

HOW CAFE QUALITY AFFECTS CUSTOMER LOYALTY



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Dissertation

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for the partial requirement for the award of
B.Sc. International Hospitality Management

TITLE

To find the impact of Cafe Quality on
Customer Loyalty

Declaration

We, Group 05 declare that this dissertation and the work presented in it are our own and has been generated by us as the result of our own original research.

Research Title: HOW CAFE QUALITY AFFECTS CUSTOMER LOYALTY

We confirm that:

1. This work was done wholly or mainly while in candidature for a B. Sc. International Hospitality Management at V M Salgaocar Institute of International Hospitality Education;
2. Where we have quoted from the work of others, the source is always given. With the exception of such quotations, this dissertation is entirely our own work;
3. We have acknowledged all main sources of help;
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TABLE OF CONTENT

SR.NO.	TITLE	PG.NO.
a	Declaration	3
b	Certificate	4
c	Acknowledgement	5
d	Table Of Content	6
e	List Of Tables	8
f	List Of Figures	8
g	Abbreviations	9
1.0	CHAPTER I: INTRODUCTION	12
1.1	Introduction	13
1.2	Background Of the Problem	13
1.3	Main study	14
1.4	Objectives	18
1.5	Hypothesis	18
2.0	CHAPTER II: LITRATURE REVIEW	19
2.1	Introduction	20
2.2	Overview of cafes in Goa	20
2.3	Theories And Concepts	21
2.4	Model	24
2.5	Hypothesis	24
3.0	CHAPTER III: RESEARCH METHODOLOGY	25
3.1	Introduction	26
3.1	Protocol of the study	31
3.3	Objectives	31
3.4	Methodology	32
3.5	Unit of analysis	32
3.6	Sample frame	32
3.7	Quetions asked	32

3.8	Case analysis	33
3.9	Data analysis and interpretations	37
3.10	Conclusion	61
4.0	CHAPTER IV: DATA ANALYSIS	62
4.1	Data analysis	63
4.2	Reliability	63
4.3	Convergent validity	63
4.4	Divergent validity	68
4.5	Regression analysis	68
5.0	CHAPTER V: FINDINGS AND CONCLUSION	73
5.1	Findings and theoretical contribution	74
5.2	Case study	74
5.3	Cafe quality and customer loyalty	74
5.4	Implications	75
5.5	Limitations	76
6.0	REFERENCES	77
7.0	ANNEXURES	80

List of Tables

SR NO.	TITLE	PAGE NO.
3.2.3	Data analysis	37
4.2	Reliability test	63
4.3	Correlations between items of FQ	64
4.4	Correlations between items of SQ	65
4.5	Correlations between items of CI	65
4.6	Correlations between items of PA	66
4.7	Correlations between items of CL	66
4.8	Correlations between items of CS	67
4.9	Model summary of H1	68
4.10	Coefficient of H1	68
4.11	Model summary of H2	69
4.12	Coefficients of H2	69
4.13	Model summary of H3	70
4.14	Coefficient of H3	70
4.15	Model summary of H4	71
4.16	Coefficients of H4	71

Abbreviation

FQ - Food Quality

SQ - Service Quality

PA - Physical Appearance

CI - Cafe Image

Abstract

This research paper aims to explore the relationship between cafe quality and customer satisfaction. Cafes are an integral part of modern society, and customers have come to expect high-quality food, ambiance, and service. Despite its importance, there is limited research on how cafe quality impacts customer satisfaction.

The objectives of this study are to investigate the factors that influence customer satisfaction in cafes, examine how cafe quality affects customer satisfaction, and provide practical recommendations for cafe owners and managers to enhance customer satisfaction.

To test the hypothesis that the quality of food, atmosphere, and service provided by cafes has a significant impact on customer satisfaction, the study employed a quantitative approach using a survey questionnaire. The sample size comprised 300 customers from various cafes in the India, and the survey questionnaire consisted of questions on customer demographics, cafe quality, and customer satisfaction.

The data collected from the survey were analysed using descriptive statistics and regression analysis. The study findings indicate that the quality of food, atmosphere, and service provided by cafes significantly influences customer satisfaction. The study further identifies the factors that influence customer satisfaction, such as the freshness of the food, the comfort of the seating, and the friendliness of the staff.

The contribution of this study lies in its valuable insights into the relationship between cafe quality and customer satisfaction. The study provides practical recommendations for cafe owners and managers to improve the quality of their food, ambiance, and service, which can ultimately enhance customer satisfaction and improve business performance.

The implication of this study is that enhancing the quality of food, atmosphere, and service in cafes is crucial for improving customer satisfaction. It highlights the need for cafe owners and managers to prioritize customer satisfaction by providing high-quality food, a comfortable atmosphere, and excellent customer service.

However, the study's limitations include its small sample size and the restricted geographical location of the study. Thus, future research could explore the impact of other factors such as price, location, and cultural differences on customer satisfaction in cafes. Additionally, future research could examine the relationship between customer loyalty and cafe quality.

In conclusion, this research paper provides a comprehensive understanding of the impact of cafe quality on customer satisfaction. The study highlights the importance of providing high-quality food, a comfortable atmosphere, and excellent customer service to enhance customer satisfaction. The practical recommendations provided in this study can assist cafe owners and managers in improving their businesses' quality and ultimately enhance customer satisfaction.

Chapter 1

INTRODUCTION

1. Introduction

Cafes function as hubs for social interaction by giving customers a space to gather, converse, read, write, amuse one another, or pass the time, whether alone or in small groups. Coffee consumption has been intimately correlated with human existence for many years. Coffee consumption has numerous purposes in today society, including enjoyment and serving as a means of communication. Future coffee consumption is anticipated to rise as a result of cultural influences, economic situations, shifting consumer preferences, and lifestyle changes. Traditions and times have evolved as well, and young people are beginning to use cafe as a form of social networking. This phenomenon can be observed in the dynamics of the expansion of contemporary coffee shops with internet and visitor-drawing audio-visual amenities in varied locations. where staff members are available around-the-clock to meet customers' needs in order to maintain the visitors sense of importance, it is crucial that both employees and people at café maintain their happiness. This may be done by ensuring that both groups feel valued and content in them workplaces.

1.1. Background

The cafe industry in Asia, particularly in countries like Japan, South Korea, and China, has been growing rapidly in recent years. This growth is due to a number of factors, including increasing urbanization, rising incomes, and changing consumer preferences towards more Western-style food and drink options. In India, cafes are also becoming increasingly popular, particularly in larger cities like Mumbai, Delhi, and Bangalore. Many cafes in India offer a mix of traditional Indian and Western-style cuisine, as well as coffee and other beverages. In Goa, cafes are an important part of the local hospitality industry, with many catering to tourists who come to enjoy the region's beaches and other attractions. The cafe scene in Goa is diverse, with a range of options from small beachside shacks to upscale cafes and restaurants. In Goa, the cafe industry is an important part of the local hospitality industry, with a range of options available to tourists and locals alike. While specific statistical figures are not readily available, it is clear that the cafe industry in Goa is diverse and continues to grow in popularity.

1.1.1. Cafes

The cafe seems to be a business that isn't going to be consumed by time because the cafe has potential and a large market segmentation. Especially for people whose lives are now very dynamic and require a place with facilities and comfort. They make the cafe as a means of entertainment needs to forget the activity is very solid for a moment. With the discovery of a new breakthrough in terms of food and beverages that adds value to the cafe business. People still consider the various favourable circumstances of each cafe that appears, such as who will provide the best facilities, comfort, cleanliness, and, of course, the best quality of food or drink, so that this cafe will dominate the competition.

1.1.1.1. Types of cafe/topologies

Following are the types of cafes:

- **Specialty Café:** Specialty Cafe usually roast coffee beans in small stores or factories, using traditional methods and technology, and is often sell it where it has been roasted.
- **Drive-thru Cafe:** A drive-through shop or cafe is one where you can buy things without leaving your car
- **Cafe Food Truck:** Coffee Truck means a mobile canteen which is also a motor vehicle or a trailer and from which food products that are prepared elsewhere are sold
- **Pop-up Café:** A pop-up cafe is a provisional event designed to showcase culinary talents at a temporary location.
- **Themed Café:** A theme cafe is a type of restaurant that uses theming to attract diners by creating a memorable experience.
- **Café bakery:** Cafe bakeries serve fresh-baked pastries, sandwiches on house-made loaves, and other light fare in addition to specialty coffees and teas

1.1.2. Independent Variable- Cafe quality

I. Cafe Atmosphere

Cafe atmosphere is some of the characteristics of cafes consisting of architecture, layout, displays, color combinations, lighting, temperature, sound, and smell . A cafe atmosphere that matches the customer's mood will positively impact customers.

II. Food Quality

Another factor that is as important as a cafe atmosphere in increasing customer satisfaction and making a loyal customer is food quality. Food quality is a characteristic of food acceptable to costumers with internal factors, such as size, color, consistency, texture, and taste . Good quality of food and a comfortable cafe atmosphere can leave a good impression on customers to increase customer satisfaction.

III. Cafe appearance

A was insignificant for young customers, although middle-aged customers demonstrated much interest . Likewise, Namkung and Jang (2008) revealed that music and appearance stimulated emotions and behavior for the restaurant where customers' revisit intention was indirectly affected by A. Furthermore, Chen and Lee (2018), who emphasized the considerable influence of corporate image including color of staff-attire, music and room temperature on customers, found a positive significant correlation between A and customers' re-order intention.

1.1.3. Dependent Variable- Customer Loyalty

Customer loyalty is described as a customer's commitment to consistently repurchase favourite service or product in the future, regardless of the influence of circumstances and competitor's marketing efforts that could potentially lead to a shift in customer behaviour.Characteristics possessed by loyal customers are making regular purchases, buying other products/services from the same cafe, recommending to others, and showing invulnerability to appeal about similar products from competitors.

1.1.4. Mediating variable – Customer satisfaction.

When customers' needs, wants, and expectations are satisfied by the products they purchase, this is known as customer satisfaction. a product in light of customer expectations. There are different levels of customer satisfaction. Customers are satisfied when performance matches expectations. When performance meets or beats expectations, customers are extremely happy.

1.1.5. Background theory

The theory of reasoned action the theory of reasoned action (TRA or ToRA) aims to explain the relationship between attitudes and behaviours within human action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioural intentions. An individual's decision to engage in a particular behaviour is based on the outcomes the individual expects will come as a result of performing the behaviour. The primary purpose of the TRA is to understand an individual's voluntary behaviour by examining the underlying basic motivation to perform an action. TRA states that a person's intention to perform a behaviour is the main predictor of whether or not they actually perform that behaviour. so we want to list if a customer is satisfied, is he willing to recommend the cafe to others and whether he would revisit the cafe.

1.1.6. Stakeholders

This study will help the cafe owners in understanding the customers better; their wants, demands, purchase behaviour etc. This study will help all the cafe owners to do better in satisfying customer needs as satisfying customer's needs and wants is the sole purpose of the establishment if the business. Understanding the customers is key to proper functioning of such establishments. It also helps them in retaining the customers/guests for the long run. And due to the trend of cafes is increasing since some years it helps them to perfect their functioning.

1.2. Operations Definition

Independent Variable - Cafe Quality

I. Cafe Atmosphere

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1.3 Managerial Implications

The results of this study will aid cafe owners in better understanding their customers and what they seek out when they enter a cafe. Also, they will gain insight from this study on the factors that influence customers' decision-making abilities and learn how to enhance customers' overall experiences to increase customer loyalty.

1.4 Research gap

The research gap that we are filling is that we are researching about cafes in Goa . In Goa the relation between Cafe quality and customer loyalty has never been researched before. We have conducted a research on cafes all over Goa . This research will shed a light on what the customers seek from a cafe and how the cafe owners can improve the experience for them

1.5 Research Objective

The goals of our research are to determine whether food quality, service quality, restaurant image, and physical appearance of the cafe affect customer satisfaction, which in turn affects customer loyalty.

1.6 Hypotheses

H1 - Cafe quality positively and significantly affects customer satisfaction.

H2 - Customer satisfaction positively and significantly affects customer loyalty.

H3 - Cafe quality positively and significantly affects customer loyalty.

Chapter 2

LITERATURE

REVIEW

2.1 Independent variable – Cafe quality

Independent Variable - Cafe Quality

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2.1.1 History of Research in this Area

Cafe Quality receives a significant amount of attention from researchers (e.g., Parasuraman, 1988, Markovic, S. (2005), Cronin, J. and Taylor, S. (1994)) When a country developing, it is quite general that service sector is getting higher proportion in the gross national production. Specially, after the industrial revolution the requirement of services to trade and services which not relevant to trade (E.g. - doctors, lawyers, teachers etc.) have improved dramatically. So the service completion in the global market becomes stronger and shape. Unlike manufacturing organizations, service organizations have high involvement of human that is

because service providers directly deal with customers than manufacturing organizations and overall performance of the organization is depend on how well the staff satisfied customer requirements via the superior Service quality.

2.1.1.1 Evolution of research studies in Independent Variable

Cafe quality is considered the life of cafe (Min &Min, 1996) and core of cafe management (Chen, 2008) Cafe quality is related with customer satisfaction (Shi &Su, 2007) and customer satisfaction is associated with customers revisit intention (Han, Back & Barrett, 2009). If an effective image is portrayed to customers, it will create competitive advantage for cafe (Ryu, Han & Kim, 2008).

2.1.1.1.2 How did cafe come into Existence

According to legend, the first cafe debuted in Istanbul in 1550. By the 17th century, establishments had popped up in Italy, France, Germany, and England.

The most renowned coffeehouses in Europe thrived in London over the 200 years that followed the mid-17th century as hubs for rumor, debate, and faction. A man of letters, an actor, or an artist might perform or declaim for his coterie in his favourite coffeehouse, and coffeehouses became informal stations for the collection and distribution of packets and letters. Coffeehouse owners competed with one another for supplies of both Whig and Tory newspapers during this time. Additionally, insurance, ships, stocks, commodities, and occasionally even slaves were transacted in coffeehouses. The daily newspaper by the 19th century

2.2 Dependent variable – Customer loyalty

Customer loyalty is described as a customer's commitment to consistently repurchase favourite service or product in the future, regardless of the influence of circumstances and competitor's marketing efforts that could potentially lead to a shift in customer behaviour. Characteristics possessed by loyal customers are making regular purchases, buying other products/services from the same cafe, recommending to others, and showing invulnerability to appeal about similar products from competitors

2.2.1 Definition:

1. Customer loyalty describes an ongoing emotional relationship between you and your customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors. Loyalty is the by-product of a customer's positive experience with you and works to create trust.
2. Customer loyalty is a measure of a customer's likeliness to do repeat business with a company or brand. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services a customer receives from a business.
3. At its core, customer loyalty is when a customer conducts transactions or interacts with a brand on a repetitive basis. Some argue that customer loyalty is merely about buying products, like purchasing gasoline from the same station even when there are cheaper options. Others see advocating for a particular brand as a form of customer loyalty. But customer loyalty is also emotional. Loyal customers identify with your brand as a representation of themselves and trust your products above all others. They see the value that you provide and reward you for it.
4. Customer loyalty is positively related to customer satisfaction as happy customers consistently favor the brands that meet their needs. Loyal customers are purchasing a firm's products or services exclusively, and they are not willing to switch their preferences over a competitive firm.
5. Customer loyalty is when customers reward a company with repeat business over time. Our guide covers definitions, types, and strategies to help you learn how to build a loyal following.

6. Customer loyalty describes an ongoing emotional relationship between you and your customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors

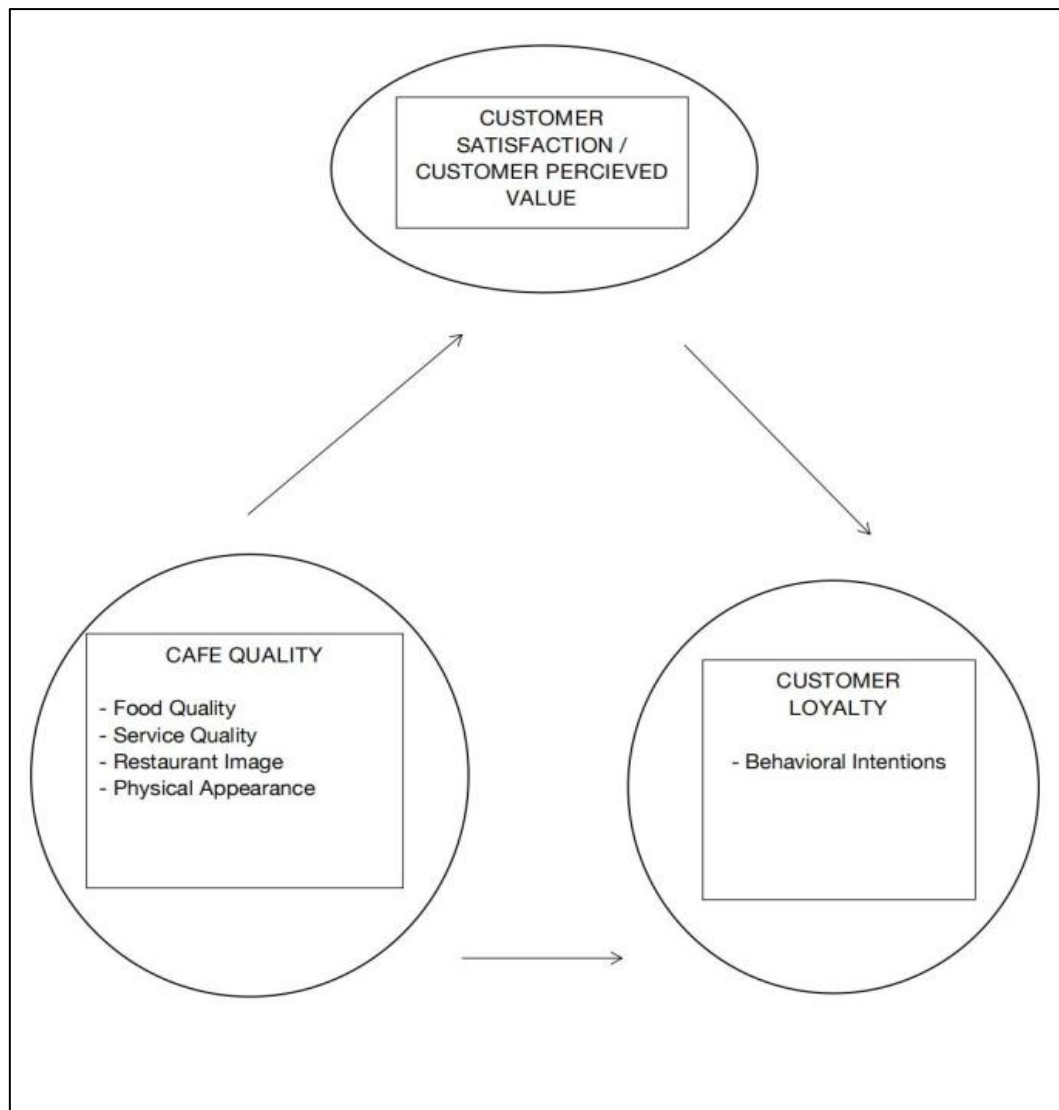
7. Customer loyalty is a measure of how likely customers are to do repeat business with your company. The ability to turn one-time buyers into repeat customers is key to keeping your revenue flowing and crucial to business success.

2.3 Mediating variable – Customer Satisfaction

Customer satisfaction/ Customer perceived value

Customer satisfaction can be defined when a situation where the needs, desires, and expectations of customers can be met through the products consumed. A product, relative to buyer expectations. A customer can experience various degrees of satisfaction. If performance is commensurate with expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied .

2.12. Overall Model



2.14 Hypotheses:

H1 - Cafe quality positively and significantly affects customer satisfaction.

H2 - Customer satisfaction positively and significantly affects customer loyalty.

H3 - Cafe quality positively and significantly affects customer loyalty.

CHAPTER 3

Research Methodology

3.1 Section 1

Qualitative Study – Case Analysis

The overall aim of the study was to examine the impact café quality has on customer loyalty of guests

and if the customer satisfaction, obtained by the cafes. In this we will examine how café quality effects customer satisfaction which inn turn affects customer loyalty. Here we will see whether customer satisfaction strengthens or weakens the relationship between café quality and customer loyalty.

This was initially gained through a systematic literature review which pointed to the possibility of

relationships between the constructs under study, namely, café quality, customer satisfaction and customer loyalty.

However, to capture the hypothesised relationship in fuller context, a qualitative study of

Cafes was undertaken at the following cafes:

I. Cafe O ABARACO

Cafe O Abraco is a speciality coffee house and deli.It is South goa's first and only speciality coffee house.The cafe manager , Mr. Leicester answered the questions.



II. Cafe Cezkaz

Cafe Cezkaz is a cafe that serves multi cuisine comfort food. It is located in Margao city. It is famous for its dessert which is inspired from Thailand. The cafe owner, Mr. Cezkaz answered our questions.



III. Cafe Beno

A refreshing breakfast place and an all day bar, located in Benaulim, Beno is the new spot for the locals in South Goa. They have some delectable food options to choose from. This new cafe has a nice easy vibe to work and socialise. The owner Chef Avinash answered our questions.



IV. Cafe Caliber

Cafe Caliber is Famous for it's dessert.It claims to serve South Goa's best Tiramisu. Their menu stems from their family values of spending time together, designed to be shared with friends and family bringing everyone together. The cafe owner , Mr.KyleD'souza answered our questions.



V. Cafe Rasa

Cafe Rasa is the newest space to catch our attention in Panjim. Overlooking the boat cruises and stunning sunsets at the Mandovi, you can grab a coffee, shop for slowfashion, get work done at the co-working or admire some art by local artists. The cafemanager , Mr.Shiva answered our questions.



VI. Frida

Frida A friendly neighborhood cafe focused on elevated Mexican cuisine. Expect bold, authentic flavors and refreshing drinks. The cafe owner , Mr. Sajid Patel answered our questions.



VII. Padaria Prazeres

Just a few months old, Padaria Prazeres is an astounding bakery in Panjim that dishes up traditional custard tarts, moist Berliners, wholesome bagels, hot chocolate and more. The cafe owner , Chef Ralph Prazeres answered our questions.



VIII.Bodega

Cafe Bodega is a Chef-Owned Al-Fresco Cafe in Panjim City , They Specialize in Eggs , Omelets and Benedict's and they also bake artisan breads .Its located in Sunapranta, Altinho Goa.The cafe manager , Mr.Ashishea Arora answered our questions.



IX.Cafe Zelo

Cafe Zelo is a very new Cafe started by a mother and her son . They are famous for their modern day ambience .The cafe manager , Mr.Felicio Fernander answered our questions.



X.Snows Bakery and Cafe

Snows bakery and cafe is very famous in South Goa because it's been in the market for more than 10 years. They are famous for their resois and communion cakes.The cafe owner ,Mr.Antonio Rodrigues answered our questions.



After the case studies, cross-case analysis was done to compare the answers from different unit if analyses

3.2.1. PROTOCOL FOR THE CASE STUDIES:

A protocol was first designed and followed in carrying out the Case Study of the above-mentioned cafes and customers for analysis as follows:

We listed out all the cafes in both north and south Goa and then directly walked in and interviewed the managers/ owners of the respective cafes. We visited total of 10 cafes in goa which included 5 in the south and 5 in the north. They answered to all of our questions and provided us with all the necessary information.

3.2.1.1 Objective:

The goals of our research are to determine whether food quality, service quality, restaurant image, and physical appearance of the cafe affect customer satisfaction, which in turn affects customer loyalty.

3.2.1.2 Methodology:

Holloway (2008) advocates the use of simple semi-structured interviews as they can be employed to ascertain the thoughts, feelings, and perceptions of participants, which was found to be relevant in this research. Exploratory interviews were conducted with interview method, random sampling method. The residents were encouraged to be descriptive in their responses. The semi-structured interviews included questions about the place of residence, age, gender, occupation, income, children and whether they liked the cafe. The researcher explicitly asked if their expectations were met or no.

3.2.1.3 Unit of Analysis

The unit of analysis of our study are café owners and café managers.

3.2.1.4 Sample Frame

The sampling frame of this study consists of a set of a minimum of 10 semi-structured interviews of café owners and café managers, conducted from 2nd January, 2023 to 6th January, 2023. Polit and Beck (2003) say that the main purpose of the qualitative study is to have a holistic view of the subject under study and to have a small sample and extract the maximum information from it, hence the correct choice of sampling may not be convenience sample. The respondents were purposively selected from the population.

3.2.1.5 Questions asked

1. History of the cafe
2. No of employees, no of departments
3. How do they do their marketing (tools used)
4. Do they use social media for marketing?
5. Is it outsourced or done inhouse

6. Does it help building Brand awareness? If yes how do they know? Can they quantify?
7. Does Social Media Marketing help in building brand image how?
8. Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)
9. How do they handle bad reviews on social media?
10. Do they have loyalty points for customer?
11. How is their cafe different from other cafes?
12. Why would a guest choose this cafe over others?

Menu

14. Do they keep in mind the customer preferences while making a menu?
15. Which is the fast moving item from their menu. 16. Are their items reasonably priced?
- 17 how many branches do they have?
- 18 . Who are their target customers?

3.2.2 Case Analysis

We went to a total of 10 cafes which included 5 in the south and 5 in the north of Goa. The aim of this research is to check whether the café quality affects customer loyalty. We started the research by interviewing the café owners and café managers and the café customers also.

- I. Café O Abaraco - "A speciality coffee shop providing a variety of speciality coffee and manual brews brewed with utmost care and drive to achieve the best quality coffee along with scrumptious breakfast lunch sandwiches salads and burgers"
- II. Café Beno- Launched in 2010, Our technology platform connects customers, restaurant partners and delivery partners, serving their multiple needs. Customers use our platform to search and discover restaurants, read and write customer generated reviews and view and upload photos, order food delivery, book a table and make payments while dining-

out at restaurants. On the other hand, we provide restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last mile delivery service. We also operate a one-stop procurement solution, Hyperpure, which supplies high quality ingredients and kitchen products to restaurant partners. We also provide our delivery partners with transparent and flexible earning opportunities.

- III. Café caliber- "Benaullim's best coffees, cold brews, desserts, and deli snacks! Pick up your favorite breakfast items – pancakes, crepes, waffles, and sandwiches, along with a flat white to go! Make this your co-working space, we've got WiFi, AC, and everything you need to power through your day."

- IV. Café Rasa- Cafe Rasa not only offers you a perfect spot for your coffee but also provides you with a comfortable coworking space to allow your ideas to dive into the pool of creativity. A place to work, meet and network with people around you. With a healthy work environment overlooking the boat cruises and stunning sunsets at the Mandovi, discover a perfect meeting point for your interviews, customer/ vendor meetings or dates at Cafe Rasa.

- V. Café Frida- "Frida Cantina is the newest restaurant on the culinary scene in Panjim. The brainchild of Rutwik and Aditya- brothers-in-law, Goa locals and Latin- American food aficionados; they are offering up the deliciously earthy, warm-hearted experience of eating and drinking in a Mexican Cantina. The earth tones and lime wash of the traditional casa are offset by the jewel tones used in the menus and the bespoke sun-tiled bar. The bar is the best place to sip on one of their signature cocktails- the Jalapeño Margarita has just the right amount of heat and sugar to invoke the slow heat of a Mexican afternoon (or for that matter a Goan one!) and the Tamarind Margarita will tickle the tip of your tongue. Frida Cantina is inspired by the life and art"

- VI. Café padaria prazeres- Located in a residential neighbourhood in Miramar, Padaria Prazeres is a bakery-café that serves up a slice of Europe on the sandy shores of Goa. Padaria Prazeres was established in April 2021 by husband-wife duo Ralph Prazeres and Stacy Gracias. Ralph is an alumnus of Le Cordon Bleu, London, and has worked at

award-winning restaurants such as St John's, Clos Maggiore, The Rosewood London and Bao. He has even done a stint at the world-famous Noma in Copenhagen, besides working in a few kitchens in Lisbon and around Europe. Stacy, meanwhile, brings with her a strong background in finance, having worked with the likes of Rothschild & Co, RBS and HSBC in London. Despite this being her first brush with hospitality, she does a stellar job managing the accounts and running front-of-house operations at the café. The couple's vision with Padaria Prazeres was to have an intimate space that fosters a sense of community — one that brings people together around great food, and provides a sense of comfort and belonging.

VII. Café bodega- Maybe it was a consequence of being a 60s child born in the same year as Gordon Ramsay, or maybe it is almost two decades of experience in the capital city of the world, New York, but Vandana's personality is like a bungee jump - precariously exciting, but at the same time firmly grounded. Her food, then, is no different. You can dive into completely unfamiliar territory, but rest assured that soulful, perfectly balanced flavours will instantly make it comfort food even if it's the first time you've ever had it in your life. Her plethora of degrees (Associate in Culinary Arts at CIA in New York, HAFT at Sophia College in Mumbai, and Diploma in Home Science at Nirmala Niketan in Mumbai) may establish her credentials on paper, but it is the overwhelming response she gets for her food that is the true mark of her popularity as a Chef. The queen of soul, Aretha Franklin, called Vandana's desserts "the best she's ever had in her life".

Vandana's appreciative clients also include the Dalai Lama, George Clooney, Anna Wintour, George & Laura Bush and many more. Her cakes have been ordered by Beyonce, Mariah Carey, and Ben Kingsley. But even more famous than her clients, are Vandana's unassuming charm and hospitality. Having made the Tea Cafe brand a runaway success in Goa in a short time, Vandana has now moved on to open her first restaurant, Bodega.

VIII. Café Zelo- "New kid on the block in the buzzing commercial city of Margao, serving up some popular cafe classics paired with freshly ground coffee, housed in an art deco-esque setup."

IX. Snows bakery and café- is an old bakery started by Mr. ANTONIO RODRIGUES in 1987, SNOWS BAKER'S & CONFECTIONER'S is very well-known

for baked goods. Mr. ANTONIO RODRIGUES studied catering at the Porvorim Food Craft Institute. On finishing the course, he took a govt. loan and started the bakery, named after his village church. Today, more than 30 years later, it has 5 branches across the state and attracts travelers who visit it for its delicious, rum-soaked Plum Cake, melt-in-your-mouth Carrot Cake and perfectly crunchy Roce Cookies. We also serve a wide variety of biscuits, canapes (pastry cases) and cream roll cones. The snacks section offers burgers, chicken rolls, Beef / Veg / Chicken / Prawn patties and Goan sweets – Dosh, Bebinca, Dodol & Pinag.

3.2.3 Data Analysis and Interpretation

A. Cross tabulation of all managers

I. Cafe Oabraco

Sr.No	Questions	Answers
1	Name of the cafe	OABRACO
2	History of the cafe	The owner is Loulla and her son. They started the café. She was the HR in Hati Mahal and her son did MT in TAJ. They started the cafe in April 2022.
3	No of employees, no of departments	Kitchen- 2 F & B - 2 KST - 1
4	How do they do their marketing (tools used)	They do their marketing on Instagram
5	Do they use social media for marketing?	Yes.
6	Is it outsourced or done inhouse	Done in house by the owners.
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes, the customer checks the post and visit the cafe.
8	Does Social Media Marketing help in building brand image how?	Yes.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	No.
10	How do they handle bad reviews on social	They will check the

	media?	problem according to that they will give complementary when the guests visits again.
11	Do they have loyalty points for customer?	No.
12	How is their cafe different from other cafes?	Ambience , old Portuguese cutlery and speciality culture.
13	Why would a guest choose this cafe over others?	Ambience and coffee. They manually brew the coffee overnight.
15	Do they keep in mind the customer preferences while making a menu?	Yes , they started with one menu but they changed it on the basis of customer likes.
16	Which is the fast moving item from their menu.	Crossoint sandwich and vietnamese coffee
17	Are their items reasonably priced?	Yes.
18	how many branches do they have?	One
19	Who are their target customers?	Families ,Old people and coffee lovers.

II. Cafe Cezkaz

Sr.No	Questions	Answers
1	Name of the cafe	Cezkaz
2	History of the cafe	Owner has a hobby of travelling around. He travelled to Thailand and loved the food. So he opened a deli café in margao.
3	No of employees, no of departments	Kitchen-8 Barista -2 Kst – 2 employees.
4	How do they do their marketing (tools used)	Instagram , zomato and easy dinner.
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Done inhouse by owner
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes , because people follow them on social media and can see their content.
8	Does Social Media Marketing help in building brand image how?	Sometimes helps and sometimes does not.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Yes,through reviews on social media.
10	How do they handle bad reviews on social media?	If it's a simple complaint they neglect it but if it's a major one they give them something complimentary.

11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	Good service quality , ambience and consistency.
13	Why would a guest choose this cafe over others?	Good service , quality of the food and reasonable pricing of the food.
15	Do they keep in mind the customer preferences while making a menu?	Yes , because their cuisine is different from rest around in margao.
16	Which is the fast moving item from their menu.	Mix guild platter,Thai curry and orange lime , mojito
17	Are their items reasonably priced?	Yes reasonable and also valuable
18	how many branches do they have?	One
19	Who are their target customers?	Locals of all age group , non -drinkers , middle and upper class.

III. Cafe Beno

Sr.No	Questions	Answers
1	Name of the cafe	BENO
2	History of the cafe	The owner is Guarav bharatwaj and Chef Avinash. Many cafes were there but no breakfast place. They wanted people to come here and work during pandemic. The café was started on 11 october 2021.
3	No of employees, no of departments	Kitchen -9 , Housekeeping- 2 Bar -3 Utility -3
4	How do they do their marketing (tools used)	Through Instagram, facebook and google
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Inhouse
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes, when asked they say saw this cafe from social media posts.
8	Does Social Media Marketing help in building brand image how?	Yes , Beno is now known as for breakfast
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Yes , dineout gives the data.
10	How do they handle bad reviews on social	They call the guests and

	media?	apologise.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	They have only special English breakfast , they have bar which opens in the morning and only cafe that sell cocktails .It also has a cabanna
13	Why would a guest choose this cafe over others?	Because its famous for it's concept of working from a cafe and drinking in the morning.
15	Do they keep in mind the customer preferences while making a menu?	It's a Fusion menu and has changed according to customer preferences
16	Which is the fast moving item from their menu.	Continental breakfast platter and fluffy pancakes
17	Are their items reasonably priced?	Yes
18	how many branches do they have?	One
19	Who are their target customers?	Locals of working age groups who are upper middle class.

IV. Cafe Caliber

Sr.No	Questions	Answers
1	Name of the cafe	CALIBER
2	History of the cafe	The owner is Kyle Dsouza. They started off during covid there was no café nearby.It started by a virtual counter on Instagram. People would place order on social media .After 4 months they started a cafe. They wanted good coffee in south Goa. There was no place in south so he started the cafe.
3	No of employees, no of departments	Barista- 1 Chefs -2 Cleaning person - 1
4	How do they do their marketing (tools used)	Word of mouth and social media
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Inhouse
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes helped reach larger audience like people from Mumbai , Shillong and other paces from north India people come to visit the cafe
8	Does Social Media Marketing help in building brand image how?	Social media brings awareness to the people.

9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	No actual data but most customers are repeat customers.
10	How do they handle bad reviews on social media?	They address it in cafe ensuring their point open to listener and respond to them with solutions.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	This cafe is not a typical Goa experience like other cafes. You cant sit the whole day. Here its comfortable, more modern , asthetics and a friendly neighbour hood café. Our focus on doing what they are good at. We also have unique items like Chocolate bourbon bacon tart, Bacardi lemon tart and Lindser tart
13	Why would a guest choose this cafe over others?	Value proposition Because we provide value in quality ,price and experience
15	Do they keep in mind the customer preferences while making a menu?	Yes that is why they have coconut milk and camel milk for allergies.
16	Which is the fast moving item from their menu.	Tiramisu (south goa's

		best) , lemon tart, smoothie bowl ,buffalo chicken panini and Hot chocolate.
17	Are their items reasonably priced?	Yes
18	how many branches do they have?	1
19	Who are their target customers?	25-40 years old, who travelled and are adventurous ,upper middle class, middle class Who are looking for Metro food and modern.

V. Cafe Rasa

Sr.No	Questions	Answers
1	Name of the cafe	Cafe Rasa
2	History of the cafe	The owner is Navneet Prakash. He started the café in 2019. He's from film industry. There was no co-working and conference cafe which is why he started cafe Rasa.
3	No of employees, no of departments	Barista -2 kitchen -2 Utility -2 Manager -1
4	How do they do their marketing (tools used)	They have a marketing team known as think present

5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Outsourced
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Not Much
8	Does Social Media Marketing help in building brand image how?	Social media helps in building brand image.It helps to create awareness when they host an event.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Yes , through social media and also they have many repeat customers
10	How do they handle bad reviews on social media?	They call the guests and give them complimentary as well as discounts.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	They provide free stationary and prints. It's the only Co-work and community cafe.
13	Why would a guest choose this cafe over others?	Nice view,they have play station,library and they can paint and display it in the art gallery
15	Do they keep in mind the customer preferences while making a menu?	Yes, sometimes the customers are working and they want simple food so they can customize and order things that aren't

		there in the menu.
16	Which is the fast moving item from their menu.	Smoothie bowl and salad , mocha and slushie
17	Are their items reasonably priced?	Yes, 300 rs for 2 hours and 660 rs for whole day . Stationary complementary
18	how many branches do they have?	One
19	Who are their target customers?	Working customers , age group between 20-35 .

VI. Cafe Frida

Sr.No	Questions	Answers
1	Name of the cafe	FRIDA
2	History of the cafe	Rutwick kamat and Aditya chowgule are the owners. This is a Mexican restaurant The owners love Mexican food so they started this cafe .
3	No of employees, no of departments	Kitchen - 5 F&B - 5 Utility - 3
4	How do they do their marketing (tools used)	Through instagram
5	Do they use social media for marketing?	Yes , they also have a marketing team
6	Is it outsourced or done inhouse	Outsourced
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes , mostly customers who see posts from Instagram come here.
8	Does Social Media Marketing help in building brand image how?	Yes ,it helps.
9	Do they have data about how guests visit the	Yes, mostly through

	cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	friends reference .
10	How do they handle bad reviews on social media?	They reply to the guests review.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	It has a garden , good ambience and premium quality food.
13	Why would a guest choose this cafe over others?	Because it is the only Mexican cafe.
15	Do they keep in mind the customer preferences while making a menu?	No
16	Which is the fast moving item from their menu.	Fish taco , Loaded nachos and steaks.
17	Are their items reasonably priced?	Yes, the items are reasonably priced however it is a premium cafe and it might be costly for a few people.
18	how many branches do they have?	One
19	Who are their target customers?	25 years old and above. Upper middle class and celebrities

VII.Cafe Bodega

Sr.No	Questions	Answers
1	Name of the cafe	Cafe Bodega
2	History of the cafe	Owner Vandana naik started this cafe 10 years back being the onlt cafe selling sour dough bread . It has expanded 5 years ago and now they serve best American food
3	No of employees, no of departments	Sandwich- 2 Cleaning-2 Barista-2 Main kitchen -2 Soup-1
4	How do they do their marketing (tools used)	No marketing.
5	Do they use social media for marketing?	No
6	Is it outsourced or done inhouse	-
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	-
8	Does Social Media Marketing help in building brand image how?	-
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	By word of mouth
10	How do they handle bad reviews on social media?	They are not responding to the bad reviews but soon they will start responding.
11	Do they have loyalty points for customer?	No.
12	How is their cafe different from other cafes?	Every cafe is different but

		this is a chef owned café. Everything from scratch even tea and syrup.
13	Why would a guest choose this cafe over others?	Because of it's Portuguese architecture.
15	Do they keep in mind the customer preferences while making a menu?	If something is selling too much they remove the menu .They change the menu every 30 -40 days.
16	Which is the fast moving item from their menu.	Eggs Benedict and poached eggs and red velvet cake
17	Are their items reasonably priced?	Yes,very much you can have a meal with drink with 500 rs.
18	how many branches do they have?	One
19	Who are their target customers?	People who like authentic food but most items are adult palette.

VIII. Padaria Prazeres

Sr.No	Questions	Answers
1	Name of the cafe	Padaria Prazeres
2	History of the cafe	Chef Ralph started this cafe with his wife Stacy Gracious. He worked in many Michelin star restaurants in Europe but he wanted to come back to

		Goa and open something and that is how they started this cafe.
3	No of employees, no of departments	Kst-2 Kitchen -12 FOH -7
4	How do they do their marketing (tools used)	Have a social media team and pop ups , collaborations.
5	Do they use social media for marketing?	Yes , Instagram.
6	Is it outsourced or done inhouse	Outsourced
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes
8	Does Social Media Marketing help in building brand image how?	Yes
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?	No data as such but social media and word of mouth.
10	How do they handle bad reviews on social media?	Owners handle the reviews personally and reply to each and every one of them
11	Do they have loyalty points for customer?	No, but they have vouchers
12	How is their cafe different from other cafes?	In Goa there is no Goan fusion café in the main city of Caranzalem
13	Why would a guest choose this cafe over others?	Good staff, food , personalized service , good hygiene

15	Do they keep in mind the customer preferences while making a menu?	Yes, a lot of changes are made to the menu as per guest feedback. For example guests wanted something with caramel on the menu which is why they added caramel brioche to the menu.
16	Which is the fast moving item from their menu.	Pastel de nata and iced coffee
17	Are their items reasonably priced?	Yes .
18	how many branches do they have?	One
19	Who are their target customers?	All age groups . People who are looking for good European dessert.

IX. Cafe Zelo

Sr.No	Questions	Answers
1	History of the cafe	Started by Rybecka Pereira as a hobby.
2	No of employees, no of departments	F&B - 2 Kitchen - 2 KST - 3
3	How do they do their marketing (tools used)	Intagram and Google.
4	Do they use social media for marketing?	Yes.
5	Is it outsourced or done inhouse	Inhouse
6	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes, it has helped create an awareness and many customers started coming to the cafe.
7	Does Social Media Marketing help in building brand image how?	Yes.
8	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Mostly it is thru instagram.
9	How do they handle bad reviews on social media?	No bad reviews yet.
10	Do they have loyalty points for customer?	No.
11	How is their cafe different from other cafes?	Food quality and ambience.
12	Why would a guest choose this cafe over others?	The food is at a reasonable price.
13	Do they keep in mind the customer preferences while making a menu?	Yes
15	Which is the fast moving item from their menu.	Burritos and Pasta
16	Are their items reasonably priced?	Yes
17	How many branches do they have?	One

18	Who are their target customers?	Teenagers and couples.
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X. Snows Bakery and cafe

Sr.No	Questions	Answers
1	Name of the cafe	Snows bakery
2	History of the cafe	The owner of the cafe is Antonio Rodrigues who started his own bakery at the age of 24 in 1987.
3	No of employees, no of departments	Kitchen - 22 Utility - 5
4	How do they do their marketing (tools used)	Word of mouth
5	Do they use social media for marketing?	No
6	Is it outsourced or done inhouse	-
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	social media does not help in this time, but we mostly deal with repeated customer. Customers who tasted our products do get back on a regular basis.
8	Does Social Media Marketing help in building brand image how?	-
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?	We don't really have a record of this but mostly it is repeated customers and sometimes people vist by referring on google.
10	How do they handle bad reviews on social media?	Whenever we receive a bad review we ask for the fault, find out what was

		wrong and do the right thing to get it sorted
11	Do they have loyalty points for customer?	We don't have loyalty points
12	How is their cafe different from other cafes?	I would say it is one of the oldest bakery in goa. People have the trust and faith in our products
13	Why would a guest choose this cafe over others?	People choose us as they know what best to expect
15	Do they keep in mind the customer preferences while making a menu?	So the menu is not much changed from when it was started a few new things add to adapt to the changing customer preference
16	Which is the fast moving item from their menu.	fastest moving items are the burger, chicken roll, puffs and cakes
17	Are their items reasonably priced?	I would say our price is very reasonable to everyone in fact it is lower because the same goods that we sell for suppose 320rs are being purchased and sold in various other places at a higher price
18	how many branches do they have?	So we have 5 branches. All of which are in goa.
19	Who are their target customers?	There is no specific target customers we get customers from various

	age groups right from young kids to old people.
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B. Cross tabulation of all employees

Sr no.	Question	Respondent 7	Respondent 8	Respondent 9	Respondent 10	Respondent 11	Respondent 12
1.	Age	22	52	28	22	19	23
2.	Gender	Female	Male	Male	Male	Female	Female
3.	Annual income	2.16L	4.5L	2.52L	1.2L	1.8L	2.16L
4.	Marital status	Single	Married	Single	Single	Single	Single
5.	How many children	-	-	-	-	-	-
6.	Age of children	-	-	-	-	-	-
7.	Where do you stay?	Carmona, Goa	Navelim, Goa	Mizoram	Benaulim, Goa	Tripura	Maharashtra
8.	Which department do you work in	Front Office	Bell desk	Food & Beverage	Housekeeping	Front Office	Food & Beverage
9.	Work experience	2 years	Only Holiday Inn	2 years	8 months	4 months	1 year
10.	How many years in	1 year	30 years	3 months in Olive bar and	1 month and 7 months	4 months	1 year

	each company			kitchen			
11.	Current designation	Front Office attendant, GRE	Bell captain	Bartender	Associate	Guest room attendant	Hostess
12.	What the company does to maintain work life balance	Nothing	Award ceremonies, proper leaves, good working environment	Not precisely	Personal time is given	None	Nothing
13.	Do you get satisfactory solutions from the hotel with regards to your problems?	Yes	Yes	Yes	Yes/okayish	Yes	Yes
14.	Does the company give incentives or rewards for your good performance?	Yes	Yes	Yes	Yes	Yes, promotions	Yes

15.	Are you satisfied with the work and are you planning on working in this hotel in the future?	Rather not say	Yes	Yes	Yes	Yes	Yes
16.	Does the supervisor help you with your queries and problems?	Yes	Yes	Yes	Yes	Yes	Yes

Sr no.	Questions	Respondent 13	Respondent 14	Respondent 15	Respondent 16
1.	Age	40	32	44	30
2.	Gender	Female	Male	Male	Male
3.	Annual income	2.04L	3.24L	3L	3L
4.	Marital status	Married	Married	Married	Married
5.	How many children	1 son	3 sons	1 daughter, 2 son	-
6.	Age of children	18 years	10yrs, 7yrs, 5yrs	14yrs, 10yrs, 7yrs	-

7.	Where do you stay?	Jharkhand	Uttar Pradesh	Uttar Pradesh	Patna
8.	Which department do you work in	Housekeeping	Engineering	Engineering	Housekeeping
9.	Work experience	10 years	14 years	27 years	6-7 years
10.	How many years in each company	6 years	Since 2014	7.8 years in Leela	4 years in Lalit
11.	Current designation	Guest room attendant	Carpenter	Senior polisher	Senior assistant in HK
12.	What the company does to maintain work life balance	Yes	Yes	Yes	Yes
13.	Do you get satisfactory solutions from the hotel with regards to your problems?	Yes	Yes	Yes	Yes
14.	Does the company give incentives or rewards for your good	Yes	Yes	Yes	Yes

	performance?				
15.	Are you satisfied with the work and are you planning on working in this hotel in the future?	Yes	Yes	Yes	Yes
16.	Does the supervisor help you with your queries and problems?	Yes	Yes	Yes	Yes

3.3 Conclusion

The results of this study make it very evident that café quality is a key element in determining customer loyalty. Participants frequently noted components of their overall café experience, including the calibre of the coffee, the politeness of the employees, and the cleanliness of the establishment. Customers who expressed high levels of pleasure with these aspects were more likely to frequent the café again and promote it to others than those who expressed disapproval.

These results imply that coffee shop owners and managers should focus their spending on factors that enhance the customer experience, such as superior coffee, knowledgeable personnel, and spotless facilities. By doing this, companies can raise the possibility of return business and favourable word-of-mouth endorsements, which will ultimately foster client loyalty and boost profitability.

CHAPTER 4

DATA ANALYSIS

DATA ANALYSIS

Data was collected online through google forms. The data was then downloaded into an Excel sheet and coding was done. This was then extracted in the SPSS software spreadsheet.

4.1 RELIABILITY

First the demographic details were analysed and frequency was calculated. Next the Scales were checked for reliability by calculating the Cronbach's alpha. As seen from Table 2 all the scales were found to have Cronbach's alpha greater than 0.7 and hence were found reliable.

Table 4.2: Reliability Test of every scale

Sr.no	Constructs	Items	Cronbach's Alpha
1	Food Quality	7	0.811
2	Service Quality	4	0.861
3	Cafe Image	4	0.722
4	Physical Appearance	4	0.785
5	Customer Satisfaction	6	0.903
6	Customer Loyalty	5	0.922

4.2 CONVERGENT VALIDITY

Next the correlation between the items of each construct were calculated to check if they measured the same construct. The correlations were found to be moderate i.e. between 0.3 and 0.7 and hence the convergent validity was achieved.

Table 4.3: Correlations Between items of FQ

		FQ1	FQ2	FQ3	FQ4	FQ5	FQ6
FQ1	Pearson Correlation	1	.556**	.360**	.414**	.460**	.533**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	128	128	128	128	128	128
FQ2	Pearson Correlation	.556**	1	.494**	.475**	.503**	.363**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	128	128	128	128	128	128
FQ3	Pearson Correlation	.360**	.494**	1	.450**	.554**	.395**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	128	128	128	128	128	128
FQ4	Pearson Correlation	.414**	.475**	.450**	1	.481**	.379**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	128	128	128	128	128	128
FQ5	Pearson Correlation	.460**	.503**	.554**	.481**	1	.606**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	128	128	128	128	128	128
FQ6	Pearson Correlation	.533**	.363**	.395**	.379**	.606**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	128	128	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7.

Table 4.4: Correlations Between items of SQ

		SQ1	SQ2	SQ3	SQ4
SQ1	Pearson Correlation	1	.590**	.542**	.464**
	Sig. (2-tailed)		.000	.000	.000
	N	128	128	128	128
SQ2	Pearson Correlation	.590**	1	.745**	.631**
	Sig. (2-tailed)	.000		.000	.000
	N	128	128	128	128
SQ3	Pearson Correlation	.542**	.745**	1	.671**
	Sig. (2-tailed)	.000	.000		.000
	N	128	128	128	128
SQ4	Pearson Correlation	.464**	.631**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7.

Table 4.5: Correlations Between items of CI

		CI1	CI2	CI3	CI4
CI1	Pearson Correlation	1	.329**	.376**	.287**
	Sig. (2-tailed)		.000	.000	.001
	N	128	128	128	128
CI2	Pearson Correlation	.329**	1	.468**	.445**
	Sig. (2-tailed)	.000		.000	.000
	N	128	128	128	128
CI3	Pearson Correlation	.376**	.468**	1	.527**
	Sig. (2-tailed)	.000	.000		.000
	N	128	128	128	128
CI4	Pearson Correlation	.287**	.445**	.527**	1
	Sig. (2-tailed)	.001	.000	.000	
	N	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7.

Table 4.6: Correlations Between items of PA

		PA1	PA2	PA3	PA4
PA1	Pearson Correlation	1	.534**	.366**	.509**
	Sig. (2-tailed)		.000	.000	.000
	N	128	128	128	128
PA2	Pearson Correlation	.534**	1	.524**	.497**
	Sig. (2-tailed)	.000		.000	.000
	N	128	128	128	128
PA3	Pearson Correlation	.366**	.524**	1	.551**
	Sig. (2-tailed)	.000	.000		.000
	N	128	128	128	128
PA4	Pearson Correlation	.509**	.497**	.551**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7.

Table 4.7: Correlations Between items of CL

		CL1	CL2	CL3	CL4	CL5
CL1	Pearson Correlation	1	.772**	.653**	.565**	.634**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	128	128	128	128	128
CL2	Pearson Correlation	.772**	1	.766**	.686**	.636**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	128	128	128	128	128
CL3	Pearson Correlation	.653**	.766**	1	.775**	.764**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	128	128	128	128	128
CL4	Pearson Correlation	.565**	.686**	.775**	1	.778**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	128	128	128	128	128
CL5	Pearson Correlation	.634**	.636**	.764**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	128	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table are above 0.7 as the respondents did not understand the question.

Table 4.8: Correlations Between items of CS

		CS1	CS2	CS3	CS4	CS5	CS6
CS1	Pearson Correlation	1	.591**	.696**	.664**	.630**	.558**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	128	128	128	128	128	128
CS2	Pearson Correlation	.591**	1	.634**	.515**	.656**	.617**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	128	128	128	128	128	128
CS3	Pearson Correlation	.696**	.634**	1	.529**	.710**	.605**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	128	128	128	128	128	128
CS4	Pearson Correlation	.664**	.515**	.529**	1	.697**	.684**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	128	128	128	128	128	128
CS5	Pearson Correlation	.630**	.656**	.710**	.697**	1	.659**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	128	128	128	128	128	128
CS6	Pearson Correlation	.558**	.617**	.605**	.684**	.659**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	128	128	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7.

4.3 DIVERGENT VALIDITY

The Independent variables were tested for non-collinearity (that every construct was different from the other and did not share common variance). If VIF is less than 3 than non-collinearity is achieved.

Next the hypotheses were tested using regression analysis. For this IBM SPSS version 22 was used

4.4 Regression Analysis

$$Y = \text{constant} + ax_1 + e$$

$$\text{Dependent variable} = \text{constant} + a^* (\text{Independent Variable}) + e$$

H1: Cafe Quality has a positive and significant influence on Customer Loyalty

Table 4.9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.852 ^a	.725	.714	1.88565	.725	64.385	5	122	.000

a. Predictors: (Constant), CS, PA, SQ, CI, FQ

Table 4.10: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.036	.600		-1.727	.087		
	FQ	.139	.084	.128	1.656	.100	.380	2.635
	SQ	.038	.112	.023	.339	.735	.499	2.002
	CI	.058	.103	.040	.560	.577	.432	2.316
	PA	.485	.093	.353	5.237	.000	.494	2.023
	CS	.411	.072	.432	5.670	.000	.389	2.574

a. Dependent Variable: CL

CUSTOMER LOYALTY = - 1.036 +.139 + .038 + .058 + .485 + .411+ e equation 1

From Table 4. 9, we can see that $R^2 = 0.725$, This means that the Independent Variable (Cafe Quality) explains 72% of the variance in the Dependent variable (Customer Loyalty). It means that 28% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

The Independent Variable (Cafe Quality) explains the variance in the Dependent variable (Customer Loyalty) by 72% It means that 28% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

H2: Customer Satisfaction has a positive and significant influence on Customer Loyalty

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.782 ^a	.611	.599	2.34533	.611	48.398	4	123	.000

a. Predictors: (Constant), PA, SQ, CI, FQ

Table 4.12:Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.161	.746		-.215	.830		
	FQ	.344	.100	.301	3.454	.001	.416	2.402
	SQ	.371	.136	.211	2.736	.007	.530	1.887
	CI	.404	.122	.271	3.301	.001	.470	2.127
	PA	.197	.114	.136	1.728	.087	.506	1.975

a. Dependent Variable: CS

CUSTOMER SATISFACTION = - 161 +.344 + .371 + .404+ .197 + e equation 1

From Table 4.11, we can see that $R^2 = 0.611$, This means that the Independent Variable (Cafe Quality) explains 61% of the variance in the Dependent variable (Customer Satisfaction). It means that 39% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

The Independent Variable (Cafe Quality) explains the variance in the Dependent variable (Customer Satisfaction) by 61% It means that 39% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

H3: Cafe Quality has a positive and significant influence on Customer satisfaction

Table 4.13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.604	2.33072

a. Predictors: (Constant), CQ

Table 4.14:Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.026	.729		-.036	.971
	CQ	.328	.023	.779	13.949	.000

a. Dependent Variable: CS

CUSTOMER SATISFACTION = -0.26 + 0.328 * CQ + e equation 1

From Table 4.13, we can see that $R^2 = 0.607$, This means that the Independent Variable (Cafe Quality) explains 60% of the variance in the Dependent variable (Customer Satisfaction). It means that 40% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

The Independent Variable (Cafe Quality) explains the variance in the Dependent variable (Customer Satisfaction) by 60% It means that 40% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

H4: Cafe Quality has a positive and significant influence on Customer Loyalty

Table 4.15 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.632	2.13840

a. Predictors: (Constant), CQ

Table 4.16:Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.388	.669		-2.076	.040
	CQ	.319	.022	.797	14.805	.000

a. Dependent Variable: CL

$$\text{CUSTOMERLOYALTY} = -1.388 + .319 + e \quad \text{equation 1}$$

From Table 4.15, we can see that $R^2 = 0.635$, This means that the Independent Variable (Cafe Quality) explains 63% of the variance in the Dependent variable (Customer Loyalty). It means that 37% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

The Independent Variable (Cafe Quality) explains the variance in the Dependent variable (Customer Loyalty) by 6% It means that 37% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

CHAPTER 5

**FINDINGS, CONTRIBUTION,
MANAGERIAL IMPLICATIONS, AND
FURTHER RESEARCH AREAS**

5.1 FINDINGS AND THEORETICAL CONTRIBUTION

5.1.1 Case Studies

The qualitative cross case analysis on Cafe Quality and Customer Loyalty confirmed that Physical Appearance of the cafe , Food quality and the Customer Satisfaction significantly affect customer loyalty. The Case studies contributed to the confirmation of the conceptual model. The first contribution of the case studies is the detailing of the hotel managers about the initiatives taken by the hotel towards sustainable practices. The second contribution is the experiences shared by the hotel guests about their stay in green hotels. The third contribution is the influence of green initiatives taken by hotels on the guest's willingness to pay a premium price for their stay. Thus, providing the management of green hotels an insight as to why or why not are guests willing to pay a premium price, and their revisit intentions.

5.1.2 Cafe Quality and Customer Loyalty

Soebandhi (2020) found that cafe atmosphere and service quality has significant influence on customer satisfaction in the cafe and intention to visit the cafe. Also, customer satisfaction also shows a significant influence on customer intention to do repurchasing.

Rina Mudjiyant (2020) found that the atmosphere affects consumer satisfaction, atmosphere affects consumer loyalty, and satisfaction affects consumer loyalty.

The current study found that Cafe Quality which consists of Cafe appearance , Food quality , Cafe image and service quality has a positive and significant influence on Customer satisfaction. This is in line with the findings of Author Soebandhi and Rina Mudjiyant .

5.1.3 Customer Satisfaction and Customer Loyalty

Rina Mudjiyant (2020) found that the atmosphere affects consumer satisfaction, atmosphere affects consumer loyalty, and satisfaction affects consumer loyalty.

The current study found that Customer satisfaction has a positive and significant influence on Customer loyalty. This is in line with the findings of Author Rina Mudjiyant

5.2 IMPLICATIONS

It was found that Cafe Quality comprising of the following -

5.2.1 Physical Appearance

- I. The background music is pleasing.
- II. The dining areas are thoroughly clean.
- III. Employees are neat and well dressed .
- IV. The restaurant had attractive interior design and decor.

5.2.2 Food Quality

- I. The food was delicious.
- II. The food was nutritious.
- III. The restaurant offered a variety of menu items.
- IV. The restaurant offered fresh food.
- V. The food presentation was visually attractive

5.2.3 Service Quality

- I. Employees are always willing to help me.
- II. Employees served me food exactly as I ordered it.
- III. Employees made me feel comfortable in dealing with them .
- IV. Employees provided prompt and quick service.

5.2.4Cafe Image

- I. The restaurant is sophisticated.
- II. It has a cheerful and enchanting atmosphere
- III. The restaurant has authentic cuisine
- IV. Food tastes good compared with price

influenced Customer Satisfaction and Customer Loyalty . Thus the appearance of a cafe can significantly impact a customer's experience and perception of quality. Café owners and managers should consider investing in elements such as interior design, lighting, and decor that create an inviting and aesthetically pleasing atmosphere.

Whom is this study going to help

It was found that Physical appearance consisting of

- i) Background music
- ii) Cleanliness
- iii) Employees' Grooming
- iv) Interior Design

influenced Customer loyalty the most as compared to Customer satisfaction , Food Quality, Service Quality, Café Image . Hence this finding is valuable to the Café owners as it shows that customers come back to a cafe because of its ambience. Hence Café owners must spend on having a good ambience so that their customers feel like coming back to it again and again.

5.3. LIMITATIONS

Time constraint for Case studies .

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APPENDIX

i. Questionnaire For the Cafe Customers

SECTION I : Socio- Demographic Questions.

1. What is your age ?

a. 18 - 25

b. 25-30

c. 30-35

d. 35 and above

2. What is your gender ?

a. Male

b. Female

c. Transgender

d. Other

3. What is your current employment status?

a. Student

b. Employed

c. Unemployed

d. Retired

What is your monthly income?

- a. Less than 10,000
- b. 10,000 - 20,000
- c. 20,000 - 30,000
- d. 30,000 and above

5. What is your marital status?

- a. Married
- b. Single
- c. Divorced
- d. Prefer not to say

Filter Question

1. Have you visited a cafe ?

- a. Yes
- b. No

SECTION II : Questions about the Cafe quality

a. Food quality	Strongly	Agree	Disagree	Strongly Disagree
The food was delicious.				
The food was nutritious.				
The restaurant offered a variety of menu items.	a variety			
The restaurant offered fresh food.	fresh			
The smell of the food was enticing.				
The food presentation was visually attractive	was			
b. Service Quality	Strongly	Agree	Disagree	Strongly Disagree
Employees served me food exactly as I ordered it.				
Employees are always willing to help me.				
Employees made me feel comfortable in dealing with them.				
Employees provided prompt and quick service.				
c. Cafe Image	Strongly	Agree	Disagree	Strongly Disagree

The restaurant is sophisticated.				
It has a cheerful and enchanting atmosphere				
The restaurant has authentic cuisine				
Food tastes good compared with price				
d. Physical Appearance	Strongly	Agree	Disagree	Strongly
The background music is pleasing.		Agree		Disagree
The dining areas are thoroughly clean.				
Employees are neat and dressed .				
The restaurant had attractive interior design and decor.				

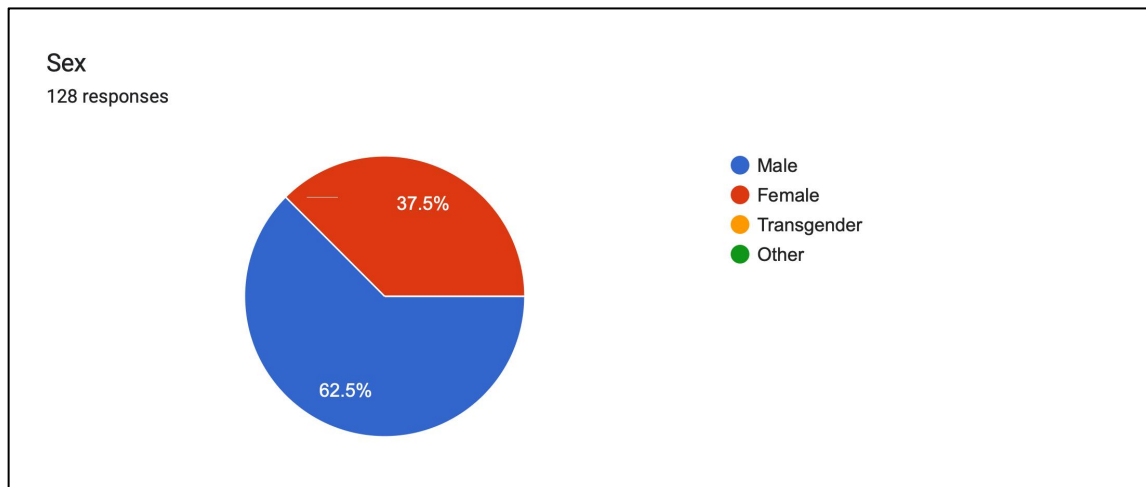
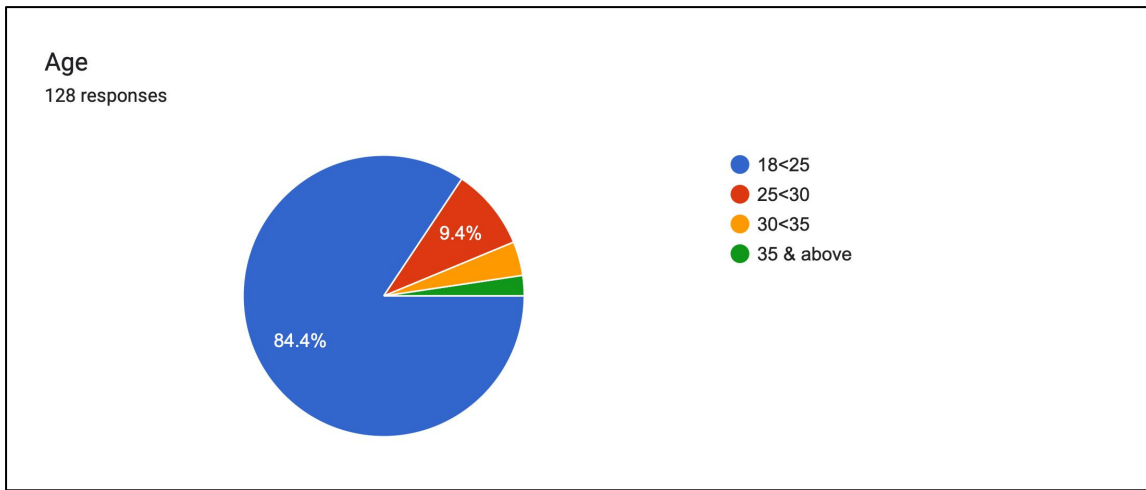
V. SECTION III : Questions about the Customer loyalty

Customer Loyalty	Strongly Agree	Agree	Disagree	Strongly Disagree
I would like to come back to this cafe in the future	to			
I would consider revisiting this cafe in the future	this			
I would recommend this cafe to my friends or others				
I would encourage others to visit this cafe	to			
I would say positive things about this cafe to others				

VI. SECTION IV : Questions about Customer satisfaction

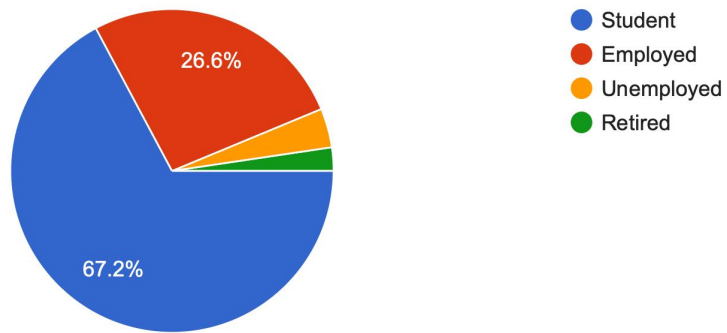
Customer Satisfaction	Strongly Agree	Agree	Disagree	Strongly Disagree
I am very satisfied with overall experience at this	my cafe.			
Overall, this cafe puts me in a good mood	in a			
I have really enjoyed myself at this cafe				
This restaurant offered good value for the price	good			
The restaurant experience was worth the money	was			
This cafe provides me with great value as compared to others	great others			

Response Summary



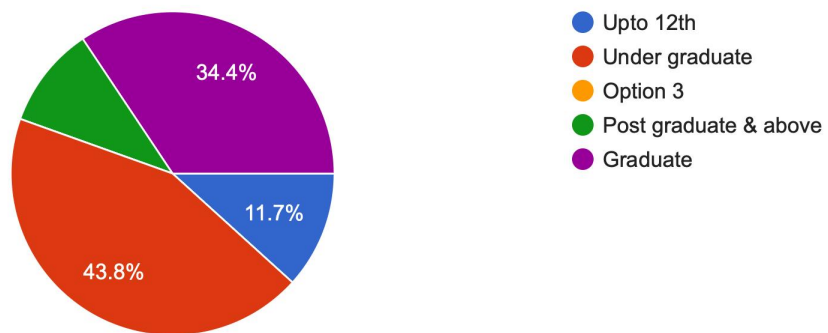
Employment status ?

128 responses



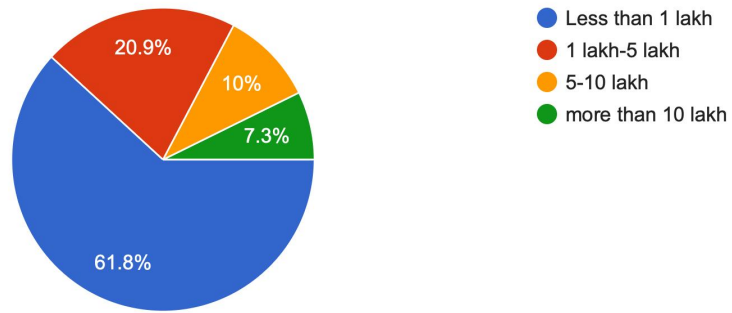
Education

128 responses



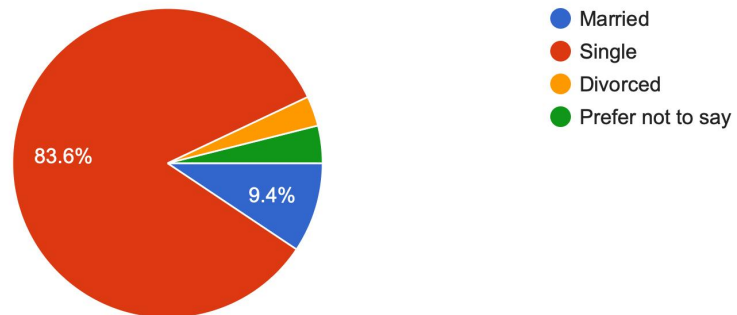
Annual Income

110 responses

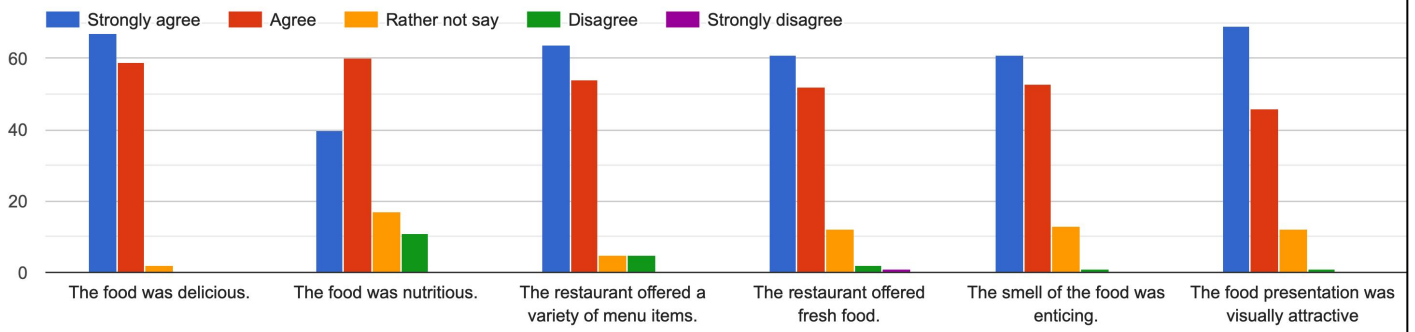


Marital status

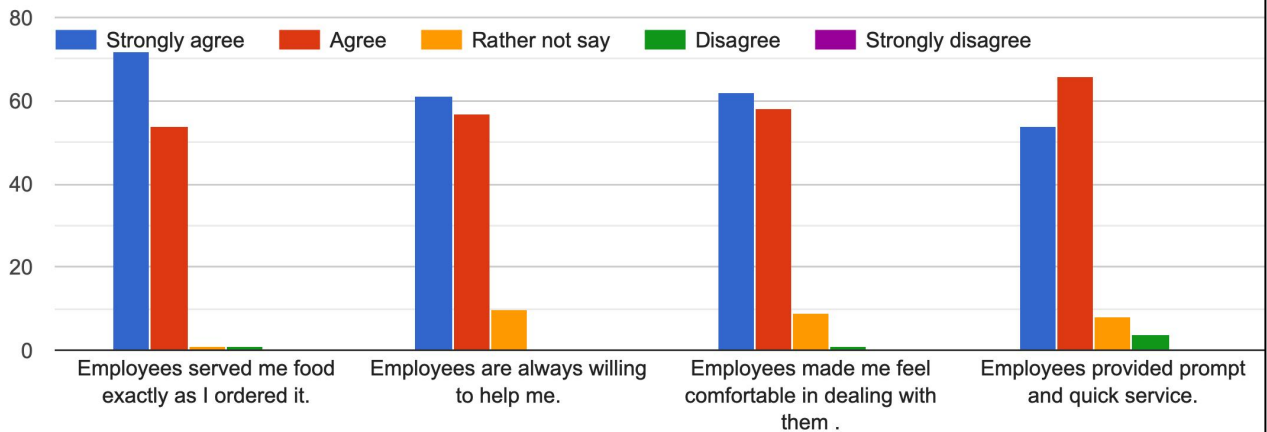
128 responses



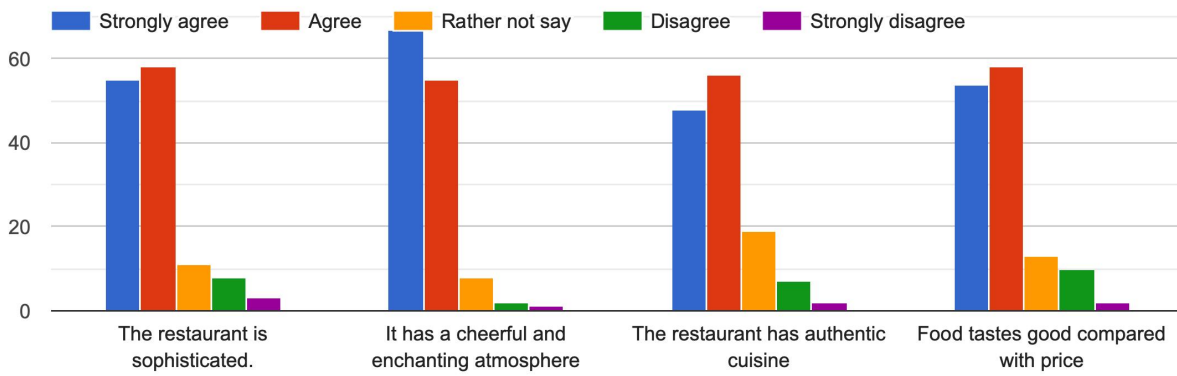
Food Quality



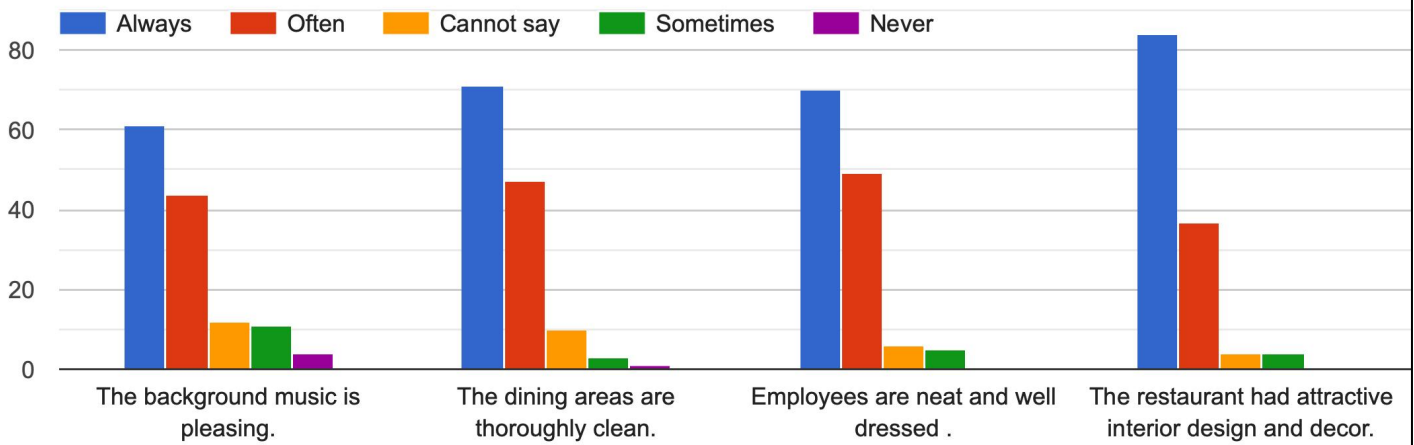
Service quality



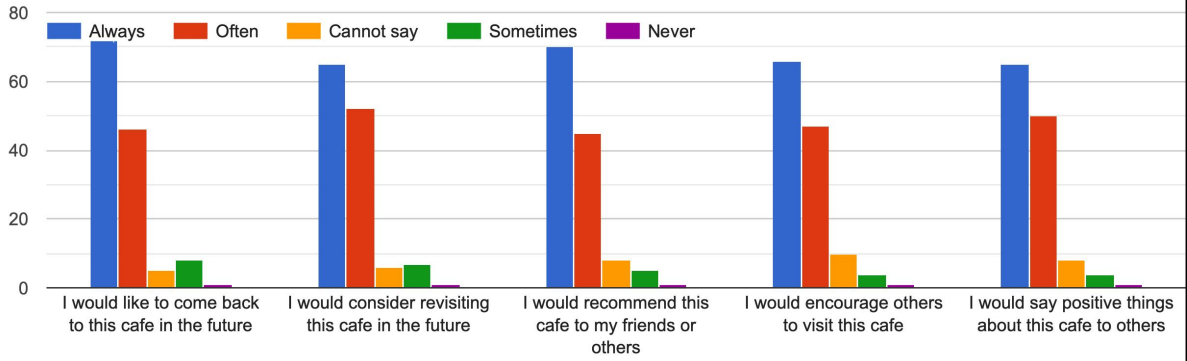
Cafe image



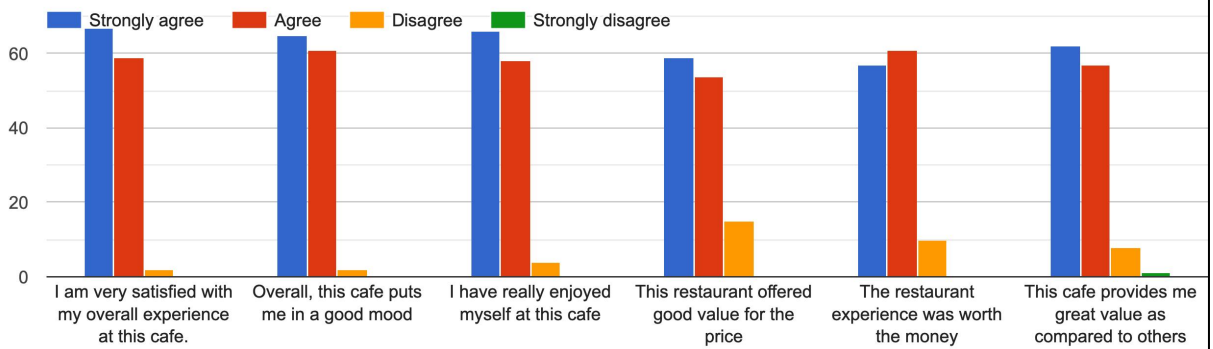
Physical appearance



Customer loyalty



Customer Satisfaction



ii. QUESTIONS FOR CAFE OWNERS

1. History of the cafe
2. No of employees, no of departments
3. How do they do their marketing (tools used)
4. Do they use social media for marketing?
5. Is it outsourced or done inhouse
6. Does it help building Brand awareness? If yes how do they know? Can they quantify?
7. Does Social Media Marketing help in building brand image how?
8. Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)
9. How do they handle bad reviews on social media?
10. Do they have loyalty points for customer?
11. How is their cafe different from other cafes?
12. Why would a guest choose this cafe over others?
- 13 . Menu
14. Do they keep in mind the customer preferences while making a menu? 15 Which is the fast moving item from their menu.
16. Are their items reasonably priced?
- 17 how many branches do they have?
- 18 . Who are their target customers?

Response from Cafe Owners

XI. Cafe Oabraco

Sr.No	Questions	Answers
1	Name of the cafe	OABRACO
2	History of the cafe	The owner is Loulla and her son. They started the café. She was the HR in Hati Mahal and her son did MT in TAJ. They started the cafe in April 2022.
3	No of employees, no of departments	Kitchen- 2 F & B - 2 KST - 1
4	How do they do their marketing (tools used)	They do their marketing on Instagram
5	Do they use social media for marketing?	Yes.
6	Is it outsourced or done inhouse	Done in house by the owners.
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes, the customer checks the post and visit the cafe.
8	Does Social Media Marketing help in building brand image how?	Yes.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	No.
10	How do they handle bad reviews on social media?	They will check the problem according to that they will give

		complementary when the guests visits again.
11	Do they have loyalty points for customer?	No.
12	How is their cafe different from other cafes?	Ambience , old Portuguese cutlery and speciality culture.
13	Why would a guest choose this cafe over others?	Ambience and coffee. They manually brew the coffee overnight.
15	Do they keep in mind the customer preferences while making a menu?	Yes , they started with one menu but they changed it on the basis of customer likes.
16	Which is the fast moving item from their menu.	Crossoint sandwich and vietnamese coffee
17	Are their items reasonably priced?	Yes.
18	how many branches do they have?	One
19	Who are their target customers?	Families ,Old people and coffee lovers.

XII.Cafe Cezkaz

Sr.No	Questions	Answers
1	Name of the cafe	Cezkaz
2	History of the cafe	Owner has a hobby of travelling around. He travelled to Thailand and loved the food. So he opend a deli café in margao.
3	No of employees, no of departments	Kitchen-8

		Barista -2 Kst – 2 employees.
4	How do they do their marketing (tools used)	Instagram , zomato and easy dinner.
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Done inhouse by owner
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes , because people follow them on social media and can see their content.
8	Does Social Media Marketing help in building brand image how?	Sometimes helps and sometimes does not.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Yes,through reviews on social media.
10	How do they handle bad reviews on social media?	If it's a simple complaint they neglect it but if it's a major one they give them something complimentary.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	Good sevice quality , ambience and consistency.
13	Why would a guest choose this cafe over others?	Good service , quality of the food and reasonable pricing of the food.
15	Do they keep in mind the customer preferences while making a menu?	Yes , because their cuisine is different from rest around in margao.
16	Which is the fast moving item from their menu.	Mix guild platter,Thai curry and orange lime , mojito
17	Are their items reasonably priced?	Yes reasonable and also

		valuable
18	how many branches do they have?	One
19	Who are their target customers?	Locals of all age group , non -drinkers , middle and upper class.

XIII. Cafe Beno

Sr.No	Questions	Answers
1	Name of the cafe	BENO
2	History of the cafe	The owner is Guarav bharatwaj and Chef Avinash. Many cafes were there but no breakfast place. They wanted people to come here and work during pandemic. The café was started on 11 october 2021.
3	No of employees, no of departments	Kitchen -9 , Housekeeping- 2 Bar -3 Utility -3
4	How do they do their marketing (tools used)	Through Instagram, facebook and google
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Inhouse
7	Does it help building Brand awareness? If yes	Yes, when asked they say

	how do they know? Can they quantify?	saw this cafe from social media posts.
8	Does Social Media Marketing help in building brand image how?	Yes , Beno is now known as for breakfast
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Yes , dineout gives the data.
10	How do they handle bad reviews on social media?	They call the guests and apologise.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	They have only special English breakfast , they have bar which opens in the morning and only cafe that sell cocktails .It also has a cabanna
13	Why would a guest choose this cafe over others?	Because its famous for it's concept of working from a cafe and drinking in the morning.
15	Do they keep in mind the customer preferences while making a menu?	It's a Fusion menu and has changed according to customer preferences
16	Which is the fast moving item from their menu.	Continental breakfast platter and fluffy pancakes
17	Are their items reasonably priced?	Yes
18	how many branches do they have?	One
19	Who are their target customers?	Locals of working age groups who are upper middle class.

XIV. Cafe Caliber

Sr.No	Questions	Answers
1	Name of the cafe	CALIBER
2	History of the cafe	The owner is Kyle Dsouza. They started off during covid there was no café nearby.It started by a virtual counter on Instagram. People would place order on social media .After 4 months they started a cafe. They wanted good coffee in south Goa. There was no place in south so he started the cafe.
3	No of employees, no of departments	Barista- 1 Chefs -2 Cleaning person - 1
4	How do they do their marketing (tools used)	Word of mouth and social media
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Inhouse
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes helped reach larger audience like people from Mumbai , Shillong and other paces from north India people come to visit the cafe
8	Does Social Media Marketing help in building brand image how?	Social media brings awareness to the people.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	No actual data but most customers are repeat customers.

10	How do they handle bad reviews on social media?	They address it in cafe ensuring their point open to listener and respond to them with solutions.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	This cafe is not a typical Goa experience like other cafes. You cant sit the whole day. Here its comfortable, more modern , asthetics and a friendly neighbour hood café. Our focus on doing what they are good at.We also have unique items like Chocolate bourbon bacon tart, Bacardi lemon tart and Lindser tart
13	Why would a guest choose this cafe over others?	Value proposition Because we provide value in quality ,price and experience
15	Do they keep in mind the customer preferences while making a menu?	Yes that is why they have coconut milk and camel milk for allergies.
16	Which is the fast moving item from their menu.	Tiramisu (south goa's best) , lemon tart, smoothie bowl ,buffalo chicken panini and Hot chocolate.
17	Are their items reasonably priced?	Yes
18	how many branches do they have?	1
19	Who are their target customers?	25-40 years old, who travelled and are adventurous ,upper middle

		class, middle class Who are looking for Metro food and modern.
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XV. Cafe Rasa

Sr.No	Questions	Answers
1	Name of the cafe	Cafe Rasa
2	History of the cafe	The owner is Navneet Prakash. He started the café in 2019. He's from film industry. There was no co-working and conference cafe which is why he started cafe Rasa.
3	No of employees, no of departments	Barista -2 kitchen -2 Utility -2 Manager -1
4	How do they do their marketing (tools used)	They have a marketing team known as think present
5	Do they use social media for marketing?	Yes
6	Is it outsourced or done inhouse	Outsourced
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Not Much
8	Does Social Media Marketing help in building brand image how?	Social media helps in building brand image.It helps to create awareness when they host an event.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or	Yes , through social media and also they have many

	reviews on social media Or were they repeat customers?)	repeat customers
10	How do they handle bad reviews on social media?	They call the guests and give them complimentary as well as discounts.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	They provide free stationary and prints. It's the only Co-work and community cafe.
13	Why would a guest choose this cafe over others?	Nice view,they have play station,library and they can paint and display it in the art gallery
15	Do they keep in mind the customer preferences while making a menu?	Yes, sometimes the customers are working and they want simple food so they can customize and order things that aren't there in the menu.
16	Which is the fast moving item from their menu.	Smoothie bowl and salad , mocha and slushie
17	Are their items reasonably priced?	Yes, 300 rs for 2 hours and 660 rs for whole day . Stationary complementary
18	how many branches do they have?	One
19	Who are their target customers?	Working customers , age group between 20-35 .

XVI. Cafe Frida

Sr.No	Questions	Answers
1	Name of the cafe	FRIDA
2	History of the cafe	Rutwick kamat and Aditya chowgule are the owners.

		This is a Mexican restaurant The owners love Mexican food so they started this cafe .
3	No of employees, no of departments	Kitchen - 5 F&B - 5 Utility - 3
4	How do they do their marketing (tools used)	Through instagram
5	Do they use social media for marketing?	Yes , they also have a marketing team
6	Is it outsourced or done inhouse	Outsourced
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes , mostly customers who see posts from Instagram come here.
8	Does Social Media Marketing help in building brand image how?	Yes ,it helps.
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Yes, mostly through friends reference .
10	How do they handle bad reviews on social media?	They reply to the guests review.
11	Do they have loyalty points for customer?	No
12	How is their cafe different from other cafes?	It has a garden , good ambience and premium quality food.
13	Why would a guest choose this cafe over others?	Because it is the only Mexican cafe.
15	Do they keep in mind the customer preferences while making a menu?	No
16	Which is the fast moving item from their menu.	Fish taco , Loaded nachos and steaks.

17	Are their items reasonably priced?	Yes, the items are reasonably priced however it is a premium cafe and it might be costly for a few people.
18	how many branches do they have?	One
19	Who are their target customers?	25 years old and above. Upper middle class and celebrities

XVII. Cafe Bodega

Sr.No	Questions	Answers
1	Name of the cafe	Cafe Bodega
2	History of the cafe	Owner Vandana naik started this cafe 10 years back being the onlt cafe selling sour dough bread . It has expanded 5 years ago and now they serve best American food
3	No of employees, no of departments	Sandwich- 2 Cleaning-2 Barista-2 Main kitchen -2 Soup-1
4	How do they do their marketing (tools used)	No marketing.
5	Do they use social media for marketing?	No
6	Is it outsourced or done inhouse	-

7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	-
8	Does Social Media Marketing help in building brand image how?	-
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	By word of mouth
10	How do they handle bad reviews on social media?	They are not responding to the bad reviews but soon they will start responding.
11	Do they have loyalty points for customer?	No.
12	How is their cafe different from other cafes?	Every cafe is different but this is a chef owned café. Everything from scratch even tea and syrup.
13	Why would a guest choose this cafe over others?	Because of it's Portuguese architecture.
15	Do they keep in mind the customer preferences while making a menu?	If something is selling too much they remove the menu .They change the menu every 30 -40 days.
16	Which is the fast moving item from their menu.	Eggs Benedict and poached eggs and red velvet cake
17	Are their items reasonably priced?	Yes,very much you can have a meal with drink with 500 rs.
18	how many branches do they have?	One
19	Who are their target customers?	People who like authentic food but most items are adult palette.

XVIII. Padaria Prazeres

Sr.No	Questions	Answers
1	Name of the cafe	Padaria Prazeres
2	History of the cafe	Chef Ralph started this cafe with his wife Stacy Gracious. He worked in many Michelin star restaurants in Europe but he wanted to come back to Goa and open something and that is how they started this cafe.
3	No of employees, no of departments	Kst-2 Kitchen -12 FOH -7
4	How do they do their marketing (tools used)	Have a social media team and pop ups , collaborations.
5	Do they use social media for marketing?	Yes , Instagram.
6	Is it outsourced or done inhouse	Outsourced
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes
8	Does Social Media Marketing help in building brand image how?	Yes
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?	No data as such but social media and word of mouth.
10	How do they handle bad reviews on social media?	Owners handle the reviews personally and reply to each and every

		one of them
11	Do they have loyalty points for customer?	No, but they have vouchers
12	How is their cafe different from other cafes?	In Goa there is no Goan fusion café in the main city of Caranzalem
13	Why would a guest choose this cafe over others?	Good staff, food , personalized service , good hygiene
15	Do they keep in mind the customer preferences while making a menu?	Yes, a lot of changes are made to the menu as per guest feedback. For example guests wanted something with caramel on the menu which is why they added caramel brioche to the menu.
16	Which is the fast moving item from their menu.	Pastel de nata and iced coffee
17	Are their items reasonably priced?	Yes .
18	how many branches do they have?	One
19	Who are their target customers?	All age groups . People who are looking for good European dessert.

XIX. Cafe Zelo

Sr.No	Questions	Answers
1	History of the cafe	Started by Rybecka Pereira as a hobby.
2	No of employees, no of departments	F&B - 2 Kitchen - 2 KST - 3

3	How do they do their marketing (tools used)	Intagram and Google.
4	Do they use social media for marketing?	Yes.
5	Is it outsourced or done inhouse	Inhouse
6	Does it help building Brand awareness? If yes how do they know? Can they quantify?	Yes, it has helped create an awareness and many customers started coming to the cafe.
7	Does Social Media Marketing help in building brand image how?	Yes.
8	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?)	Mostly it is thru instgram.
9	How do they handle bad reviews on social media?	No bad reviews yet.
10	Do they have loyalty points for customer?	No.
11	How is their cafe different from other cafes?	Food quality and ambience.
12	Why would a guest choose this cafe over others?	The food is at a reasonable price.
13	Do they keep in mind the customer preferences while making a menu?	Yes
15	Which is the fast moving item from their menu.	Burritos and Pasta
16	Are their items reasonably priced?	Yes
17	How many branches do they have?	One
18	Who are their target customers?	Teenagers and couples.

XX. Snows Bakery and cafe

Sr.No	Questions	Answers
1	Name of the cafe	Snows bakery
2	History of the cafe	The owner of the cafe is Antonio Rodrigues who started his own bakery at the age of 24 in 1987.

3	No of employees, no of departments	Kitchen - 22 Utility - 5
4	How do they do their marketing (tools used)	Word of mouth
5	Do they use social media for marketing?	No
6	Is it outsourced or done inhouse	-
7	Does it help building Brand awareness? If yes how do they know? Can they quantify?	social media does not help in this time, but we mostly deal with repeated customer. Customers who tasted our products do get back on a regular basis.
8	Does Social Media Marketing help in building brand image how?	-
9	Do they have data about how guests visit the cafe(was it Through a friend's reference, or reviews on social media Or were they repeat customers?	We don't really have a record of this but mostly it is repeated customers and sometimes people vist by referring on google.
10	How do they handle bad reviews on social media?	Whenever we receive a bad review we ask for the fault, find out what was wrong and do the right thing to get it sorted
11	Do they have loyalty points for customer?	We don't have loyalty points
12	How is their cafe different from other cafes?	I would say it is one of the oldest bakery in goa. People have the trust and faith in our products
13	Why would a guest choose this cafe over others?	People choose us as they know what best to expect
15	Do they keep in mind the customer preferences while making a menu?	So the menu is not much changed from when it was started a few new things

		add to adapt to the changing customer preference
16	Which is the fast moving item from their menu.	fastest moving items are the burger, chicken roll, puffs and cakes
17	Are their items reasonably priced?	I would say our price is very reasonable to everyone in fact it is lower because the same goods that we sell for suppose 320rs are being purchased and sold in various other places at a higher price
18	how many branches do they have?	So we have 5 branches. All of which are in goa.
19	Who are their target customers?	There is no specific target customers we get customers from various age groups right from young kids to old people.