

## **A Study on the Experiences of the Customer Pertinent to the Consumption in Velan Coffee Shop, Coimbatore**

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### **Abstract**

One among the researcher is also the customer for the Coffee Shop and the team of researchers is eager to know about the experience of the customers and preference towards the consumption of the product and services in this outlet. It is of course, both the product and well as the service are potential and generating impact. With their attractive and comfortable ambience the experience of the customers is being stimulated. Several retrospective ideas are implemented to delight the customers. And it is also affordable price wise and available in terms of location and enjoyable in the form of taste and preference. They are also pulling more of consumers from the floating population and they become the customer for this business. They have also adapted a strategy like personalization, which means tweaking the tastes according to the consumers' penchant. Such research will also encourage the persons who are having any novel idea to do business and enhance it by gaining more customers. Contemporary solutions are adapted that helps deliver good consumer experience. The customers are also recommending or orally they spread the messages to others about the brand. In this research the researchers have analyzed about approach of

customers of this coffee shop, the price of products and the ambience of the shop, the convenience and comfortability have been analyzed.

**Keywords:** Customer, coffee shop, preference and experience, delight, affordable price, etc.

## **Introduction**

Coimbatore is a bakery city and there are almost 3600 recognized bakeries which are run by its proprietors to satisfy the customers. In the midst of such competition, maybe it is a perfect completion, the brand Velan coffee has been introduced to the people of Coimbatore in three important places. These places are always having been beset with floating people or studded with more crowds. The choice in the colour for the small elevation and the ambience may attract the buyers. However the researchers have identified there are more factors like taste, comfortability, convenience and many other may attract the people and those becomes the customer of this shop. This bakery became quickly famed and the business is unfazed in the concern places. It turns land mark to many people within the shortest period of time of its inception. Earning the people in the form of consumers and turn them into customers and they became the baby face of a business could not be an easy one in Coimbatore. But it happens and this becomes astonishment to the researchers and they are willing to know what the 'mojo' of this business is. The factors shoved to increase the business in spite of rigorous competition are not emulated one but known in theories and practiced in a very perfect way.

Velan Coffee shop (VCS) is also having the ad strategy only during the opening of their coffee shop. They gave ad in news paper and through the FM radio and announced their brand, which had a quick reach. This brand becomes a consistent brand and it delivers a breakthrough and that more number of people are now using the shop amidst the competition, from the Aavin Booth Coffee stations to Branded bakeries. The demand is getting increased because they serve with taste and bring the customers' experience in their business. Many customers especially who prefer the coffee and tea with traditional tastes along with the natural ingredient and enjoyable aroma are prefer this VCS. The concentration towards customer satisfaction in the business, they gain more revenue and a part of profit again invested in the business for the further development.

## Statement of the Problem

The journey of the customers must be experienced, memorable and personalized. Any business in the territory like Coimbatore have to create better customer engagement and must enrich the in-store experience to boost the sales. In this idea, the researchers have concentrated on this Velan Coffee shop and willing to identify the truth behind the fulfillment that they offer to the customers. The researchers here also interested to identify the factors which are influencing more to attract the individuals to buy and taste the products. In this perspective the researchers have conducted this research in the title “A Study on the Experiences of the Customer Pertinent to the Consumption in Velan Coffee Shop, Coimbatore”

## Objectives

1. To study about the experiences of the customers pertinent to the Consumption in Velan Coffee Shop
2. To know about the factors influencing the business to attract more customers
3. To identify about the preferences of the customers towards the Velan Coffee Shop

## Research Methodology

- a. Research type-Analytic Research
- b. Primary data-Questionnaire
- c. Secondary data-Books, Journals and magazines
- d. Sampling size and Technique-120 Respondents, Convenience Sampling
- e. Tools utilised-One Way ANOVA, Garrett Ranking Method

## One Way Anova

A series of one-way ANOVA were carried out to find the experiences of the Customer Pertinent to the Consumption in Velan Coffee Shop in Coimbatore district.

## Age and Opinion on the Experiences of the Customer Pertinent to the Consumption

All the age group of the people are approaching this coffee shop. However, there are more number of elder who prefer coffee or a tea as a drink to refurbish them are mostly approaching here to consume and enjoy the beginning of the day. The researcher has

approached many customers and consumers here who were given the most satisfactory feedback about the coffee shop. In the shop the service the items with smiling face, pleasant music in the Television or inspired quotes that will be displayed here in the monitor (TV screen), a clean floor and the other ambience brings the blissful in the morning or in the evening. It is expected that, the customer's opinion would never change according to Age. As far as Age is concerned, the respondents are classified into 5 categories., i.e., 21 to 30 years, 31 to 40 years, 41 to 50 years, 51 to 60 years and above 60 years. The researchers have also seen that many customers read newspaper, books for an hour and they have consumed the coffee or tea twice or thrice.

H<sub>0</sub>: There is no significant difference in the Consumption of Velan Coffee with respect to various age categories.

H<sub>1</sub>: There is a significant difference in the Consumption of Velan Coffee with respect to various age categories

**TABLE SHOWING THE RESPONDENTS OPINION BASED ON AGE**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Awareness on Velan coffee	Between Groups	21.968	4	5.492	8.037	0
	Within Groups	82	120	0.683		
Consumption in a week	Between Groups	54.048	4	13.512	10.81	0
	Within Groups	150	120	1.25		
Opinion on Hygiene	Between Groups	2.568	4	0.642	2.853	0.027
	Within Groups	27	120	0.225		
Type of hot drink	Between Groups	2.3	4	0.575	3.366	0.012
	Within Groups	20.5	120	0.171		
Payment system	Between Groups	23.112	4	5.778	2.853	0.027
	Within Groups	243	120	2.025		
Parking facility	Between Groups	4.132	4	1.033	5.766	0

	Within Groups	21.5	120	0.179		
Customer Relationship	Between Groups	22.268	4	5.567	8.299	0
	Within Groups	80.5	120	0.671		
Order through Swiggy	Between Groups	4.172	4	1.043	4.723	0.001
	Within Groups	26.5	120	0.221		
Opinion on the Taste	Between Groups	1.388	4	0.347	1.571	0.186
	Within Groups	26.5	120	0.221		

Based on the result generated by SPSS, the Awareness on Velan coffee, Consumption in a week, Opinion on Hygiene, Type of hot drink, Payment system, Parking facility, Customer Relationship and Order through Swiggy is having significant value ( $P < 0.05$ ). Some reject null hypothesis. Hence there is a significant difference in the respondent's opinion with respect to their Age.

### Interpretation

1. Many people have become aware about the Velan Coffee shop. It has become and swayed one among the important landmarks to identify the place or building near to it. The other landmark becomes effaced.
2. From the above table it is also identifiable that the consumption is getting increased every week on the subsequent it also increases for every month. Because new consumers are arriving every day to consume the products and services.
3. It is identified by the researchers that the ambience and hygiene factors inside the shop are excellent and once in half an hour they are cleaning the floor and after every service they clean the table. They make the shop as a 'flies free' one.
4. From the above table the researcher identifies that there are many customers who prefer coffee here and next to that tea is the choice. Very recently they have added honey lemon tea as one of the choices that also prefer by the customers in the evening timings.
5. Apart from that black (without milk) tea and black coffee also being served to the customers.
6. Cash is normally being used as an exchange value. However more number of customers are using the PayTM, Google Pay etc. This virtual transaction since it doesn't require

more time, the customer would not require to wait in front of the cash counter. The customers are enjoying quick services.

### **Household Income and Opinion on the Experiences of the Customer Pertinent to the Consumption**

Income is essential and that is inevitable to any customer to enjoy the sheer tastes of the product and the services in any form. Here the researchers have analysed that the income of the customer does not impact much in the purchasing and the enjoying the tastes of the drinks in the Velan Coffee shop. The income is also an important factor that deals with the quantity of the products. Any miscalculation will be a harpoon and it will hunt the happiness of the customers. As for the Indian customer customers, they are price sensitive persons. But when they have been provided with good quality and right quantity then it will be a greatest rejoice to them and they wouldn't bother about the cost of the product. Income is a determinant, because the money in your wallet depends upon the income. It is expected that, the customer's opinion would never change according to Income level of the respondents. The income level of the respondents is classified into 5 categories. Less than Rs.10,000, Rs.10000-20000, Rs.21000-30,000, Rs.31,000-40,000 and Above Rs.40,000.

H0: There is no significant difference in the Consumption of Velan Coffee with respect to various household income levels.

H1: There is a significant difference in the Consumption of Velan Coffee with respect to various household income levels.

**TABLE SHOWING THE RESPONDENTS OPINION BASED ON INCOME LEVEL**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Awareness on Velan coffee	Between Groups	10.392	4	2.598	3.331	0.013
	Within Groups	93.576	120	0.78		
Consumptionina week	Between Groups	8.997	4	2.249	13.12	0
	Within Groups	20.571	120	0.171		
Opinion on Hygiene	Between Groups	9.211	4	2.303	1.418	0.232

	Within Groups	194.837	120	1.624		
Type of hot drink	Between Groups	2.061	4	0.613	2.966	0.067
	Within Groups	21.749	120	0.273		
Payment system	Between Groups	9.215	4	2.393	1.561	0.262
	Within Groups	212.542	120	1.771		
Parking facility	Between Groups	1.455	4	0.364	1.805	0.132
	Within Groups	24.177	120	0.201		
Customer Relationship	Between Groups	11.201	4	2.8	3.67	0.007
	Within Groups	91.567	120	0.763		
Order through Swiggy	Between Groups	3.066	4	0.767	3.332	0.013
	Within Groups	27.606	120	0.23		
Opinion on the Taste	Between Groups	4.272	4	1.068	5.427	0
	Within Groups	23.616	120	0.197		

Based on the result generated, the Awareness on Velan coffee, Consumptionina week, Customer Relationship, Order through Swiggy and opinion on the taste is having significant value ( $P < 0.05$ ). So we reject null hypothesis. Hence there is a significant difference in the respondent's opinion with respect to Income level.

Also there is no significant difference in the opinion on hygiene, type of hot drink, payment system and Parking facility with respect to various income levels.

### Interpretation

1. Tastes increases the demand and for fulfilling the demand the customers are acquiring the products.
2. There is plethora of coffee shops in the form of bakery, snacks shop, tea shops, Lala sweets stalls, but this velan coffee shop is attracting the customers in a predominant way.
3. The shop is also receiving the order through Swiggy a mobile application that helps the customers where their preferable category has been delivered to their door steps.

4. Some customer penchant with the strong coffee and few with medium and light and such criteria is also expected in the tea consumption. Very recently they have added the lemon honey tea and the enriched one is also brewing the interest of the customers in the evening times.
5. Not only to sit as a like a hotel design (Square table with four chairs), but also the Customers can stand in from the round table and could discuss the myriad experiences with their friends.

### Garette Ranking Method

The extent of influence of the factors on the experiences of the customer pertinent to the consumption is found out using Garette ranking method. The factors selected for rank analysis are the ambience of velan coffee shop, Service provided, Payment systems adopted, Quality and taste of drink, Comfort and relaxes in velan coffee, Facility for chatting, Friendliness of employees, Taste of hot drinks and Hygiene in service.

The Garrette ranking is done by the following formula (Garrett and Woods worth -1969)

Per cent position =  $100(R_{ij}-0.5) / N_j$  Where,  $R_{ij}$ – Rank given for  $i$ th factor by the  $j$ th respondent,  $N_j$ – Number of factors ranked by the  $j$ th respondents.

### SCALE AND SCORE VALUES OF THE FACTORS INFLUENCING THE CUSTOMERS MORE IN THE COFFEE SHOP: GARETTE RANKING METHOD

FACTORS	RANK	I	II	III	IV	V	VI	VII	VIII	IX	TOTAL	MEAN
	SCALE VALUE	81.0	69	62	56	50	44	38	31	19	SCORE	SCORE
Ambience of velan coffee shop.		(10) 810	(17) 1173	(26) 1612	(16) 896	(28) 1400	(7) 308	(5) 190	(7) 217	(9) 171	(125) 6777	<b>54.216</b>
Service provided.		(18) 1458	(12) 828	(12) 744	(35) 1960	(12) 600	(9) 396	(7) 266	(12) 372	(8) 152	(125) 6772	<b>54.176</b>
Payment systems adopted.		(16) 1296	(19) 1311	(11) 682	(10) 560	(16) 800	(23) 1012	(6) 228	(12) 372	(12) 228	(125) 6489	51.912
Quality and taste of drink.		(14) 1134	(16) 1104	(16) 992	(8) 448	(15) 750	(12) 528	(24) 912	(11) 341	(9) 171	(125) 6380	51.04
Comfort and relaxes in velan coffee.		(14) 1134	(14) 966	(12) 744	(11) 616	(2) 100	(14) 616	(12) 456	(20) 620	(26) 494	(125) 5746	45.968
Facility for chatting		(9) 729	(14) 966	(14) 868	(15) 840	(10) 500	(9) 396	(12) 456	(20) 620	(22) 418	(125) 5793	46.344
Friendliness of employees		(13) 1053	(11) 759	(17) 1054	(10) 560	(13) 650	(13) 572	(11) 418	(20) 620	(17) 323	(125) 6009	48.072



Taste of hot drinks.	(37) 2997	(9) 621	(18) 1116	(7) 392	(13) 650	(8) 352	(12) 456	(12) 372	(9) 171	(125) 7127	<b>57.016</b>
Hygiene in service	(10) 810	(27) 1863	(13) 806	(8) 448	(11) 550	(15) 660	(7) 266	(19) 589	(15) 285	(125) 6277	50.216

The above table presents the total score and Mean scores of the variables of the factors influencing customers in the velan coffee shop. Garrett's ranking method was used out to know the pattern of Score distribution. The table reveals that the factor **Taste of hot drinks** has got the maximum means score (57.016). The second factor which has the maximum score is **Ambience of velan coffee shop** (51.743) and the third important factor is **Service provided** with the mean score (51.176). The least score value (45.968) is assigned to **Comfort and relaxes in velan coffee.**

### Suggestions

- a. Customers having expectations like they have to provide the snack varieties while they care sipping the coffee or tea.
- b. In the hot or summer season more fans or air coolers may be installed to maintain the convenient while the customer are enjoying the drink.
- c. More counters are essential. Because few times the researchers themselves observed the customers are waiting in one stall where tea and lemon honey tea being served.
- d. Few customers have shared that monthly account could have been initiated. Because many time keeping the change at the end of the month is little difficult.
- e. The opening times of the Velan coffee shop can be little earlier, so that there are few customers can utilise the services in the early morning times like 5.00 am.
- f. Many customers are expecting the pleasant music in the morning and evening rather than a rap song that is being played in the television. Such high beat songs are obnoxious to them and it deteriorated their consumption of the coffee and other varieties in the Coffee shop.
- g. There is a feedback note is available in the shop and the notebook has been scribbled by few customers for their opinion. Such opinions have to be answered. That will bring the closeness to the customers towards the business.

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