

A Study of Customer Satisfaction Towards Café Coffee Day

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Abstract

Hot beverage have always been a part of the Indian tradition especially South India. Most families in South India are coffee savors and the traditional Brahmin class of South India has brought down this beverage from the ruling British around the 1930's. In order to spread the drink, coffee houses have emerged at various places in the country. Coffee houses are the outlets for pass times and they are also places for intellectual discussions. Coffee has become famous and as a result even five star hotels started cashing on it. Several hotels all over the country started opening coffee shops catering to high end customers. This shows the popularization of coffee cafes to all sections of the society.

The following paper is an attempt to find out customer satisfaction towards Café Coffee Day a famous coffee joint all over India.

Keywords: *Coffee, Café coffee day, satisfaction and perception.*