

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
COFFEE VENDING MACHINE
AROUND VELACHERY, CHENNAI**

Submitted in partial fulfilment of the requirements for the award of
BACHELOR OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **VARUN BALAJI T (39280099)** who carried out the project entitled “**Customer Satisfaction towards Coffee vending machine around Velachery Chennai**” under our supervision from January 2022 to March 2022.

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DECLARATION

I **VARUN BALAJI. T (Reg No. 39280099)** hereby declare that the Project Report entitled "Study on Customer Satisfaction towards Coffee vending machine around Velachery Chennai" is done by me under the guidance of **Dr. VANITHA. V** is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree.

DATE:

PLACE:

SIGN OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for the completion of my project successfully.

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VARUN BALAJI. T

ABSTRACT

Traditionally people have a habit of consuming coffee. Coffee consumption is used to relief from headache, tension, relaxation of mind, etc. Coffee is almost people like. Coffee helps to the people brisk, healthy and active. Some people are addict to coffee. People drinking a coffee will got a refreshment ourself. Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the free thinking consumer. Now–a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth. Customer experience has become a strategy to increase number of customer, gaining more profit and to create good position in market. With help of this tool organization can analyze its customer and understand their demand. If organization is able to understand its customer then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy. This study will help to understand customer, their consumption and their loyalty towards the organization.

KEYWORDS: Customer Satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 Introduction on Customer Satisfaction towards Coffee Vending Machine in around Velachery Chennai:

Customer Satisfaction towards Coffee Vending Machine near Velachery, Chennai. The Importance of the topic is the Vending coffee machines are machines that distribute coffee in cups or cardboard. There are many coffee dispensing machines on the market. Some serve the coffee already prepared and others also dispense cream, milk and sugar along with the drink. These machines take up very little space, since we do not need additional space to store items such as coffee, sugar, cups, pots, milk, filters etc. The coffee vending machine mixes the instant powder such as coffee, tea juice, chocolate to different tastes delicious beverage. It is with entire stainless-steel structure, large capacity, coin recognizer, automatic cups fall, digital sales calculation, adjustment of drink taste, simple to use. The Coffee vending machine was invented in the United States by the Rudd Melikian company in 1947, debuting as the “Kiwi Kafe”. Several U.S companies also began manufacturing the machines in 1947, and by 1955 over 60,000 existed in the U.S. Today Coffee vending machine exist in various areas of the world, and are very common in japan. Public Coffee vending machines typically requirement payment, functioning as coin operated machines, and some also accept bills and credit cards.

Machines that purvey hot and iced coffee are common in japan, and many of them are placed in street locations. In Italy, some of the machines up to 18 coffee varieties. Touch screen coffee machines, such as those introduced by Bella, Bravilor Bonamat and la marquise are increasingly popular. Customer satisfaction is defined as a measurement that determines how happy customers are with a company’s products, services and capabilities., Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. There are some ways to improve customer satisfaction. They are Develop customer service communities, Study complaints and compliments, Treat customers like you would want to be treated, Personalize, hold daily standup meetings with your team, provide Multichannel support, Slash wait times etc.

CHAPTER 2

REVIEW OF LITERATURE

Chapter 2 – Review of literature

List of Reviews:

[1] Soniya Maharajan (2017) – The thesis studies the factors that influence customer satisfaction and loyalty. The thesis project examines customer satisfaction. Various methods that have been widely used to measure customer satisfaction and the outcome results of having loyal customers are presented.

[2] Oliver (2013)- Customer satisfaction is a judgement by the customer. The most popular view of customer satisfaction in academia is that customer satisfaction is the judgement out of the of the product or service experience.

[3] Vibhor Mohan (2012) – A study in the city to know the perceptions of consumers on the growing popularity of coffee. The growth of the economic and demographic changes, increases number of working and exposure to global trends.

[4] Shapan Furvin (2011) – The coffee shop industry is characterized as fairly competitive and has a low entry barrier. Given these characteristics it is important for coffee shop businesses to make efforts to retain current customers and to attract new customers.

[5] Meyer and Schwager (2007) – Customer experience is defined as the overall experience that a customer has throughout the direct interaction with an establishment internally and subjectively.

[6] Ghauri and Gronhaug (2007) – It helps people to have a clear start with the main topic and saves time. Ghauri and Gronhaug (2005) also suggested a literature review it could help the authors refine and provide a basic answer of the research question. Google search was also useful for finding information related to customer loyalty.

[7] Beerli et al (2006) – Customer satisfaction is a measure of extent the existing bank is fulfilling the general expectations of a customer and how far does the existing bank come to customer's ideal bank in mind.

[8] Sullivan (2005) – Strong linkages have been apparent between service quality dimensions (for example speedy responses to enquiries) and overall satisfaction.

[9] Anderson (2005) - Assume businesses exist and compete to create satisfied customers. Investors are attracted to companies that can perform well at satisfying their customers.

[10] B. Logeshwari (2005) – The coffee industry is characterized as fairly competitive and has a low entry barrier. It is important for coffee shop businesses to make efforts to retain current customers and to attract new customers.

[11] Hattox (2004) – The coffee shop is popular worldwide because coffee shops serve various purposes, such as chatting, meeting, eating or studying.

[12] Abdullah (2002) – The study to ascertain the linkages between brand and customer loyalty towards brands to investigate the factors influencing the the success success in market.

[13] Omatayo Joseph- Abioundun, Abolaji jocachim (2001)- emphasis on customer loyalty and customer switching cost. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

[14] Norzaini bt Mohd Noor (2001) - explores the relationship between service quality and customer satisfaction on customer loyalty. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty.

[15] Kurt Matzler (2008) – explore the brand affect loyalty. values sought by the consumer and in the formation of brand affect and loyalty influence brand affect which in turn drives attitudinal and purchase loyalty.

[16] Niger Hill (2008) – Customer satisfaction and loyalty are key differentiate between better and poor performing businesses in most markets. Satisfaction drives loyalty drives business performance.

[17] Mona. N Shah (2007) – Customer satisfaction study investigated about the service quality based on performance leading to customer satisfaction.

[18] Abd Majid (2006) – Critical criteria on client and customer satisfaction for the methodology of this study is based on literature review of customers.

[19] Meenakshi (2004) – Customer satisfaction main objective of the study is to find the parameters of customers. The questionnaire survey was conducted among customers. The survey results were analysed and identified the important factors of customer satisfaction.

[20] Samira Dezhkam (2003) - The impact of Customer satisfaction and customer loyalty. Customer acclimatization has been identified customer satisfaction and have widely recognized in enhancing the business performance.

Conclusion – A literature review may constitute an essential chapter of a thesis or may be a self-contained review of writings on a subject. In either case, its purpose is place each work in the context of its contribution to the understanding of the subject under review. Point the way forward for further research.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY/ STATEMENT OF PROBLEM:

To study the customer satisfaction of coffee vending machine. To study the enhancement on coffee vending machine. To know the opinion about coffee vending machine. Coffee vending machine very popular in shopping malls. The need for the study is:

By increasing focus and concentration is coffee can help drive attention to the main task. Especially when there are many distractions around. Coffee helped draw attention to what needs to be learnt, increasing focus and making the studying process more productive.

By enhancing short term memory is Memory is divided into short term memory (STM), which is active in learning new material and Long Term memory (LTM).

Good planning is by making a timetable for a study plan and sticking to it.

Healthy eating is Especially before studying and before sitting down for a exam.

Exercising is to boost energy levels and enhance mood.

All in all, coffee is an enjoyable drink that can help boost energy and increase the ability to learn and remember, especially when used as a complement to good planning, Hard work, proper nutrition and exercise.

3.2 SCOPE AND SIGNIFICANCE OF THE STUDY:

- To research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insight into customer expectations
- Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

3.3 OBJECTIVES OF THE STUDY:

Primary Objective: To study the Customer Satisfaction towards Coffee Vending machine around Velachery, Chennai.

Secondary Objective:

- To Investigate the customer satisfaction towards Coffee Vending machine.
- To study about the Coffee Vending machine
- To analyse of the consumers expectation in Coffee Vending Machine.
 - Tea and coffee vending machines can solve this problem. The objective of the study is to design and develop a mini tea and coffee making machine, which dispenses the beverage
 - of required quality in less time. The machine uses readily available tea and coffee premix powder to prepare the beverage.

3.4 RESEARCH DESIGN:

- Type of research: Customer satisfaction towards Coffee Vending machine around Velachery, Chennai
- Sampling Area: Velachery, Chennai
- Sampling Size: 150
- Sampling method: Convenience sampling method
- Primary data: Collected directly from the respondent with the help of a questionnaire
- Tools used for analysis: Percentage ana

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary data- Questionnaire given to 150 respondents.

Secondary data- Websites and online journals, Published reports and review of literature from published articles.

3.6 SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-profitability sampling methods. A convenience sample is made up of people who are easy to reach.

3.7 PERIOD OF STUDY

The duration of study is from December 2021 to February 2022 which is a three months of study.

3.8 STRUCTURING OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondents opinions about customer's experience.

3.9 Limitations of the study

The analysis of the present study has been carried out based on the information has collected from the coffee vending machine.

The study is an opinion survey; caution may have to be exercised while extending the result to other areas.

The result fully depends on the information given by the respondents which may be based.

3.10 ANALYTICAL TOOLS

- Percentage of analysis
- Bar chart

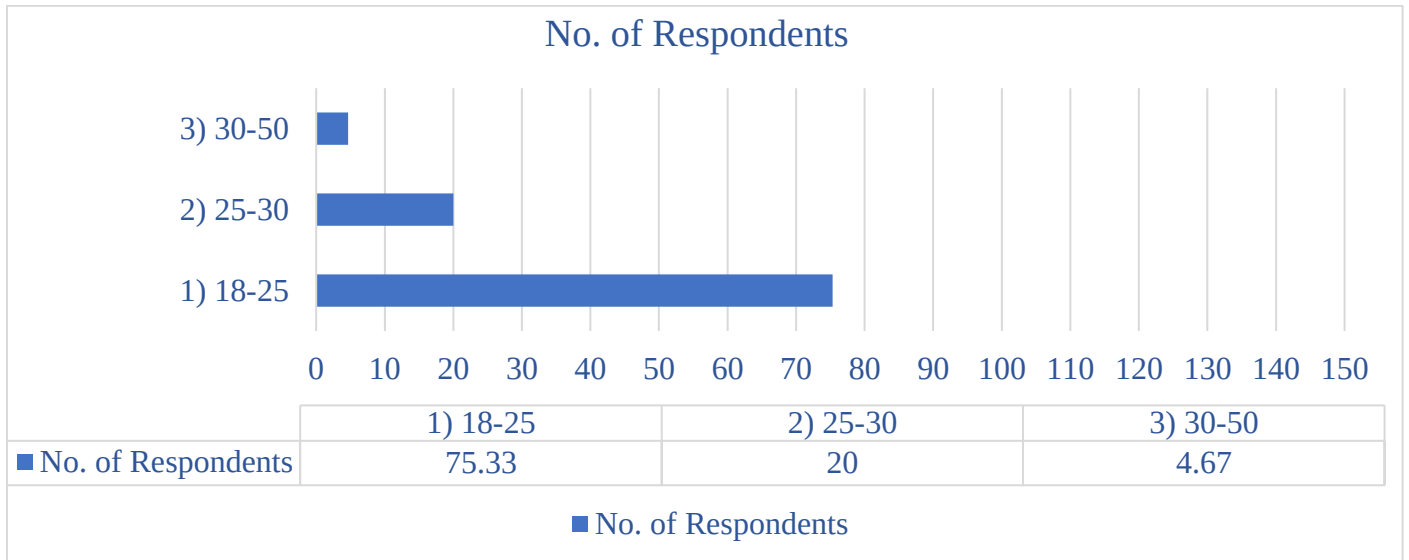
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table 4.1.1: Age of the Respondents

S. NO	Particulars	No. of Respondents	Percentage
1	18 - 25	113	75.33
2	25 -30	30	20.00
3	30 - 50	7	4.67
TOTAL		150	100.00



Interpretation

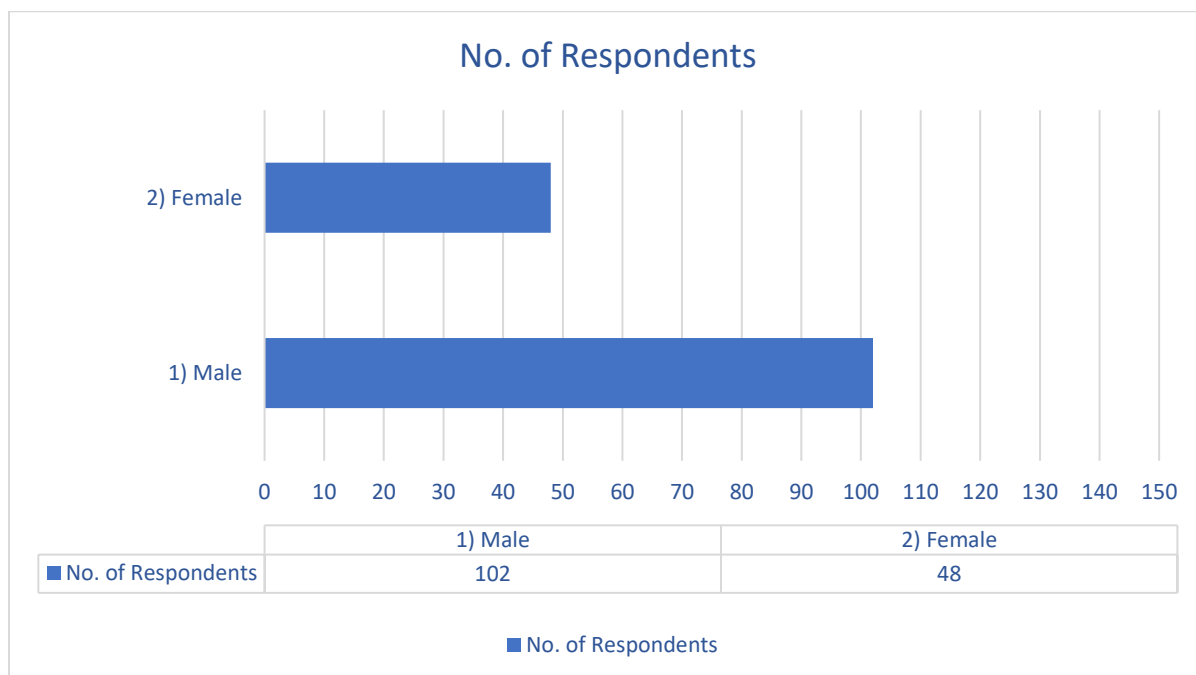
From the above table, it is interpreted that the number of respondents between 18 to 25 age of respondents are 75.33% between 25 to 30 age of respondents are 20.00% between 30 to 50 age of respondents are 4.67%

Inference

Majority (75.33%) of the respondents are age between 18 to 25 years.

Table 4.1.2: Gender of the Respondents

S. NO	Particulars	No. of Respondents	Percentage
1	Male	102	68.00
2	Female	48	32.00
TOTAL		150	100.00



Interpretation

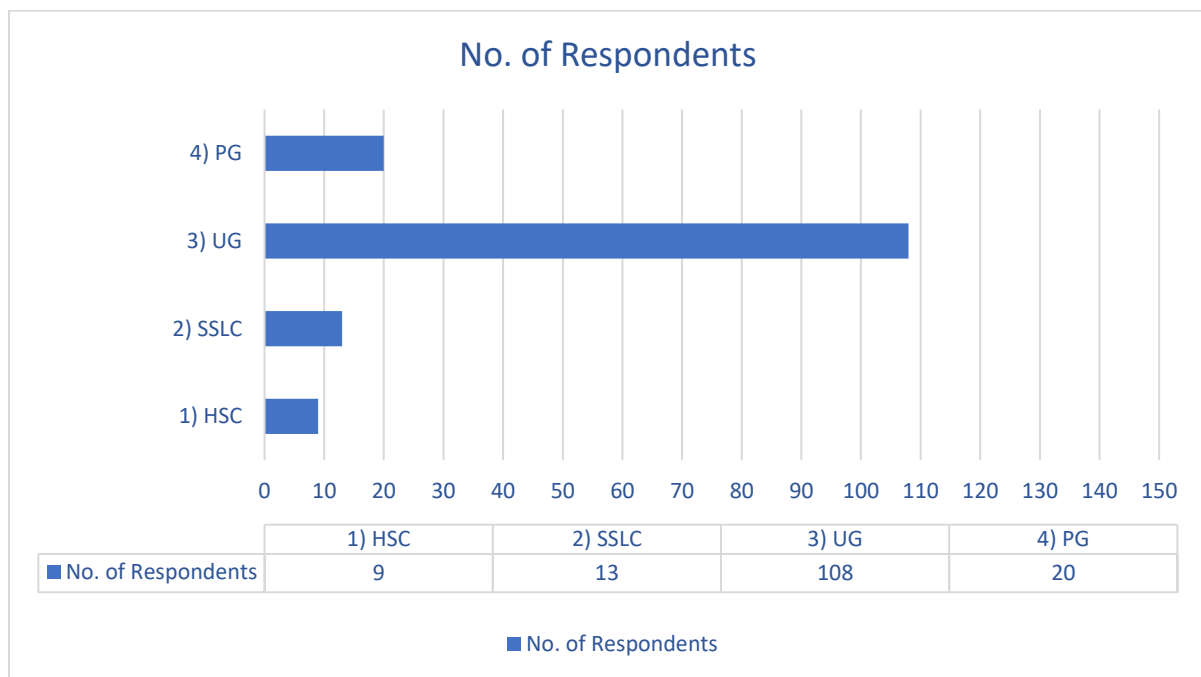
From the above table it is interpreted that the number of male respondent is 68.00% and female respondent is 32.00%

Inference

Majority (68.00%) of the respondents are Male.

Table 4.1.3: Qualification of the Respondents

S. NO	Particulars	No. of Respondents	Percentage
1	HSC	9	6.00
2	SSLC	13	8.67
3	UG	108	72.00
4	PG	20	13.34
TOTAL		150	100.00



Interpretation

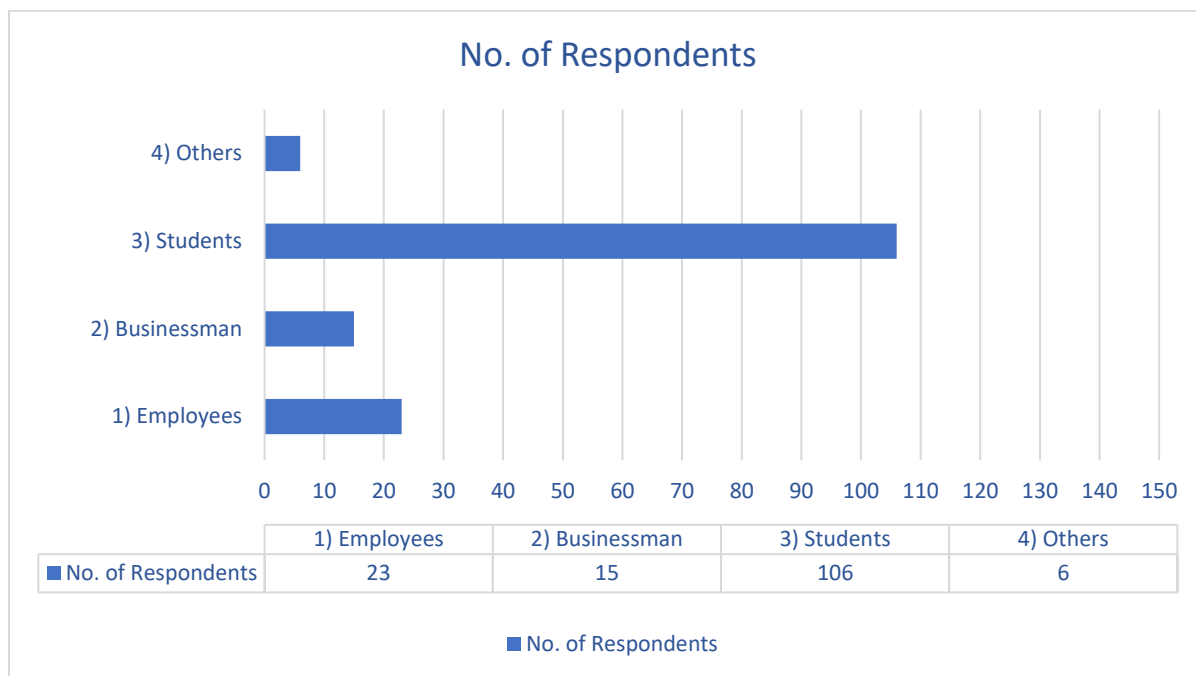
From the above table it is interpreted that the number of respondents HSC is 6.00% and SSLC is 8.67%, UG is 72.00% and PG is 13.34%

Inference

Majority (72.00%) of the respondents are UG.

Table 4.1.4: Occupation of the Respondents

S. NO	Particulars	No. of Respondents	Percentage
1	Employees	23	15.33
2	Businessman	15	10.00
3	Students	106	70.67
4	Others	6	4.00
TOTAL		150	100.00



Interpretation

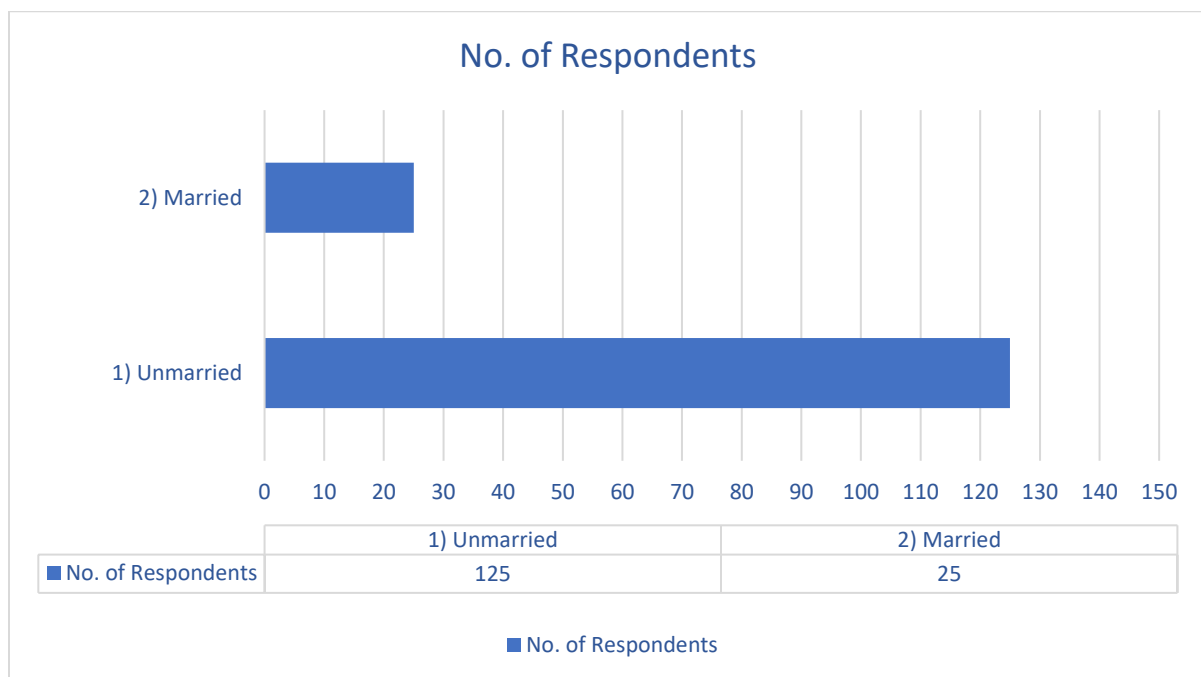
From the given data it is interpreted that the number of respondents were Employees are 15.33%, Businessman are 10.00%, Students are 70.67%, and others are 4.00%

Inference

Majority (70.67%) of the respondents are students

Table 4.1.5: Marital Status of the Respondents

S. NO	Particulars	No. of Respondents	Percentage
1	Unmarried	125	83.33
2	Married	25	16.67
TOTAL		150	100.00



Interpretation

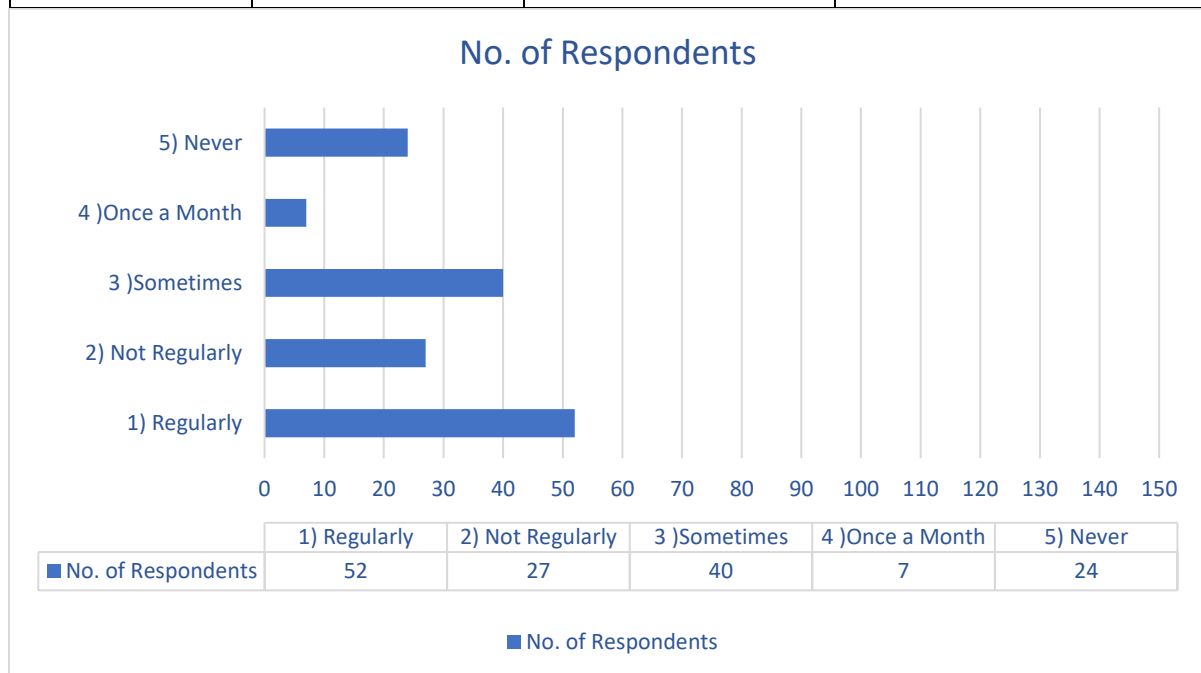
[From the above table, It is interpreted that the number of respondents were 83.33% is unmarried and 16.77% are married

Inference

Majority (83.33%) pf the respondents is unmarried.

Table 4.1.6: Respondents use Coffee vending machine regularly

S. NO	Particulars	No. of Respondents	Percentage
1	Regularly	52	34.67
2	Not regularly	27	18.00
3	Sometimes	40	26.67
4	Once a month	7	4.67
5	Never	24	16.00
TOTAL		150	100.00



Interpretation

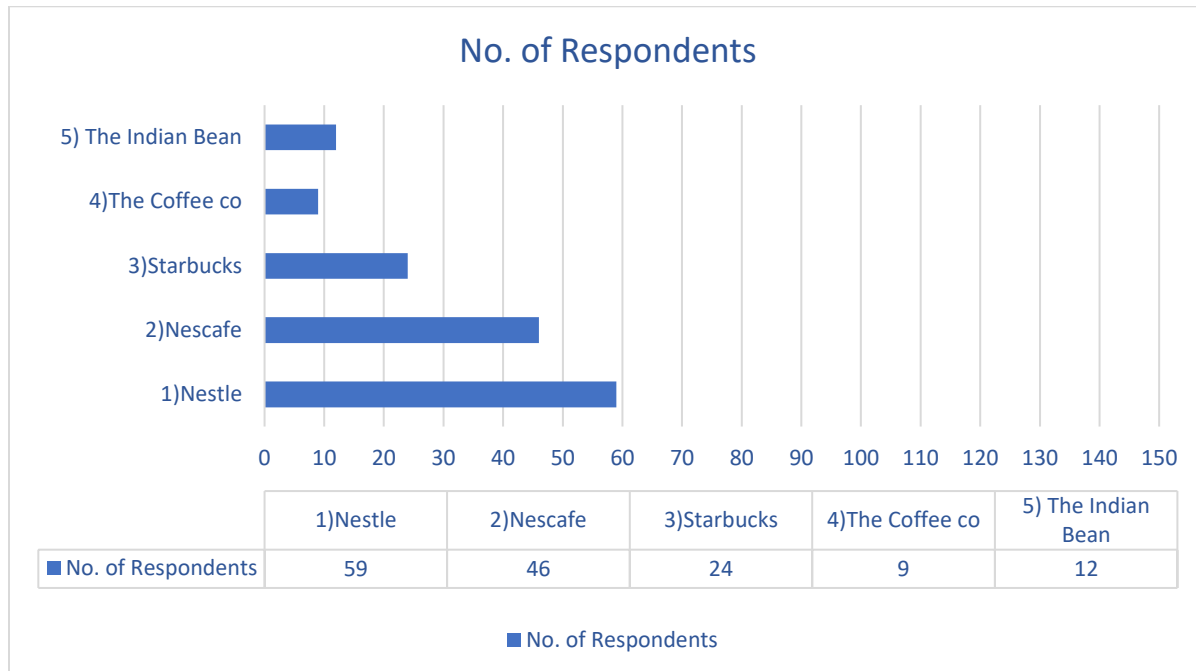
From the above data it is interpreted that the number of responses using coffee vending machine is 34% in regularly, 18% in not regularly, 26.67% in sometimes, 4.67% in once a month, 16.00% in never

Inference

Majority (34.67%) of the responses says regularly.

Table 4.1.7: Respondents preferred favourite coffee brand

S. NO	Particulars	No. of Respondents	Percentage
1	Nestle	59	39.33
2	Nescafe	46	30.67
3	Starbucks	24	16.00
4	The Coffee co	9	6.00
5	The Indian bean	12	8.00
TOTAL		150	100.00



Interpretation

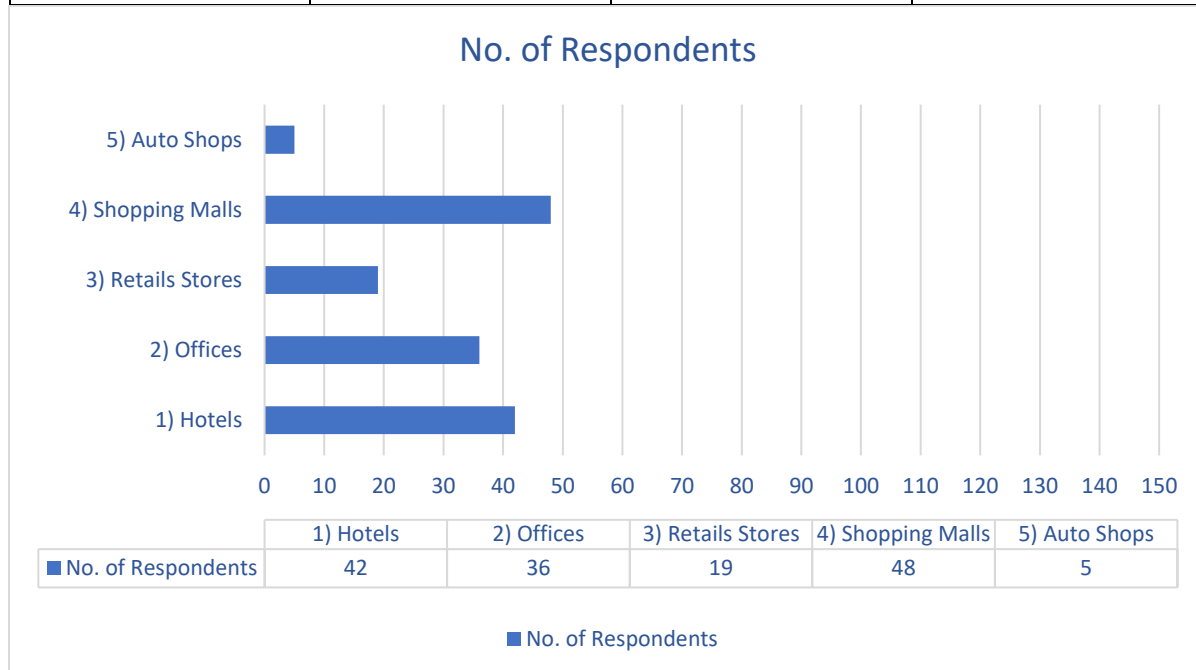
From the above data, it is interpreted that the number of respondents preferred favourite coffee brand is 39.33% in Nestle, 30.67% in Nescafe, 16.00% in Starbucks, 6.00% in The coffee co, 8.00 in The Indian bean

Inference

Majority (39.33%) of the respondents says Nestle.

Table 4.1.8: Respondents preferred to use coffee vending machine most

S. NO	Particulars	No. of Respondents	Percentage
1	Hotels	42	28.00
2	Offices	36	24.00
3	Retail stores	19	12.67
4	Shopping malls	48	32.00
5	Auto shops	5	3.33
TOTAL		150	100.00



Interpretation

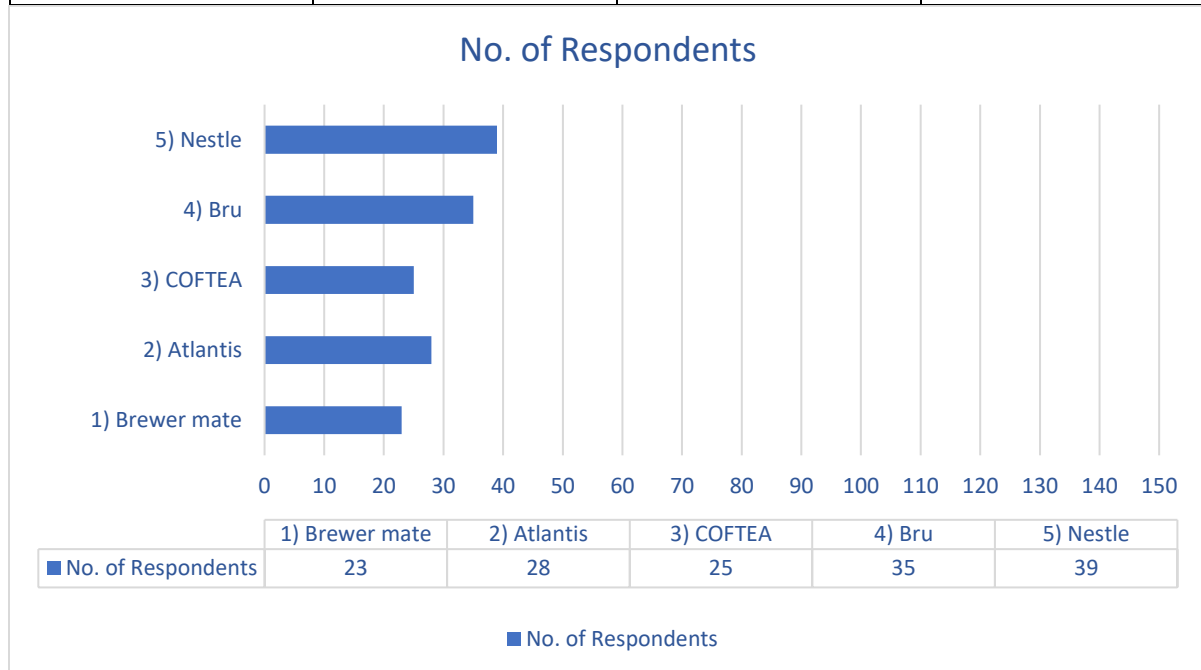
From the above table, it is interpreted that the number of respondents preferred using coffee vending machine is 28.00% in hotels, 24.00% in Offices, 12.67% in Retail stores, 32.00% in Shopping Malls, 3.33% Auto shops.

Inference

Majority (32.00%) of the people says Shopping malls.

Table 4.1.9: Respondents preferred best coffee vending machine

S. NO	Particulars	No. of Respondents	Percentage
1	Brewer mate	23	15.33
2	Atlantis	28	18.67
3	COFTEA	25	16.67
4	Bru	35	23.33
5	Nestle	39	26.00
TOTAL		150	100.00



Interpretation

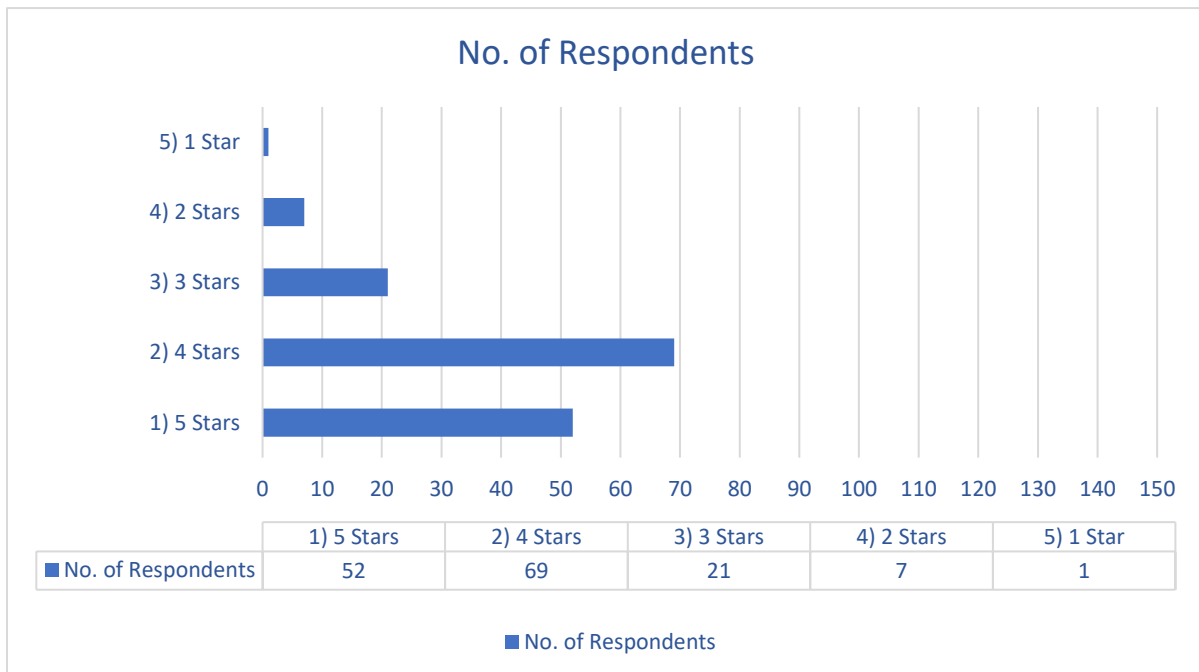
From the given data it is interpreted that the number of respondents preferred best coffee vending machine is 15.33% in Brewer Mate, 18.67% in Atlantis, 16.67% in COFTEA, 23.33% in Bru, 26.00% in Nestle

Inference

Majority (26.00%) of the respondents says Nestle.

Table 4.10: Respondents preferred the quality of Coffee vending machine products

S. NO	Particulars	No. of Respondents	Percentage
1	5 Stars	52	34.67
2	4 Stars	69	46.00
3	3 Stars	21	14.00
4	2 Stars	7	4.67
5	1 Star	1	0.67
TOTAL		150	100.00



Interpretation

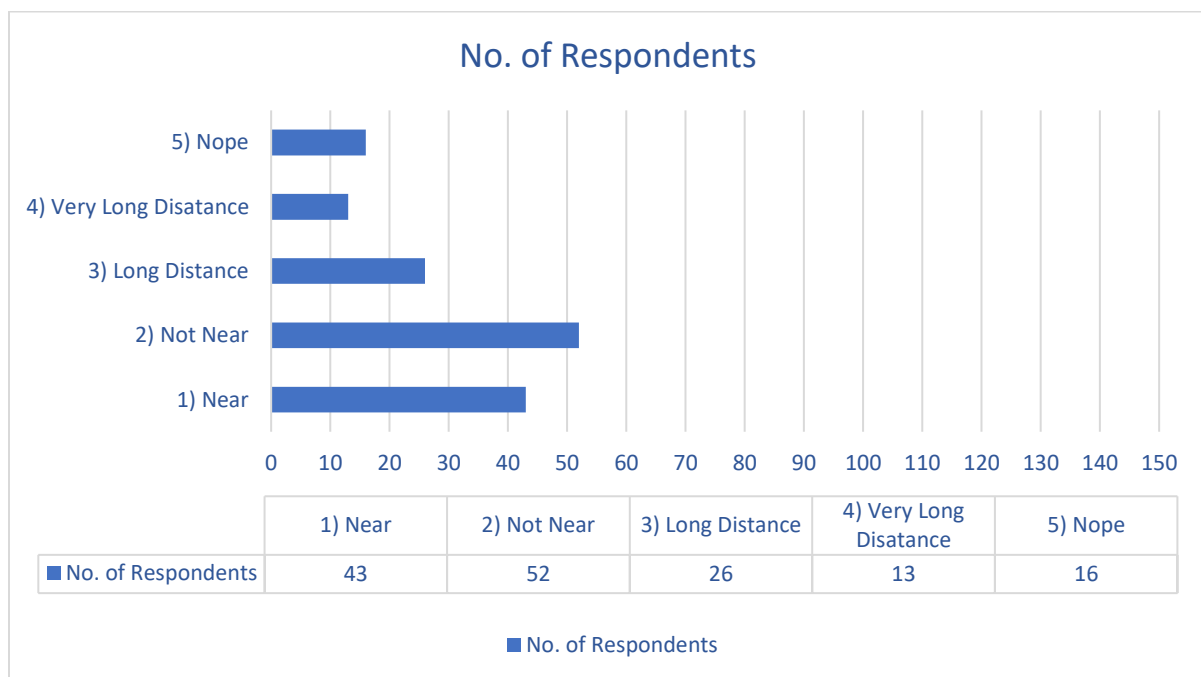
From the above data it is interpreted that the number of respondents preferred the quality of coffee vending machine 34.67% preferred (5 Stars), 46.00% preferred (4 Stars), 14.00% preferred (3 Stars), 4.67% preferred (2 Stars), and 0.67 preferred (1 Star)

Inference

Majority (46.00%) of the respondents says 4 Stars.

Table 4.1.11: Respondents receive Coffee vending machine nearly

S. NO	Particulars	No. of Respondents	Percentage
1	Near	43	28.67
2	Not near	52	34.67
3	Long distance	26	17.33
4	Very long distance	13	8.67
5	Nope	16	10.67
TOTAL		150	100.00



Interpretation

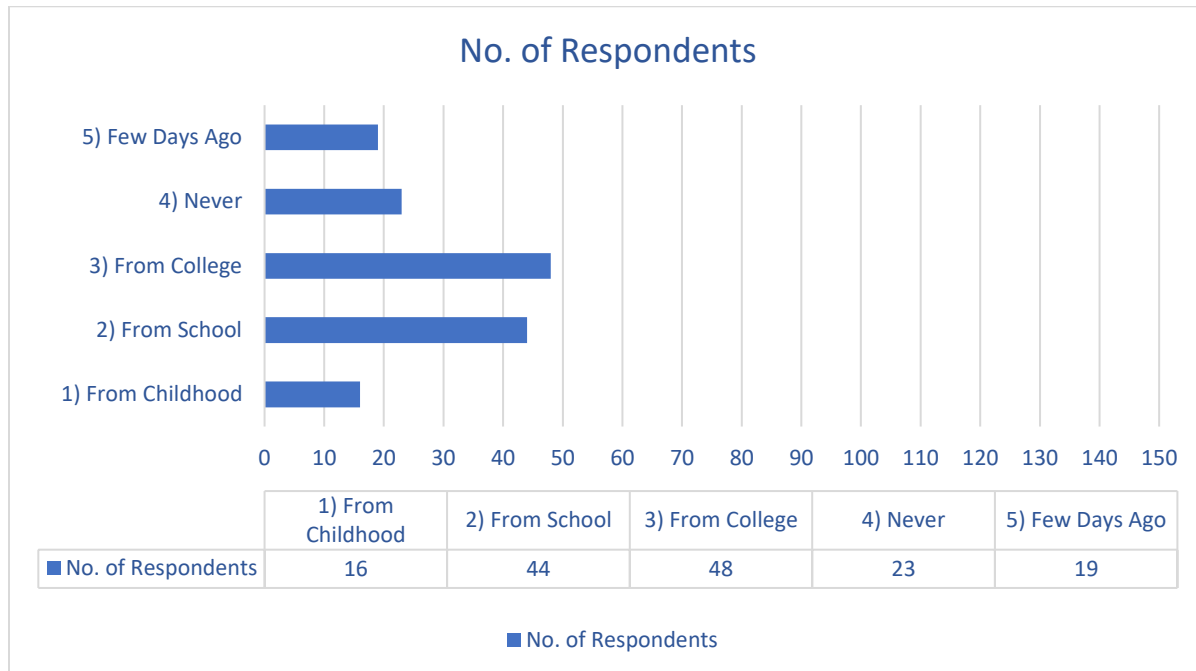
From the above table it is interpreted that the number of respondents receive coffee vending machine nearly is 28.67% says near, 34.67 says not near, 17,33% long distance, 8.67% very long distance and 10.67% says nope.

Inference

Majority (34.67%) of the respondents says not near.

Table 4.1.12: Respondents been using Coffee vending machine

S. NO	Particulars	No. of Respondents	Percentage
1	From childhood	16	10.67
2	From school	44	29.33
3	From college	48	32.00
4	Never	23	15.33
5	Few days ago	19	12.67
TOTAL		150	100.00



Interpretation

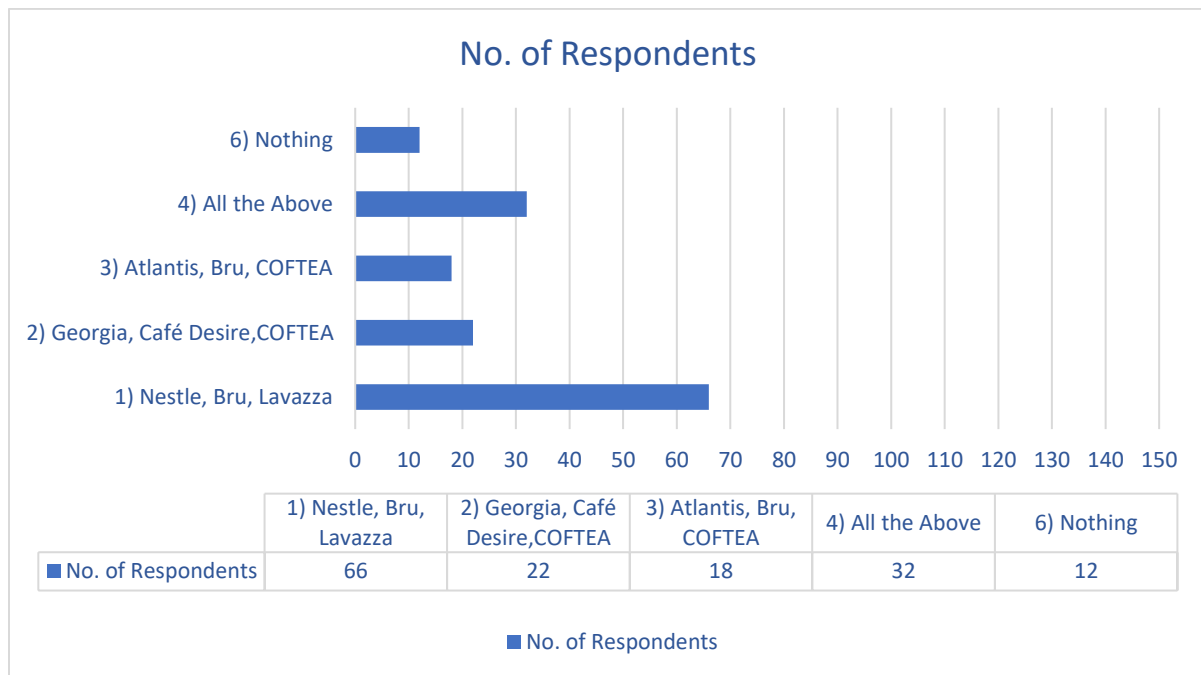
From the above table it is interpreted that the number of respondents been using coffee vending machine is 10.67% says from childhood, 29.33% says from school, 32.00% says from college, 15.33% says never

Inference

Majority (32.00%) of the respondents says from college.

Table 4.1.13: Respondents 3 most preferred coffee brand in vending machine

S. NO	Particulars	No. of Respondents	Percentage
1	Nestle, Bru, Lavazza	66	44.00
2	Georgia, Cafe desire, COFTEA	22	14.67
3	Atlantis, Bru, COFTEA	18	12.00
4	All the above	32	21.33
5	Nothing	12	8.00
TOTAL		150	100.00



Interpretation

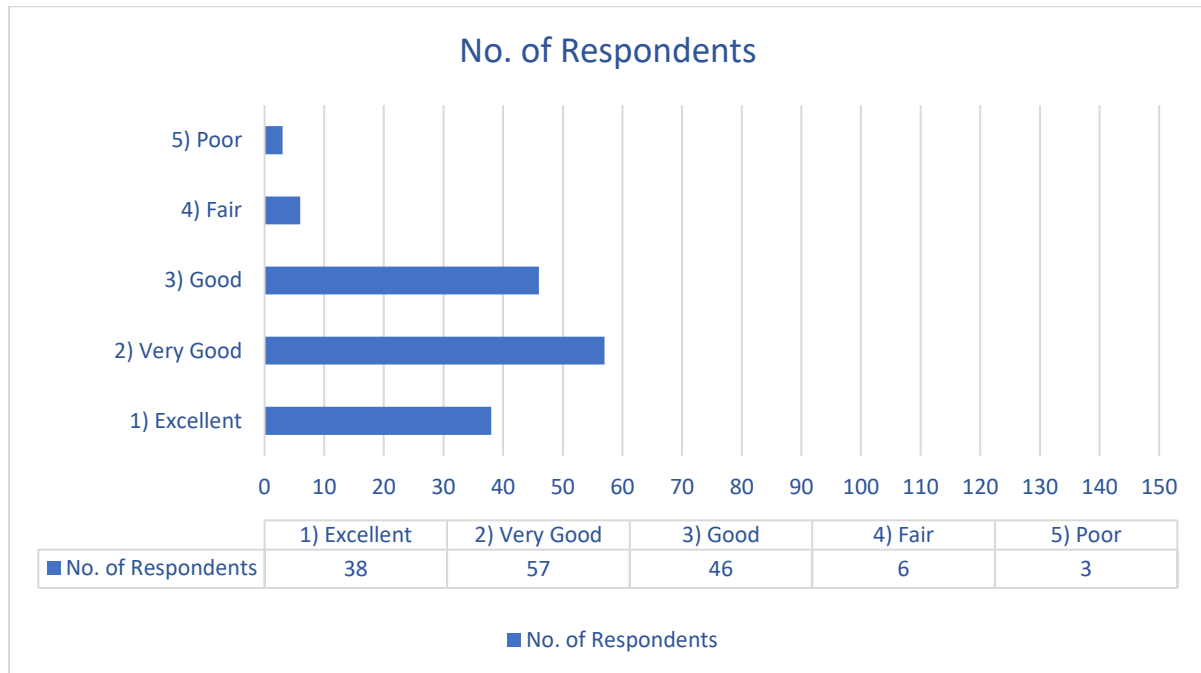
From the above table it is interpreted that the number of respondents preferred 3 most coffee brand is 44.00% says Nestle, Bru, Lavazza and 14.67% says Georgia, Café desire, COFTEA and 12.00% says Atlantis, Bru, COFTEA, 21.33% says All the above and 8.00% says Nothing.

Inference:

Majority (44.00%) preferred Nestle, Bru, Lavazza.

Table 4.1.14: Respondents rated the coffee vending machine for working

S. NO	Particulars	No. of Respondents	Percentage
1	Excellent	38	25.33
2	Very good	57	38.00
3	Good	46	30.67
4	Fair	6	4.00
5	Poor	3	2.00
TOTAL		150	100.00



Interpretation

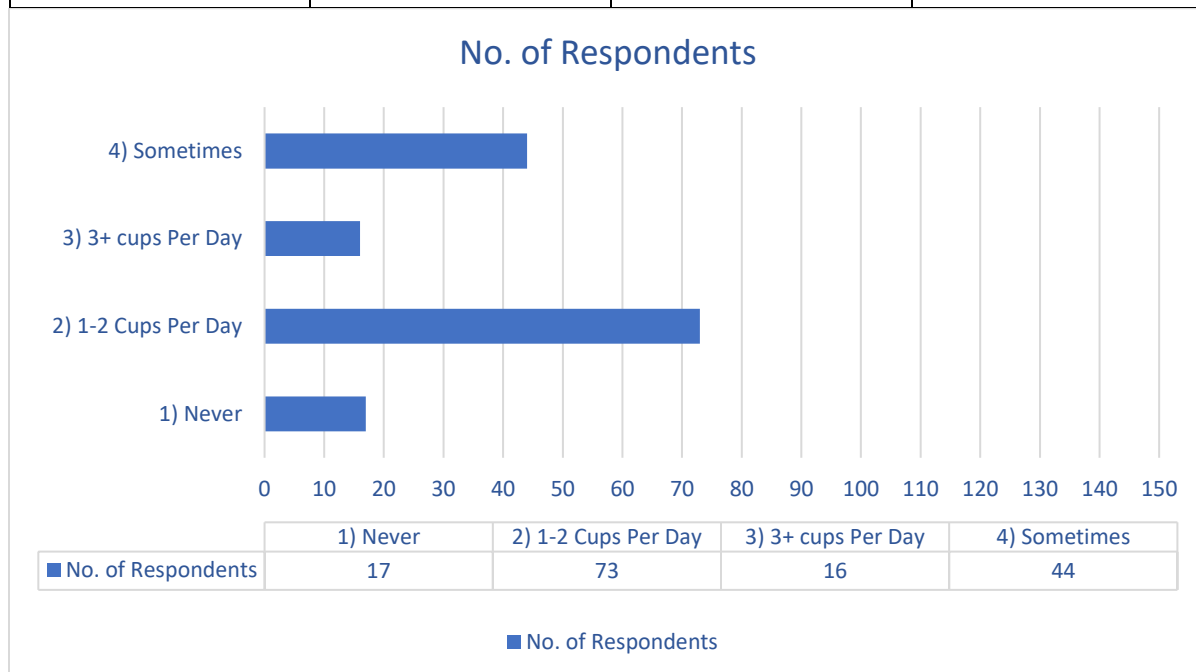
From the above table it is interpreted that the number of respondents rated the coffee vending machine for working is 25.33% says Excellent, 38.00% says Very good, 30.67% says Good, 4.00% says Fair, and 2.00% says Poor.

Inference

Majority (38.00%) says Very good.

Table 4.1.15: Respondents Preferred often drink coffee

S. NO	Particulars	No. of Respondents	Percentage
1	Never	17	11.33
2	1-2 cups per day	73	48.67
3	3+ cups per day	16	10.67
4	Sometimes	44	29.33
TOTAL		150	100.00



Interpretation

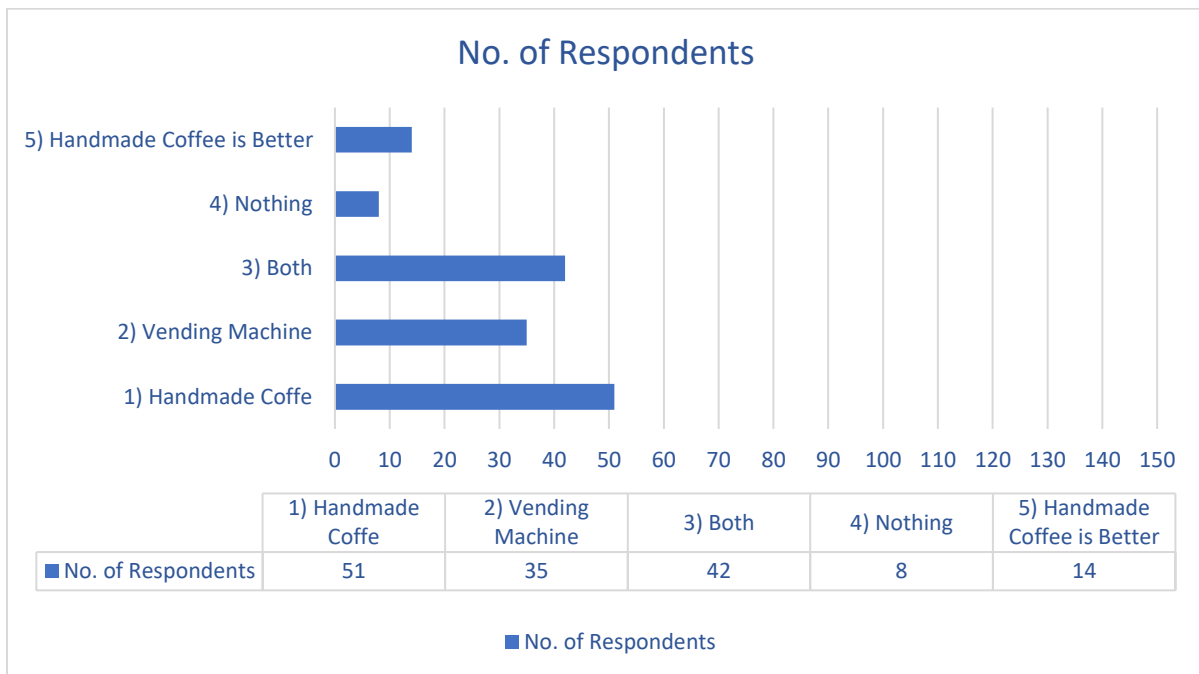
From the above table It is interpreted that the number of respondents preferred often drink coffee is 11.33% says Never, 48.67% preferred 1-2 cups per day, 10.67% preferred 3+ cups per day, and 29.33% says sometimes.

Inference

Majority (48.67%) preferred 1-2 cups per day.

Table 4.1.16: Respondents preferred Handmade coffee or vending machine coffees

S. NO	Particulars	No. of Respondents	Percentage
1	Handmade coffee	51	34.00
2	Vending machine	35	23.33
3	Both	42	28.00
4	Nothing	8	5.33
5	Handmade coffee is better	14	9.33
TOTAL		150	100.00



Interpretation

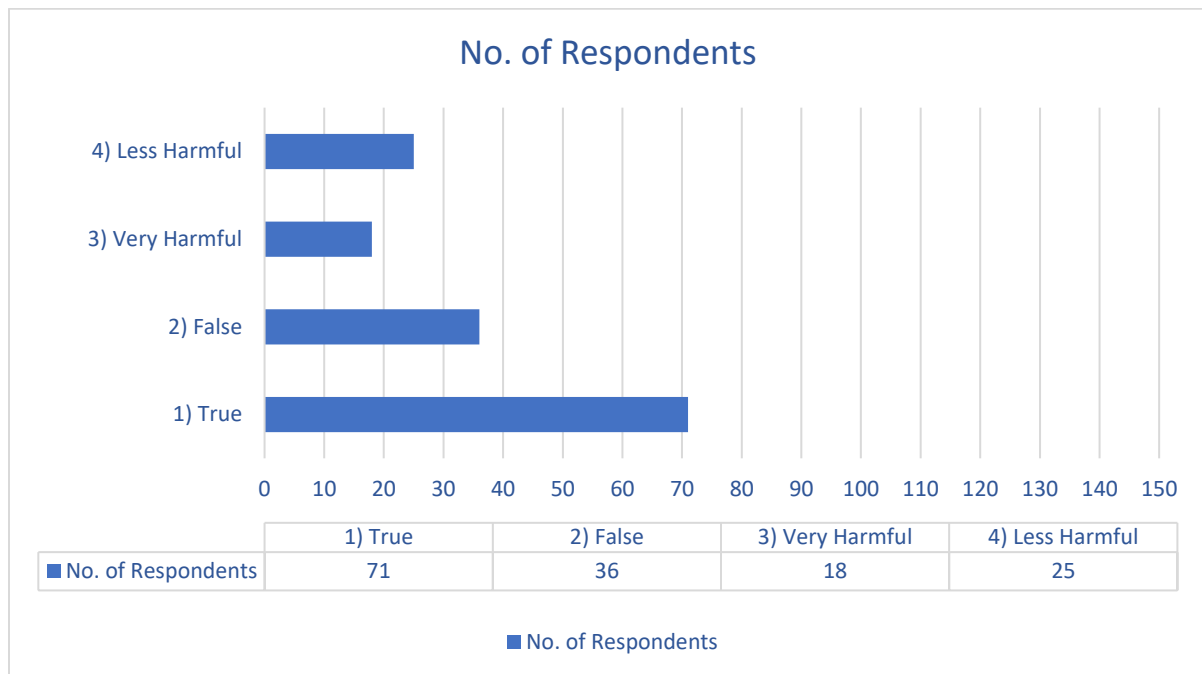
From the above table it is interpreted that the number of respondents preferred handmade coffee or vending machine coffee is 34.00% preferred Handmade coffee, 23.33% preferred Vending machine coffee, 28.00% preferred Both, 5.33% preferred Nothing and 9.33% preferred Handmade coffee is better.

Inference

Majority (34.00%) of the respondents preferred Handmade coffee.

Table 4.1.17: Respondents preferred coffee harmful to drink from vending machine

S. NO	Particulars	No. of Respondents	Percentage
1	True	71	47.33
2	False	36	24.00
3	Very harmful	18	12.00
4	Less harmful	25	16.67
TOTAL		150	100.00



Interpretation

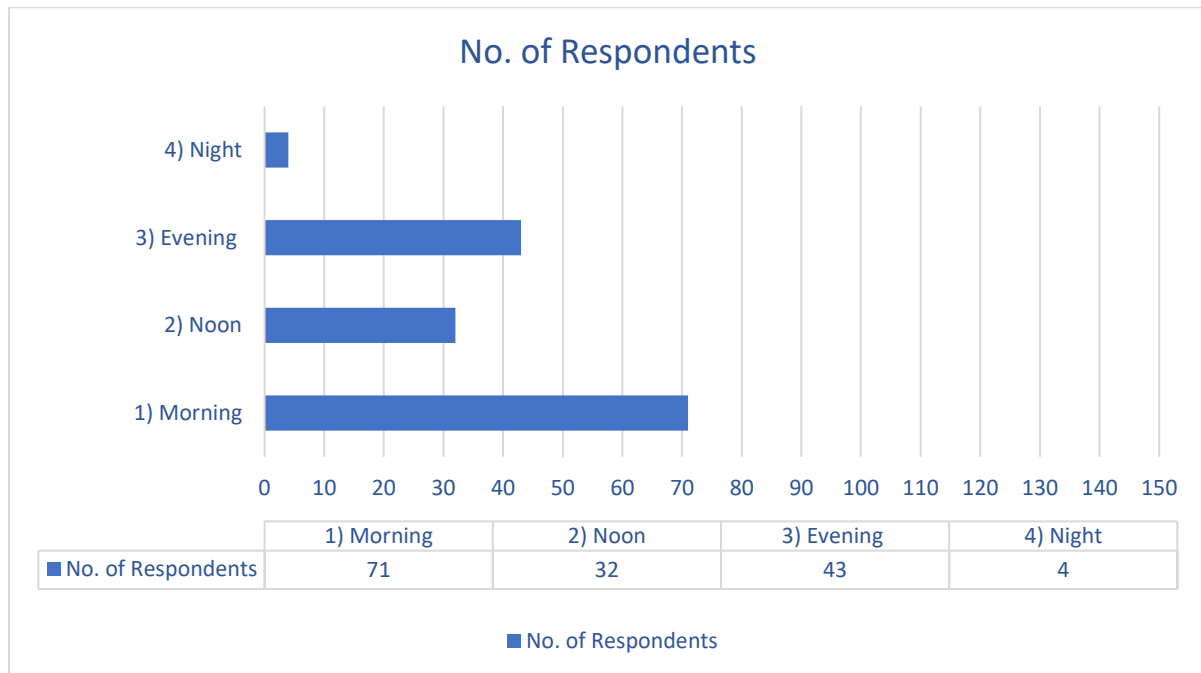
From the above table it is interpreted that the number of respondents preferred coffee harmful to drink from vending machine is 47.33 preferred True, 24.00% says false, 12.00% preferred very harmful, 16.67% preferred less harmful.

Inference

Majority (47.33%) of the respondents says True

Table 4.1.18: Respondents preferred time to drink coffee

S. NO	Particulars	No. of Respondents	Percentage
1	Morning	71	47.33
2	Noon	32	21.33
3	Evening	43	28.67
4	Night	4	2.67
TOTAL		150	100.00



Interpretation

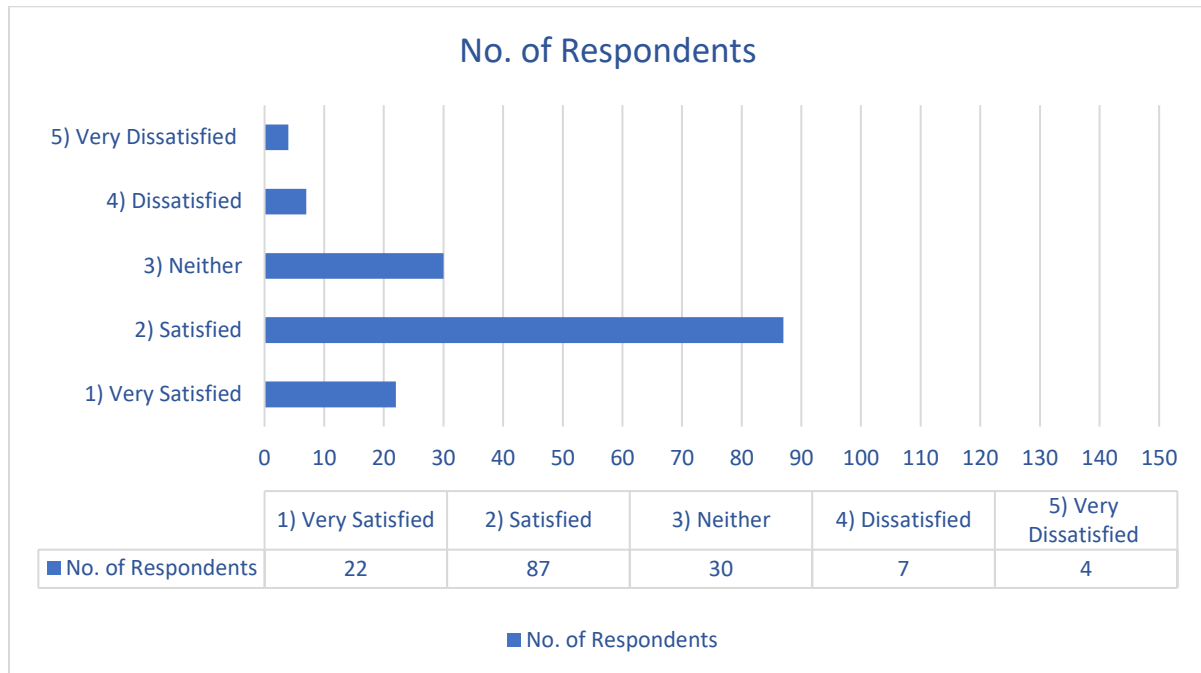
From the above table it is interpreted that the number of respondents preferred time to drink coffee is 47.33% preferred Morning, 21.33% preferred Noon, 28.67% preferred Evening, and 2.67% says Night.

Inference

Majority (47.33%) of the respondents preferred Morning.

Table 4.1.19: Satisfied level of the Respondents

S. NO	Particulars	No. of Respondents	Percentage
1	Very satisfied	22	14.67
2	Satisfied	87	58.00
3	Neither	30	20.00
4	Dissatisfied	7	4.67
5	Very dissatisfied	4	2.67
TOTAL		150	100.00



Interpretation

From the above table it is interpreted that the number of respondents Satisfied level of the Respondents is 14.67% says very satisfied, 58.00% preferred Satisfied, 20.00% preferred Neither, 4.67% preferred Dissatisfied, 2.67% preferred Very dissatisfied.

Inference

Majority (58.00%) of the respondents preferred Satisfied.

4.2) Statistical analysis:

Hypothesis:

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided (for example: there is some effect, in a yet unknown direction) or one-sided (the direction of the hypothesized relation, positive or negative, is fixed in advance).

The hypothesis framed for the project on “a study of customer satisfaction towards coffee vending machines around Velachery, Chennai” are satisfied for the customers.

4.3) Chi square test:

A chi-square test (also chi-square or χ^2 test) is a statical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under null hypothesis, specifically Pearson's chi-squared test and variants thereof. A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

4.4) Null hypothesis:

- A hypothesis, in general, is an assumption that is yet to be proved with sufficient pieces of evidence. A null hypothesis thus is the hypothesis a researcher is trying to disprove.
- A null hypothesis is a hypothesis capable of being objectively verified, tested, and even rejected.
- If a study is to compare method A with method B about their relationship, and if the study is preceded on the assumption that both methods are equally good, then this assumption is termed as the null hypothesis.

When to reject null hypothesis?

- When the p-value of the data is less than the significant level of the test, the null hypothesis is rejected, indicating the test results are significant.
- However, if the p-value is higher than the significant value, the null hypothesis is not rejected, and the results are considered not significant.
- The level of significance is an important concept while hypothesis testing as it determines the percentage risk of rejecting the null hypothesis when H_0 might happen to be true.
- In other words, if we take the level of significance at 5%, it means that the researcher is willing to take as much as a 5 percent risk of rejecting the null hypothesis when it (H_0) happens to be true.

Importance:

The null hypothesis allows the acceptance of correct existing theories and the consistency of multiple experiments.

4.5) Alternative hypothesis:

- An alternative hypothesis is usually used to state that a new theory is preferable to the old one (null hypothesis).
- This hypothesis can be simply termed as an alternative to the null hypothesis.
- The alternative hypothesis is the hypothesis that is to be proved that indicates that the results of a study are significant and that the sample observation is not results just from chance but from some non-random cause.
- If a study is to compare method A with method B about their relationship and we assume that the method A is superior or the method B is inferior, then such a statement is termed as an alternative hypothesis.
- Alternative hypotheses should be clearly stated, considering the nature of the research problem.

Importance:

Alternative hypothesis is important as it establishes a relationship between two variables, resulting in new improved theories.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
8.Which are your 3 most preferred coffee brand in vending machine? * 13. What time of day do you usually drink coffee?	149	100.0%	0	0.0%	149	100.0%

8.Which are your 3 most preferred coffee brand in vending machine?

*** 13. What time of day do you usually drink coffee? Crosstabulation**

Count

		a) Morning	b) Noon	c) Evening	d) Night
8.Which are your 3 most preferred coffee brand in vending machine ?	a) Nestle, Bru, Lavazza	59	7	16	3
	b) Georgia, cafe desire, COFTEA	10	0	3	0
	c) Atlantis, Bru, COFTEA	6	4	6	0
	d) All the above	18	4	7	0
	e) Nothing	3	0	3	0
Total		96	15	35	3

8.Which are your 3 most preferred coffee brand in vending machine ? * 13. What time of day do you usually drink coffee? Crosstabulation

Count

		Total
8.Which are your 3 most preferred coffee brand in vending machine ?	a) Nestle, Bru, Lavazza	85
	b) Georgia, cafe desire, COFTEA	13
	c) Atlantis, Bru, COFTEA	16
	d) All the above	29
	e) Nothing	6
Total		149

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.987 ^a	12	.242
Likelihood Ratio	16.660	12	.163
N of Valid Cases	149		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .12.

Directional Measures				
			Value	Asymptotic Standard Error ^a
Nominal by Nominal	Lambda	Symmetric	.000	.000
		8.Which are your 3 most preferred coffee brand in vending machine? Dependent	.000	.000
		13. What time of day do you usually drink coffee? Dependent	.000	.000
	Goodman and Kruskal tau	8.Which are your 3 most preferred coffee brand in vending machine? Dependent	.028	.014
		13. What time of day do you usually drink coffee? Dependent	.043	.027
	Uncertainty Coefficient	Symmetric	.052	.020
		8.Which are your 3 most preferred coffee brand in vending machine? Dependent	.046	.018
		13. What time of day do you usually drink coffee? Dependent	.060	.023

Directional Measures			
			Approximate T^d
Nominal by Nominal	Lambda	Symmetric	. ^b
		8. Which are your 3 most preferred coffee brand in vending machine ? Dependent	. ^b
		13. What time of day do you usually drink coffee? Dependent	. ^b
	Goodman and Kruskal tau	8. Which are your 3 most preferred coffee brand in vending machine ? Dependent	
		13. What time of day do you usually drink coffee? Dependent	
	Uncertainty Coefficient	Symmetric	2.523
		8. Which are your 3 most preferred coffee brand in vending machine ? Dependent	2.523
		13. What time of day do you usually drink coffee? Dependent	2.523

Directional Measures			
			Approximate Significance
Nominal by Nominal	Lambda	Symmetric	. ^b
		8.Which are your 3 most preferred coffee brand in vending machine ? Dependent	. ^b
		13. What time of day do you usually drink coffee? Dependent	. ^b
	Goodman and Kruskal tau	8.Which are your 3 most preferred coffee brand in vending machine ? Dependent	.165 ^c
		13. What time of day do you usually drink coffee? Dependent	.090 ^c
	Uncertainty Coefficient	Symmetric	.163 ^e
		8.Which are your 3 most preferred coffee brand in vending machine ? Dependent	.163 ^e
		13. What time of day do you usually drink coffee? Dependent	.163 ^e

- a. Not assuming the null hypothesis.
- b. Cannot be computed because the asymptotic standard error equals zero.
- c. Based on chi-square approximation
- d. Using the asymptotic standard error assuming the null hypothesis.
- e. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.317	.242
	Cramer's V	.183	.242
	Contingency Coefficient	.302	.242
N of Valid Cases		149	

RESULTS

- The hypothesis is framed for customer satisfaction.
- The value I've got in the chi square test is 0.302 which means it's an alternative hypothesis.

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FINDINGS

5.1 FINDINGS

- Majority (75.33%) of the respondents are age between 18 to 25.
- Majority (68.00) of the respondents are male.
- Majority (72.00%) of the respondents are UG.
- Majority (70.67%) of the respondents are students.
- Majority (83.33%) of the respondents is unmarried.
- Majority (34.67%) of the respondents says regularly.
- Majority (39.33%) of the respondents says Nestle.
- Majority (32.00%) of the people says Shopping Malls.
- Majority (26.00%) of the respondents says Nestle.
- Majority (46,00%) of the respondents says 4 Stars.
- Majority (34.67%) of the respondents says Not near.
- Majority (32.00%) of the respondents says from college.
- Majority (44.00%) preferred Nestle, Bru, Lavazza.
- Majority (38.00%) of the respondents says very good.
- Majority (48.67%) of the respondents preferred 1-2 cups per day.
- Majority (34.00%) of the respondents preferred Handmade coffee.
- Majority (47.33%) of the respondents says True.
- Majority (47.33%) of the respondents preferred Morning.
- Majority (58.00%) of the respondents preferred Satisfied.

5.2 SUGGESTION

The overall experience index from the study reveals that the Coffee vending machine is performing very well and customers buying are much experience with the service given to them. Some of the customers have complained about Vending machine is not near from their places. More attractive advertisement has to provide through various advertisement media.

5.3 CONCLUSION

The Coffee vending machine is the best and fast moving machine. Now a day the demand for the coffee by customer shows increasing trend, at the same time they expected tasty etc. which makes the advanced technologies.

With the respect to the above study and the findings thereby, the company has definitely entrenched into the urban market. With few more concerted efforts, the said vending machine needs to enter the rural shops in order to completely establish itself all over. The above study will definitely help the consumers to get more awareness about Coffee vending machine. The frequency analysis has clearly brought out that overall the customer satisfaction has been on higher side or in other words

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APPENDIX (QUESTIONNAIRE)

1) Name:_____

2) Gender: 1) Male 2) Female

3) Marital Status: 1) Married 2) Unmarried

4) Age: 1) 18-20 2) 25-30 3) 30-50

5) Education: 1) HSC 2) SSC 3) U.G 4. P.G

6) Income: 1) less than 50,000 2) less than 1 lakhs
3) less than 2 lakhs 4) less than 5 lakhs

7) Profession: 1) Employees 2) Businessman
3) Student 4) Others

8) Do you use Coffee Vending machine regularly?

a) Regularly b) not regularly c) Sometimes d) once a month e) Never

9) which is your favourite Coffee brand?

- a) Nestle b) Nescafe c) Starbucks d) The coffee Co
- e) The Indian bean

10) Where you use the Coffee Vending Machine most?

- a) Hotels b) Offices c) Retail stores d) Shopping Malls
- e) Auto shops

11) According to you which is the best coffee vending machine?

- a) Brewer mate b) Atlantis c) COFTEA d) Bru
- e) Nestle

12) Rate the quality of Coffee Vending machine products?

- a) 1 star b) 2stars c) 3 stars 4) 4 stars 5) 5 stars

13) Do you receive coffee vending machine nearly to your place?

- a) Near b) not near c) Long distance d) very long distance
- e) nope

14) How long you been using Coffee vending machine?

- a) from childhood b) from school c) from college d) Never
- e) few days ago

15) which are your 3 most preferred coffee brand in vending machine?

- a) Nestle, bru, Lavazza b) Georgia, café desire, COFTEA,
- C) Atlantis, bru, COFTEA d) All the above e) Nothing

16) How would you rate the coffee vending machine for working?

- a) Excellent b) Very good c) Good d) Fair e) poor

17) How often do you buy a coffee from vending machine?

- a) 2 days per week b) daily c) twice a month d) never
- e) Sometimes

18) Is it harmful to drink coffee from vending machine?

- a) True b) false c) very harmful d) less harmful
- e) sometimes

19) Which is better, Handmade coffee or Coffee vending machine coffee?

- a) handmade coffee b) vending coffee c) both d) nothing
- e) handmade coffee is better

20) Give your suggestion to improve the sales of coffee vending machine?

- a) develop sales all over world b) sell best quality
- c) sell all the places d) give your suggestion

21) Are you satisfied with the taste of coffee vending machine?

- a) Very satisfied b) satisfied c) Neither d) dissatisfied
- e) very dissatisfied

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- www.sciencedirect.com
- survicate.com
- www.microdinc.com
- blog.hubspot.com