteristics, it is important for coffee shop businesses to make efforts to

retain current customers and to attract new customers.

1.4 OBJECTIVES:

The objectives of the study are as follows:

- To identify the bru coffee of the customer.
- To analysis the source of awareness of bru coffee
- To find out the factors influencing purchase of bru coffee.
- To know the customer opinion about price
- To offer suggestion to increase the sales of bru coffee.

1.5 RESEARCH DESIGN

The type of the research design undertake is descriptive study generally when the researcher is interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation or income, a descriptive study is undertaken.

Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance. Descriptive study is well structural rigid and to approach cannot b changed every now and then. The objective of such a study is to answer the “Who, what, when, where, and how” of the subject under investigation.

NATURE OF DATA

A. PRIMARY DATA

The study is mainly based or primary data are collected from selected respondents from the study is undertaken. A structural questionnaire is used to collect answer from th respondents to a list of question format.

B. SECONDARY DATA

Secondary data were collected from company websites, thesis, reports, magazine and text books.

SAMPLE UNITS:

The sample unit comprises of “CUSTOMER SATISFACTION TOWARDS BRU COFFEE”.

SAMPLE SIZE:

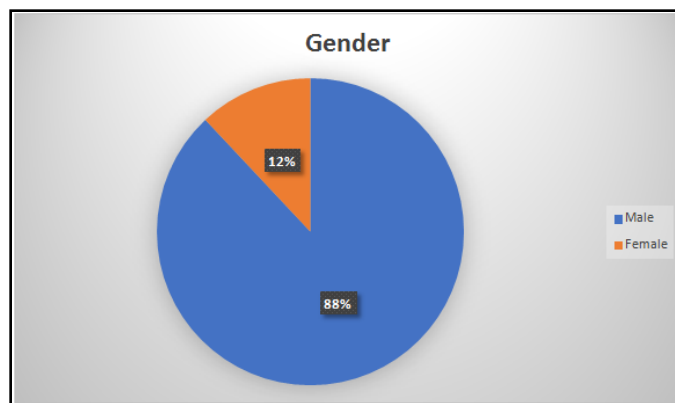
It refers to the number of peoples surveyed. For this topic, 50 people were surveyed and responses drawn.

1.6 DATA ANALYSIS:

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1 GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	44	88
Female	6	12
Total	50	100

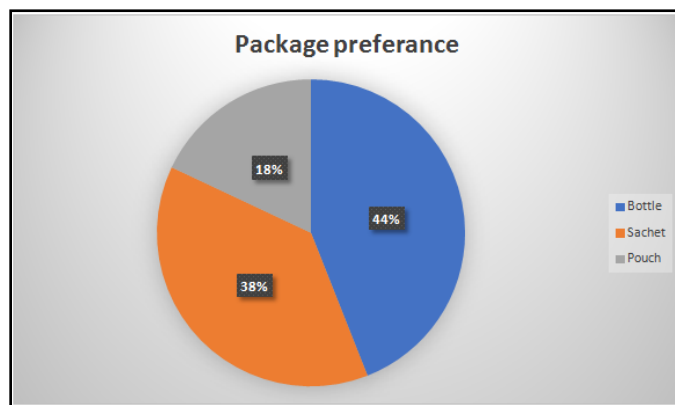


INTERPRETATION:

In the above table and data indicates that 88% of respondents were male 12% were female.

TABLE 2 SHOWING THE PACKAGE PREFERENCE OF RESPONDENTS

PACKAGE PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
Bottle	22	44
Sachet	19	38
Pouch	9	18
Total	50	100



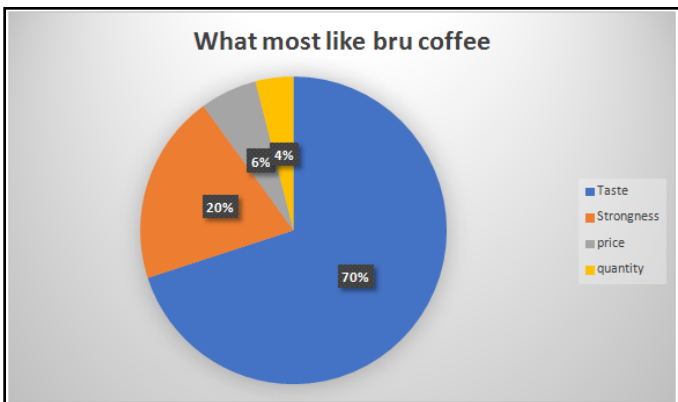
INTERPRETATION:

In the above table and data indicates that 44% of respondents were preferences are bottle, 38% Respondents where preference are sachet and 18% of respondents where preference are pouch.

TABLE 3 SHOWING WHAT RESPONDENTS MOST LIKE BRU COFFEE

WHAT MOST LIKE BRU COFFEE	NO. OF RESPONDENTS	PERCENTAGE
Taste	35	70
Strongness	10	20
Price	3	6
Quantity	2	4

Total	50	100
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1.7 FINDINGS & CONCLUSION

This study based on customer preference and taste. This research is conducted to understanding of the customer satisfaction to consuming the coffee. Besides research has some limitations of the study. As a result, customer satisfaction is more important factor in consuming coffee.

- Table 1.1 Shows 88% majority of respondents are male.
- Table 1.2 Shows 44% majority of package preference respondent are bottle in bru.
- Table 1.3 Shows 70% majority of most like in bru coffee are taste.

REFERENCES

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WEBSITE:

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