



The Study of Brand Perception and Loyalty among Youngsters towards Café Coffee Day in Bangalore

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ABSTRACT

This study examines brand perception and customer loyalty among youngsters towards Café Coffee Day (CCD) in Bangalore. The research aims to identify key factors shaping consumer perceptions and analyse how these perceptions influence brand loyalty. A quantitative approach was adopted, utilizing an online survey (Google Forms) with a sample size of 60 respondents, along with focus group discussions and interviews. Secondary data sources include research papers, articles, and company reports. The study evaluates consumer expectations, actual experiences, brand positioning, and loyalty drivers, comparing CCD with competitors like Starbucks and Barista. Key findings indicate that affordability, service quality, ambiance, and digital engagement significantly impact customer retention. Additionally, discounts, promotions, and social media presence play a crucial role in influencing brand loyalty. The study also highlights the impact of CCD's financial and operational challenges on customer trust and long-term engagement. The findings offer strategic insights for CCD to refine its branding, improve service quality, and better align with evolving consumer expectations in Bangalore's competitive café market.

1. Problem Definition and Research Methodology

1.1. Problem Definition

In Bangalore, CCD has distinguished itself from rivals like Starbucks, Barista, and neighbourhood coffee shops because to its distinctive positioning in terms of product quality, atmosphere, and cost. However, when compared to other local and foreign businesses, there is a discernible lack of client loyalty, even if CCD has been successful in drawing in young consumers.

In Bangalore, the competitive landscape of coffee chains has seen significant shifts due to varying expansion strategies, financial health, and consumer preferences. As of February 2023, Café Coffee Day (CCD) operated 1,384 outlets across India, with Bangalore hosting 196 of these locations. However, by the end of FY24, CCD's total outlets nationwide decreased to 450 in 141 cities, indicating a substantial contraction. This decline is attributed to financial challenges, including a net loss of ₹323 crores in FY24 and significant debts, leading to insolvency proceedings initiated by the National Company Law Tribunal.

In contrast, competitors have been expanding their presence. Barista reached 400 stores nationwide by January 2024, with plans to open 80 more outlets within the year. Starbucks, through its joint venture with Tata, operated 390 stores as of January 2024 and aims to reach 1,000 stores by 2028. In Bangalore specifically, Starbucks had 40 outlets as of November 2023, while CCD maintained a significant presence with 196 outlets as of February 2023. Market share dynamics in Bangalore reflect these trends. CCD's financial difficulties and resulting store closures have likely reduced its market share, creating opportunities for competitors. Starbucks and Barista have capitalized on this by expanding their footprints, attracting consumers seeking diverse coffee experiences. Consumer loyalty and preferences are also evolving. CCD's financial instability may have eroded customer confidence, leading patrons to explore alternatives. Starbucks has focused on enhancing customer experience by simplifying its menu and adjusting pricing strategies to reinforce its premium brand image. Barista's consistent growth suggests a stable customer base, likely due to its strategic expansion and understanding of local tastes. In terms of market share, CCD held a leading position with 24% in 2019, closely followed by Starbucks at 23%. However, CCD's market share has likely declined due to financial challenges and store closures,



while competitors like Starbucks and Barista have been expanding. Consumer loyalty and preferences have been shifting, with many patrons exploring alternatives due to CCD's financial instability. Starbucks has focused on enhancing customer experience by simplifying its menu and adjusting pricing strategies to reinforce its premium brand image. Barista's consistent growth suggests a stable customer base, likely due to its strategic expansion and understanding of local tastes.

While CCD once held a dominant market share in Bangalore, recent financial difficulties and store closures have allowed competitors like Starbucks and Barista to expand their presence and capture a larger share of the market. In Bangalore, CCD's decline is attributed to financial challenges leading to store closures, while competitors like Barista and Starbucks are expanding and capturing greater market share by aligning with shifting consumer preferences and enhancing customer loyalty through strategic initiatives.

1.2. Title

The study of Brand Perception and Loyalty Among Youngsters towards Café Coffee Day in Bangalore.

1.3. Research objectives

- To identify key factors affecting how youngsters in Bangalore view Café Coffee Day.
- To study how brand perception influences loyalty among young Café Coffee Day customers.

1.4. Research Methodology

1.4.1. List of Data Collected

Consumer Expectations from CCD

- Preferred café attributes (e.g., ambiance, pricing, menu variety, service quality)
- Importance of brand reputation in café selection
- Comparison of expectations from CCD vs. competitors (Starbucks, Barista, local cafés)
- Expected quality of coffee and food items
- Perceived affordability and value for money
- Expected customer service standards
- Role of sustainability and ethical sourcing in perception

Consumer Experience at CCD

- Frequency of visits to CCD
- Actual experience with coffee quality, food, service, ambiance, and pricing
- Service speed and staff behavior evaluation
- Cleanliness and hygiene standards
- Satisfaction with digital experience (app, online ordering, loyalty programs)
- Instances of negative experiences and impact on perception
- Comparison of experience at CCD vs. competitors

Brand Perception of CCD

- Overall perception of CCD as a brand
- Strengths and weaknesses of CCD in the eyes of young customers
- Emotional connection with the brand
- Perception of CCD's positioning (premium vs. affordable, trendy vs. traditional)
- Influence of CCD's marketing and branding strategies on perception
- Awareness of CCD's financial and operational challenges and its impact on perception

Customer Loyalty Factors

- Likelihood of repeat visits based on past experiences
- Preference for CCD over competitors and reasons for switching brands
- Importance of discounts, promotions, and loyalty programs in retention
- Role of social media engagement and brand communication in influencing loyalty
- Trust in CCD as a brand despite financial struggles
- Willingness to recommend CCD to peers (Net Promoter Score - NPS)

1.4.2. Source of data collection

Primary data

- Customers
- Non- Customers

Secondary data

- Articles



- Journals
- Company report
- News articles
- Research Papers

1.5. Research designed

1.5.1. Sampling

1.5.1.1. *Sampling Frame*

This research is conducted in Bangalore, Karnataka

1.5.1.2. *Sampling Elements*

- Frequent visitors
- Rarely visitors
- Non- visitors

1.5.1.3. *Sampling Size*

Total Sample Size is 120

2.5.1.4. *Sampling Techniques*

Simple random sampling

2.6 Data collection method

The Information will be gather by doing interviews, surveys and analysis.

2.6.1. *Tools of data collections*

- Questionnaire
- Format- Structured Questions
- Google Form
- Total number of Questions- 15
- Type of Questions- Multiple choice questions, Close and open ended question

2.6.2. *Method of Collecting Data*

Online (collecting information from the website)

2.6.3. *Analytical tools*

- MS – Excel

2.7. Scope of the Research



Bangalore, a city with a vibrant café culture and a sizable youth clientele, is the study's primary geographic focus. In this urban setting, the study will explicitly investigate brand impression and loyalty. The study will investigate how young people's impressions of Café Coffee Day are influenced by elements such as service quality, ambiance, menu options, price, social media engagement, and overall customer experience. The study will look into how consumer loyalty is affected by elements that affect brand perception, such as product quality and customer service. Competition to find out how Café Coffee Day's customer loyalty and brand perception compare to or deviate from those of its rivals, including Starbucks and neighbourhood cafés in Bangalore, a comparative analysis will be carried out.

2.8. Limitation of the Research

The study's findings might not apply as well to other places with different café cultures and consumer trends because it was limited to Bangalore. Consumer behaviour may have been impacted by local economic changes, worldwide trends, or disruptions like the COVID-19 pandemic during the study period. This could have distorted the results or limited their relevance to future trends.

3. Analysis and Interpretation

This research paper explores brand perception and customer loyalty among youngsters toward Café Coffee Day (CCD) in Bangalore, a city with a dynamic café culture. The study investigates key factors shaping young consumers' opinions of CCD, including service quality, pricing, ambiance, menu variety, and digital engagement. Additionally, it assesses how these perceptions influence customer retention and loyalty compared to competitors like Starbucks and Barista. The research adopts a structured methodology, utilizing both primary and secondary data sources. Primary data is collected through surveys, focus group discussions, and interviews, targeting food delivery consumers, fitness enthusiasts, retail shoppers, and coffee lovers. A sample size of 60 respondents is chosen using simple random sampling. Secondary data includes articles, company reports, and academic journals, ensuring a well-rounded analysis. The study measures consumer expectations, real-life experiences, and brand perception to understand loyalty factors, including the impact of CCD's pricing, service quality, promotions, and social media presence. Data is collected using structured questionnaires via Google Forms, featuring multiple-choice and open-ended questions, and analysed through MS Excel. By comparing CCD with competitors, this research highlights areas where the brand excels and where improvements are needed to retain its youthful customer base. The findings will offer insights into



CCD’s market positioning, helping the brand align better with evolving consumer expectations and competitive pressures.

3.1 Profile of Respondents

3.1.1 Age Group

Age Group	Responses
16-20 years	10
21-25 years	54
26-30 years	25
Above 30 years	11

Tab.1: Age Group

3.1.2 Occupation

Occupation	Responses
Student	52
Working Professional	19
Self-employed	27
Others	2

Tab.2: Occupation

3.1.3 Residential Locations in Bangalore

Residential Locations in Bangalore	Responses
East	17
South	40
West	21
North	22

Tab.3: Residential Locations in Bangalore

3.2 Factors influencing youngsters' perception of Café Coffee Day

3.2.1 Café Coffee Day - Visit Frequency

Frequency	Responses
Once in 6 months	12
1-3 times a month	33
More than 3 times a week	50
Never	5

Tab.4: Visit Frequency

Youngsters' visit frequency to Café Coffee Day (CCD) reflects their brand perception shaped by factors like affordability, ambiance, and competition. Frequent visitors (more than 3 times a week) see CCD as an affordable and convenient hangout, much like college students who gather there for group studies or post-class breaks. Moderate visitors (1-3 times a month) perceive it as a decent option but prefer variety, similar to young professionals who explore different cafés for work or socializing. Occasional visitors (once in 6 months) might see CCD as outdated or a backup choice, like those who prefer premium brands such as Starbucks for special outings. Non-visitors likely have a negative perception due to past experiences or preference for trendier alternatives, similar to those opting for artisanal coffee shops. These patterns highlight CCD's mixed brand image among Bangalore's youth.

3.2.2 Main Reason for Visiting Café Coffee Day

Reason	Responses
Good food and beverage quality	21
Comfortable seating and ambiance	29
Low prices compared to other cafés	35
Easily accessible locations	15

Tab.5: Reason for Visiting Café Coffee Day

The reasons youngsters in Bangalore visit Café Coffee Day (CCD) highlight key factors shaping its brand perception. Low prices compared to other cafés emerge as a major factor, as CCD offers a budget-friendly alternative to premium coffee chains like Starbucks, making it a preferred choice for students and young professionals looking for affordable yet decent coffee experiences. Comfortable seating and ambiance attract those who prioritize a relaxed space for studying, work meetings, or casual hangouts—similar to college groups who spend hours at CCD due to its cozy, non-intimidating environment. Good food and beverage quality appeals to those who value taste and consistency, such as individuals who prefer CCD’s signature beverages and snacks over overpriced artisanal options. Meanwhile, easily accessible locations make CCD convenient for people on the go, like office workers who grab a quick coffee from nearby outlets. These insights reveal that affordability, ambiance, quality, and accessibility play significant roles in shaping CCD’s brand perception among Bangalore’s youth.

3.2.3 Perception of Café Coffee Day’s Product Quality from Competitors

Comparison Level	Responses
Better than most competitors	30
Best in the market	40
Similar to competitors	24

Comparison Level	Responses
Worse than competitors	6

Tab.6: Perception of Café Coffee Day’s Product Quality

The perception of Café Coffee Day’s (CCD) product quality compared to competitors reveals how youngsters in Bangalore evaluate the brand. **Those who consider CCD the best in the market** likely appreciate its signature offerings, such as the popular Devil’s Own or cold coffee, which have remained consistent over the years. These loyal customers may have a strong emotional connection to CCD, viewing it as a reliable, homegrown alternative to expensive international chains. **Those who believe CCD is better than most competitors** may compare it favorably to smaller or newer cafés, valuing its affordability, variety, and familiarity over premium brands like Starbucks or Third Wave Coffee, which may be perceived as overpriced. **Respondents who see CCD as similar to competitors** likely believe that while CCD offers decent quality, it does not significantly differentiate itself in terms of taste, presentation, or innovation—this could include individuals who visit multiple cafés and find little distinction in their coffee or snack options. **A minority who perceive CCD as worse than competitors** may have had negative experiences with inconsistent quality, stale food, or poor service, pushing them toward artisanal coffee shops or high-end brands known for better ingredients and premium offerings.

3.2.4 Most Appealing Aspects of Café Coffee Day

Aspect	Responses
Affordable menu options	32
Ambiance & café experience	40
Availability of outlets nearby	16
Promotions & discounts	12

Tab.7: Appealing Aspects of Café Coffee Day

The most appealing aspects of Café Coffee Day (CCD) highlight the key factors shaping how youngsters in Bangalore perceive the brand. Ambiance & café experience stands out as a major factor,

as many young customers prefer CCD for its cozy seating, relaxed atmosphere, and familiarity—making it a go-to spot for study sessions, work meetings, or casual hangouts with friends. Affordable menu options further strengthen its appeal, as students and early-career professionals see CCD as a budget-friendly alternative to expensive competitors like Starbucks, where a single coffee could cost twice as much. Availability of outlets nearby attracts customers who prioritize convenience, such as office-goers or college students who rely on CCD for a quick caffeine fix between their busy schedules. Meanwhile, promotions & discounts, though appealing, may not be CCD’s primary strength compared to other brands that frequently offer app-based loyalty programs or membership perks. These insights suggest that CCD’s perception among Bangalore’s youth is shaped primarily by its affordability, comfortable ambiance, and accessibility rather than aggressive promotional strategies.

3.2 Brand Perception & Youth Loyalty at Café Coffee Day

3.2.1 Café Coffee Day’s Brand Image

Brand Image Description	Responses
An outdated brand needing improvement	19
A casual place for quick visits	33
A trendy café for youngsters	35
A declining café losing customers	13

Tab.8: Café Coffee Day’s Brand Image

The responses regarding Café Coffee Day’s (CCD) brand image reveal how brand perception directly influences customer loyalty among youngsters in Bangalore. **Those who view CCD as a trendy café for youngsters** likely associate the brand with nostalgia and comfort, having grown up visiting CCD for friendly hangouts or casual dates. This positive perception strengthens their loyalty, as they continue to prefer CCD over newer or more expensive cafés. **Customers who see CCD as a casual place for quick visits** may not have a deep emotional connection but still choose CCD out of convenience and affordability—such as college students stopping by for a quick coffee or snack between classes. **Those who consider CCD an outdated brand needing improvement** may feel that CCD has not kept up with



modern café trends like artisanal coffee, innovative menus, or digital loyalty programs, pushing them to explore trendier options like Third Wave Coffee or Starbucks. Meanwhile, **those who view CCD as a declining café losing customers** may have experienced inconsistent service, lack of innovation, or deteriorating quality, which affects their trust and reduces brand loyalty. These varying perceptions highlight that while CCD holds a loyal customer base, its long-term brand loyalty depends on addressing quality, innovation, and brand modernization.

3.2.2 Rating Café Coffee Day’s Customer Service

Rating	Responses
Good service	16
Average service	45
Excellent service	25
Poor service	14

Tab.9: Rating Café Coffee Day’s Customer Service

Customer service plays a crucial role in influencing loyalty among youngsters towards Café Coffee Day (CCD) in Bangalore. Those who rate the service as excellent likely experience friendly staff, quick service, and a welcoming environment—such as students who frequent the same outlet where baristas remember their usual order, enhancing their connection with the brand. Customers who find the service good may appreciate the efficiency and professionalism at most locations but might have encountered occasional inconsistencies, like young professionals who visit CCD during lunch breaks and sometimes face delays due to peak-hour rush. The majority rating the service as average suggests that while CCD meets basic expectations, it lacks the standout service elements seen in competitors like Starbucks, where staff interactions and customer engagement are prioritized. For example, customers who get their orders correctly but without a personalized touch may not develop strong loyalty.

3.2.3 Key Factor Influencing Revisit to Café Coffee Day

Factor	Responses

Factor	Responses
Comfortable seating & ambiance	24
Affordable pricing	30
Quality & taste of products	33
Good customer service	13

Tab.9: Factor Influencing Revisit to Café Coffee Day

The factors influencing youngsters’ decision to revisit Café Coffee Day (CCD) highlight how brand perception translates into customer loyalty. The quality and taste of products emerge as the most significant driver, as customers who enjoy CCD’s signature beverages and snacks, such as their cold coffee or garlic bread, are more likely to return, seeing it as a reliable and familiar option. Many youngsters prefer consistency in their food and drinks, making taste a critical factor in their loyalty. Affordable pricing is another major reason for repeat visits, particularly among students and young professionals who see CCD as a budget-friendly alternative to premium cafés like Starbucks. The ability to enjoy a coffee or snack without spending excessively encourages frequent visits, making pricing a crucial factor in maintaining loyalty. Comfortable seating and ambiance attract those who seek a relaxed space for studying, working, or socializing—such as college students using CCD for group discussions or young professionals choosing it for informal meetings. A pleasant environment enhances the overall café experience and encourages longer stays. Good customer service, while important, ranks lower, suggesting that while friendly and efficient service is valued, customers prioritize affordability, taste, and ambiance more when deciding to return. This indicates that CCD’s customer loyalty is primarily driven by product quality and affordability rather than exceptional service, shaping how youngsters in Bangalore perceive and engage with the brand.

3.2.4 Reasons for Discontinuing Visits to Café Coffee Day

Reasons	Responses
Increased prices	33

Reasons	Responses
Poor food and beverage quality	24
Bad customer service	24
Availability of better cafés nearby	19

Tab.10: Discontinuing Reasons for Visits to Café Coffee Day

The key factors influencing youngsters’ decision to revisit Café Coffee Day (CCD) highlight how brand perception translates into customer loyalty. The quality and taste of products emerge as the strongest driver, as customers who enjoy CCD’s signature beverages and snacks, such as their cold coffee or garlic bread, are more likely to return, seeing it as a reliable and familiar option. Affordable pricing also plays a crucial role, especially for students and young professionals who prefer CCD over premium cafés like Starbucks due to its budget-friendly menu. Regular visitors may find CCD’s pricing attractive for casual meetups without straining their expenses. Comfortable seating and ambiance appeal to those who seek a relaxed space for studying, working, or socializing—such as college groups who spend hours at CCD discussing projects or young freelancers using it as an informal workspace. Good customer service, while important, ranks lower, suggesting that while service matters, customers prioritize affordability, taste, and ambiance more when deciding to return. This indicates that CCD’s customer loyalty is largely shaped by its value-for-money offerings and environment rather than exceptional service, influencing how youngsters in Bangalore continue engaging with the brand.

3.2.5 Likelihood of Recommending Café Coffee Day

Recommendation Level	Responses
Sometimes recommend	17
Rarely recommend	50
Always recommend	24
Never recommend	7

Tab.11: Recommendation Level

The likelihood of youngsters recommending Café Coffee Day (CCD) reflects how brand perception influences customer loyalty. Those who always recommend CCD likely have a strong attachment to the brand, appreciating its affordability, familiar taste, and accessible locations—such as students who consider it their go-to café for casual meetups and believe it offers good value for money. Customers who sometimes recommend CCD may view it as a decent option but not outstanding, suggesting that while they visit and enjoy certain aspects, they recognize that competitors like Starbucks or Third Wave Coffee offer a more premium experience. A majority rarely recommend CCD, indicating that while they might visit occasionally, they do not see it as a standout café worth promoting—possibly due to perceptions of outdated branding, inconsistent service.

3.2.6 Customer Loyalty Comparison of Café Coffee Day

Comparison Level	Responses
More loyal customers than competitors	33
Strongest brand in the market	37
Similar loyalty as competitors	22
Fewer loyal customers than competitors	8

Tab.12: Comparison Level

The customer loyalty comparison of Café Coffee Day (CCD) highlights how brand perception shapes long-term engagement among youngsters in Bangalore. Those who believe CCD has more loyal customers than competitors likely appreciate its affordability, accessibility, and nostalgic value, as many young consumers grew up visiting CCD and continue to see it as a dependable café. For instance, college students who have been regular customers since high school may feel a sense of brand attachment that keeps them returning. Respondents who see CCD as the strongest brand in the market view it as an established and dominant player, possibly due to its widespread presence and familiarity. These customers might compare CCD favourably against expensive competitors like Starbucks or niche



brands like Third Wave Coffee, valuing its combination of affordability and convenience. Those who think CCD has similar loyalty as competitors may believe that while CCD has a dedicated customer base, it does not significantly stand out, especially with newer cafés offering premium experiences or unique brews. For example, young professionals who visit multiple café brands may see CCD as one of many options rather than an irreplaceable choice. A small group perceiving CCD as having fewer loyal customers than competitors may feel that the brand has lost its edge, possibly due to service inconsistencies, lack of innovation, or increased competition from emerging coffee chains. This variation in loyalty perception suggests that while CCD retains a strong customer base, it faces challenges in sustaining long-term brand loyalty amid evolving consumer preferences.

3.2.7 Improvements for Greater Loyalty

Improvement Areas	Responses
More discount offers and loyalty rewards	41
Improved café ambiance and seating	27
Better quality of food and beverages	25
Faster and better customer service	7

Tab.13: Improvement Areas

The areas for improvement identified by youngsters in Bangalore reflect key factors that can strengthen customer loyalty towards Café Coffee Day (CCD). A strong preference for more discount offers and loyalty rewards indicates that many customers see affordability as a primary factor in their decision to return. Students and young professionals, who often have budget constraints, may feel more inclined to visit CCD regularly if the brand offers attractive deals, membership benefits, or exclusive discounts similar to Starbucks' rewards program. The need for improved café ambiance and seating suggests that while CCD is valued for its casual and comfortable environment, customers expect a more modern, aesthetically pleasing space that enhances their experience—similar to the Instagram-worthy interiors of premium cafés like Third Wave Coffee. Demand for better quality of food and beverages highlights an area where CCD may be lagging behind competitors. Customers who compare CCD’s offerings with artisanal coffee brands or international chains may feel that improvements in taste, presentation, or



ingredient quality could enhance their loyalty. Faster and better customer service, while ranked lower, still indicates that some visitors face issues such as slow service or inattentive staff. These insights suggest that while CCD retains a loyal base, enhancing affordability, ambiance, and product quality will be crucial to sustaining long-term customer engagement and increasing brand loyalty.

4. Findings

The study reveals that affordability, ambiance, product quality, and accessibility are the primary factors shaping youngsters' perception of Café Coffee Day (CCD) in Bangalore. A significant portion of respondents visit CCD frequently due to its budget-friendly pricing, making it a preferred choice for students and young professionals seeking an economical yet satisfactory café experience. Comfortable seating and a relaxed ambiance also contribute to CCD's appeal, allowing customers to use it as a study spot, meeting place, or casual hangout location. Additionally, CCD's widespread presence across Bangalore enhances its accessibility, making it a convenient option for those who prioritize proximity. However, while many perceive CCD as a comfortable and affordable café, there is also a segment of respondents who view it as an outdated or declining brand due to increasing competition from trendier cafés and premium coffee chains, indicating a need for modernization and differentiation.

Another key factor influencing CCD's perception is its product quality in comparison to competitors. While a large proportion of respondent's rate CCD's offerings as the best or better than most competitors, a notable segment finds its quality similar to or worse than alternatives like Starbucks and artisanal coffee shops. Customers who favor CCD appreciate its signature beverages and consistent offerings, but others believe the brand lacks innovation in terms of menu variety, taste, and presentation. This suggests that while CCD maintains a solid reputation, it faces challenges in standing out against emerging competitors who offer premium-quality products and unique coffee experiences. Strengthening product quality and introducing innovative menu options could improve CCD's overall perception among Bangalore's youth.

Brand perception plays a crucial role in determining customer loyalty towards Café Coffee Day (CCD) among youngsters in Bangalore. The study shows that many customers continue to visit CCD regularly due to its affordability and familiarity, with a significant number considering it the strongest brand in the market or having more loyal customers than competitors. However, despite its widespread recognition, loyalty is not absolute, as a considerable portion of respondents only occasionally recommend CCD or



rarely advocate for it to others. This suggests that while CCD holds a stable customer base, it lacks the strong brand advocacy that premium competitors like Starbucks enjoy. The perception of CCD as a casual yet outdated brand limits deeper emotional connections with its consumers, highlighting the need for strategic branding efforts to modernize its image and reinforce long-term customer engagement.

The study also indicates that specific factors such as pricing, quality, and ambiance significantly impact repeat visits and loyalty. Customers who find CCD's menu affordable and food quality satisfactory are more likely to return, emphasizing the importance of consistent product offerings and competitive pricing in retaining young customers. However, dissatisfaction with increased prices, inconsistent service, and better alternatives nearby have led some customers to discontinue visits, showcasing the risks of negative brand perception on loyalty. Moreover, the majority of respondents express interest in improved loyalty programs, enhanced ambiance, and better food quality as key areas of improvement, suggesting that strategic enhancements in these aspects could strengthen CCD's market positioning and foster greater customer retention.

5. Conclusions

The research on **Brand Perception and Loyalty Among Youngsters Towards Café Coffee Day (CCD) in Bangalore** reveals that affordability, ambiance, product quality, and accessibility are key factors shaping the brand's image among young consumers. CCD's budget-friendly pricing makes it a preferred choice for students and professionals, while its comfortable ambiance encourages frequent visits. However, a segment of consumers perceives CCD as outdated compared to premium competitors like Starbucks, signalling a need for modernization. Brand perception plays a crucial role in customer loyalty, as many patrons continue to visit CCD out of familiarity and affordability rather than strong emotional attachment. Although CCD enjoys a stable customer base, it lacks high levels of brand advocacy, with some customers opting for trendier alternatives. The research highlights that improving product quality, introducing innovative menu options, and strengthening brand positioning through marketing efforts could enhance customer loyalty. Additionally, enhancing service consistency, digital engagement, and loyalty programs may help CCD retain its young clientele in an increasingly competitive café market. Ultimately, while CCD remains a significant player in Bangalore's café industry, its long-term success depends on its ability to adapt to evolving consumer expectations and differentiate itself from emerging rivals.

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