

Factors influencing customer satisfaction of coffee in Nepal: “Coffee of Promise” brand in Kathmandu, Nepal

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Abstract

Coffee as a culture can be traced back to ancient Ethiopia, when a goat herder first noticed his flock's response after consuming coffee berries (Smith, 1985). This discovery and the coffee have traversed through continents, influencing cultures globally, including the unique coffee culture in Nepal. The agricultural domination aligns with the culture of coffee production, introducing the coffee market as an opportunity for its integration into the evolving culture of Kathmandu. As the urban city transitions between traditional tea shops and the allure of coffee, the coffee culture has attracted a younger population and contributed to a surge in cafe culture. The research particularly focuses on

understanding the psyche of the Nepali coffee consumer, while highlighting the brand 'Coffee of Promise' and its potential in the dynamic landscape of coffee consumption through assessment of traditional marketing elements (7Ps), emerging role of digital marketing and the role of service quality.

This research investigates the consumer behaviour and satisfaction pertaining to the brand “Coffee of Promise” in Kathmandu, Nepal. Utilising a quantitative approach, data was gathered from 402 respondents through online surveys. The sample size was determined using Taro Yamane’s formula to ensure diverse representation across various demographics. Crucial discoveries from this study revealed a high daily consumption rate (54.5%) and highlighted the significant influence of the 7Ps of marketing, service quality and digital marketing strategies on customer satisfaction. The reliability of these findings was confirmed using Cronbach’s alpha scores, emphasising the necessity for a strategic emphasis on product quality, service enhancements and proficient digital marketing. These insights offer valuable direction for improving customer satisfaction and strengthening the brands position in the Nepali coffee market.

Keywords: Coffee Consumption, Customer retention, Digital Marketing, Service quality and the 7Ps of Marketing.

Introduction

Historically Nepal’s agriculture had always depended on staples but recent decades have seen a new crop that has started occupying an important space for the agricultural sector of the country (Sherchan, 2021). Initially cultivated as an experimental venture, coffee cultivation has found a fertile ground due to the rich soil and favourable climate in hilly areas of Nepal, This shift has marked an agricultural metamorphosis and played a significant role in the adoption of coffee culture in urban areas like Kathmandu. The urban hubs of the country, especially Kathmandu is not just

mirroring the coffee trends from around the world but has been able to find its distinct Nepali essence (Shrestha, 2023). This signified the blend of tradition with modern lifestyle fostering connection between coffee and social gatherings and personal moments while providing the individuals with diverse choices. The rise in coffee culture saw the interests of international and local coffee brands rise and compete for a market share among Nepali urbanites.

This research specifically delves into the complexities created by consumer behaviour, the reliability testing, various analyses of results and hypothesis testing to provide credible insights regarding the factors influencing the customer satisfaction in context of the brand "Coffee of Promise" in Nepal. The study also employs a quantitative methodology to reveal the intricate dynamics of customer perceptions within the saturated Nepalese Coffee Market.

The preferences of Nepali consumers and the interplay of taste, branding, and various factors set the stage for a comprehensive study of coffee production and psyche of customers for brand such as 'Coffee of Promise' which aims to resonate with the customers by addressing key questions concerning the impact of marketing elements (7Ps), enhancing service quality, and identifying methods of digital marketing. The research addresses probable questions regarding customer preferences, brand loyalty, marketing perceptions, and metrics for measuring satisfaction to carve a niche target audience with long-term customer retention.

Academically, the research contributes to understanding the consumer satisfaction and behaviour within Nepal's emerging coffee culture and industrially, the insights gained guide 'Coffee of Promise' in refining their operational and marketing strategies. The research also has implications for identifying and expanding the target market, thereby contributing to the brand's long-term customer retention and competitiveness. The study acknowledges limitations in the ability to accurately portray preferences and psyche of consumers of other brands beyond "Coffee of Promise" in the changing market dynamics.

The objectives of this study are:

- To analyse the impact of the 7Ps of marketing on customer satisfaction.
- To explore the role of service quality in influencing customer satisfaction.
- To find ways through which digital marketing can improve customer satisfaction.

Coffee culture in Nepal:

Cafe and the coffee houses have intricately woven its narrative globally as a place of socio-cultural, economic and political gatherings from its history. The coffee houses from 17th and 18th century Europe were the place of intellectual gathering while today's global franchises showcase an urban sophistication (Rotondi, 2020). Nepal's foray into such intricate tapestry, with its traditional roots and a bias for tea mark a culinary journey where both international and local coffee brands coexist, with Nepali brands incorporating international techniques.

Consumer behaviour unfolds as an elaborate symphony in this context, where understanding the multifaceted factors influencing consumption patterns becomes crucial. The Nepali coffee lover, part of the global consumer community, is driven by a blend of cultural, social, and personal factors that shape their choices. For brands like 'Coffee of Promise,' comprehending these factors is essential to forecast product demands and customer allegiance. The analysis of the consumer behaviour dynamics offers a profound insight to view the multifaceted factors that influence consumption patterns. These insights help us understand the internal cognitive processes, emotions of the customers and external determinants like societal norms, fiscal factors and narratives of the brands (Ling, 2019). This involves understanding the allure of the brand, the resonance with its messaging, local marketing strategies, and the dynamics of rival brands in Nepal's evolving coffee scene.

The present demographic of coffee enthusiasts in the context of Nepal represent a leniency towards fusion of both age-old values and the modern aspirations, seeking for an authentic experience with global nuances. In the contemporary digital age, the urban Nepali population craves for a holistic experience combining with the ethos and narratives revolving around coffee culture. The brand 'Coffee of Promise' faces various challenges while navigating the complex landscape of a competitive market which impacts the customer resonance due to the evolving preferences. The literature review of this research focuses on understanding the aspects of customer satisfaction which goes beyond the brew quality encompassing the brand identity and the richness of narratives with a preference for the authenticity of experiences. The literature review in this research is essential to establish an academic and empirical framework regarding the nuances of the intricate details which impact the consumer preferences in Nepal's growing coffee culture.

Dimensions of Service Quality:

The service quality can be a cornerstone to resonate with the customers while elevating a brand from mere industry existence. It is even more vital in industries where customers are driven by the experience of consumption, like the coffee industry, where deep focus should be made in the service quality (Kabir & Carlsson, 2010). The brand 'Coffee of Promise,' aims to grasp the elements of service quality, focusing on its five dimensions of SERVQUAL model to measure and tailor a comprehensive framework for enhancing customer satisfaction.

Tangibility:

The brand should be able to transcend beyond the taste of coffee beans and incorporate the aspects of Nepali heritage with traditional brewing methods for authenticity for personalised experience within a saturated Nepali coffee market infusing modern experience with traditions.

Reliability:

The brand's consistency within its various outlets can be a crucial factor to uphold the core values of the brand for maintaining reliability among the Nepali customers who deeply value trust. 'Coffee of Promise' must ensure uniformity in the product, quality of coffee beans, service quality, and the general ambiance of their café for credibility and commitment towards brand exposure. Furthermore, within traditional Nepalese society the interpersonal interactions are appreciated, the ability of the staff members to communicate with the customers can elevate the experiences of the customers and this is bound to elevate the coffee experience of the customers (Oluwaseun, 2018).

Responsiveness:

The Nepali coffee palate has been evolving based on local preferences and global trends, necessitating responsiveness. The brand 'Coffee of Promise' should invest in regular training programs for the staff to enhance interpersonal communication skills while updating about the dynamic global trends in the market.

Assurance:

Assurances regarding the brand's credibility can affluence the brand's position in a saturated market. The narrative of brand 'Coffee of Promise' regarding transparency in sourcing and coffee beans manufacturing, emphasising the local partnerships and organic practices can amplify the brand's authenticity and image in marketing.

Empathy:

Comprehending the connections and nurturing the customer resonance can result in positive customer experience. 'Coffee of Promise' can promote empathy in their interactions with the community and create a sense of belonging among the patrons.

To achieve service supremacy, 'Coffee of Promise' must navigate these dimensions and be aware of the potential pitfalls in the industry represented by gaps in knowledge, quality, delivery, and communication. The brand can foster service excellence by aligning such tangible elements with the proper knowledge of customer preferences, internal standards, consistency in actual experiences and narrowing the satisfaction gap.

The traditional marketing mix (7Ps):

The competitive dynamic of the Nepali coffee industry has been experiencing an influx of brands striving for market dominance. The brand "Coffee of Promise" is aiming to position itself as a priority of Nepali customers, particularly in the urban capital, Kathmandu for which a comprehensive analysis and application of the 7Ps of marketing mix is essential to solidify the presence of the brand in Nepali market.

The individual elements and their optimization in context of the brand 'Coffee of Promise' has been mentioned;

1. Product:

The diverse topography of Nepal provides for a unique opportunity for 'Coffee of Promise' to collaborate with local farmers from mid-hills for a premium selection of rich and aromatic coffee beans. The local flavours of the brand are then enhanced through the blends inspired by Italian espresso, South American smoothness, or African tantalising flavours to incorporate the global fusion. The coffee produced by the brand "Coffee of Promise" is ethically sourced from the organic beans; provide fair rates to the farmers, and adopt eco-friendly packaging to address

2. Price:

The brand applies tiered pricing strategy to cater urban elites and tourists while providing for a budget-friendly range and to ensure inclusivity. Various incentive-driven approaches have been applied through loyalty programs and membership perks to acknowledge the regular patrons. The

brand can also offer limited-time discounts and flash sales to increase brand resonance and momentum during off-season.

3. Place:

The brand can strategize locations mainly targeting urban cities, shopping areas and malls to ensure accessibility. The locations should be able to infuse the cultural richness with the modern amenities to establish a vibrant presence. A consistent online presence through Omni channel social media engagement can foster brand loyalty and active participation in the digital realm.

4. Promotion:

Considering the contemporary reliance on digital platforms, "Coffee of Promise" can leverage digital marketing tools such as targeted advertisements, social media partnerships with local influencers and consistent online presence to amplify reach and brand exposure to the target audience.

5. People:

Human interaction is a crucial element in the hospitality industry, where the service quality of staff members can ensure a positive customer experience and enhance overall brand persona. The brand 'Coffee of Promise' can invest in comprehensive training programs to equip them with adequate knowledge regarding the brand's history and values while fostering a feedback system for continuous improvement and valuable insights.

6. Positioning:

The brand and its identity should be embedded in Nepali culture providing a relatable narrative to appeal to the local consumers. The brand should also address environmental concerns consciously by minimising the plastic consumption, adoption of eco-friendly practices, and by repurposing the coffee waste to address the environmentally-aware consumers.

7. Packaging:

The packaging should incorporate the Nepali aesthetics for a distinctive visual identity. The traditional patterns and traditional illustrations aligning with the brand's sustainability positioning through the use of biodegradable packaging can appeal to the brand's unique identity within the crowded market landscape.

So, the strategic incorporation of the elements of traditional 7Ps of marketing can provide a structured framework with holistic approach for the brand "Coffee of Promise" to navigate and secure a prominent position while ensuring sustained growth in the competitive Nepali coffee market.

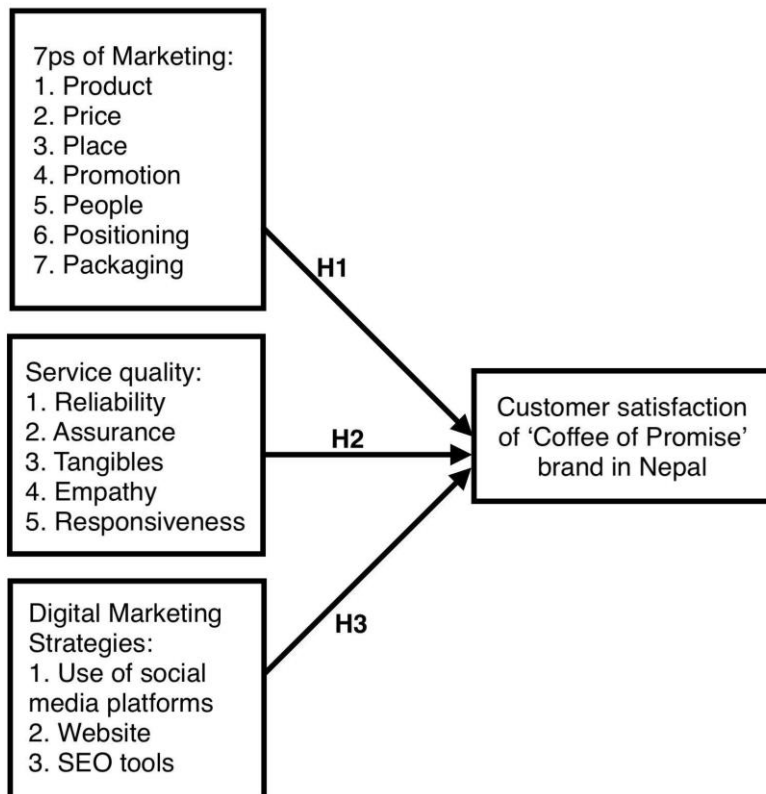
Digital Marketing and its influence:

Digital marketing is also one of the independent variables which plays a crucial role in the context of the brand 'Coffee of Promise,' creating opportunities regarding personalised engagement and broader brand exposure. A well-maintained and consistent website can serve as a digital storefront for accessible online orders and to expand the overall market reach. The incorporation of an e-commerce section within the marketing and operational strategy can enhance accessibility, while tailoring a personal blog section sharing coffee culture anecdotes and insights on the brewing tips can encourage resonance and help for brand loyalty.

Leveraging the popular social media platforms like Instagram, TikTok, and Facebook is essential to showcase the offerings of a brand creatively while fostering a sense of community among the user-generated content. Search Engine Optimization (SEO) also plays a vital role for ensuring visibility among the Nepali consumers, positioning the brand 'Coffee of Promise' as a prominent result. The Search Engine Marketing coupled with the targeted ads can further enhance the brand's digital exposure, ensuring effective reach of potential customers. With the help of targeted advertisements, social media campaigns, email newsletters and blogs, the brand can carve a niche

in the market (Almansour, 2022). Such digital marketing strategies can collectively contribute for appropriate customer engagement within the market competitiveness.

Conceptual Framework:



Hypothesis:

The research on the brand 'Coffee of Promise' and their customer behaviour and satisfaction employs the use of hypotheses as essential guiding assumptions to direct the investigative focus and for the methods to be applied in the research. These testable assumptions are created to evaluate the

impact of various key factors on customer satisfaction primarily in the context of the brand 'Coffee of Promise' in Nepal.

- The first hypothesis (H1) posits that the traditional 7Ps of marketing influences the customer satisfaction significantly for Coffee of Promise, emphasising on its need and the importance of marketing elements while shaping the customer perceptions.
- The second hypothesis (H2) asserts that the service quality plays a primary role in determining customer satisfaction and also highlights the significance of a positive service experience.
- Lastly, the third hypothesis (H3) suggests the contribution of digital marketing strategies to elevate customer satisfaction, while emphasising on the role of digital approaches in shaping consumer perceptions.

These hypotheses discussed provide a structured framework during the research while exploring the interrelationships between the traditional marketing elements (7P's), service quality, the emerging role of digital marketing , and customer satisfaction in the context of the brand 'Coffee of Promise' in Nepal.

Methods:

The primary focus of the research is to comprehensively explore the relevancy of consumer behaviour and satisfaction for the brand "Coffee of Promise " in the context of Nepali coffee market using a quantitative research design. The quantitative approach involves in-depth insights from the customers of targeted demographics, providing statistical validation mainly based on the surveys conducted in the capital city of Nepal, Kathmandu. The urban demographic of Kathmandu comprises

the major target population given their high coffee consumption along with a dense population of 1,571,000 revealed by the data of 2023 UN World Urbanization Project.

The research employs Taro Yamane's formula to determine the sample size; resulting in approximately 400 respondents with about 95% confidence level. A stratified random sampling is also chosen considering the diverse demographics, including the essential factors like age, location, and gender in the context of Nepal. Such sampling approach ensures proportional representation, and also reduces selection bias for a reliable portrayal of consumer behaviour and its understanding in Nepal.

The primary research instrument comprises a structured questionnaire. Pre-testing within a limited audience regarding the structured questionnaire helps to avoid ambiguity and refine the questions. The distribution method is mainly online through social media and emails for accessibility among the diverse demographic across Nepal. Validity of the research has been ensured by the process of Item Objective Congruence (IOC), which involves expert reviews, the overall evaluation of research topics' coverage, and refinement by continuous feedback. The reliability of the methodologies employed is assessed through a pilot test on a subset of the target demographic by the use of Cronbach's alpha method with a target coefficient of 0.7 or higher.

The data collection involves elaborate surveys distributed through various online channels, focusing mainly on the independent variables like the traditional 7Ps of marketing, dimensions of service quality, and the role of digital marketing strategies. The research includes ethical considerations like informed consent from the respondent with maintained confidentiality and exclusive data use for the research.

A comprehensive approach has been applied in data analysis primarily using Descriptive Analysis for the demographic data and the Regression Analysis with Statistical Package for Social Sciences (SPSS). The Descriptive Analysis summarises the demographic features and the diverse

results, while Regression Analysis explores the interrelationship among the independent variables (7Ps, service quality, and marketing strategies) and the dependent variables like consumer behaviour and their impact on customer preferences in context of 'Coffee of Promise.'

The major limitations of this research include the potential bias within the self-reported data and a focus on a specific brand i.e. "Coffee of Promise" which can limit generalizability in the context of the coffee market in Nepal. The major mitigation strategies to be applied include application of a diverse sample and triangulation through multiple data sources for increased reliability and validity.

This research employs a robust methodology combining the quantitative research; a rigorous sampling from the target population and ethical considerations enhancing the study's validity and reliability. The findings from this study are expected to provide valuable insights regarding the Nepalese coffee market, with potential implications for the brand 'Coffee of Promise'.

Results and Discussions:

The reliability testing is one of the foundations to ensure the credibility and consistency obtained from the survey results. The research applies the Cronbach's Alpha test, a widely accepted method of gauging the internal consistency which has been applied to evaluate the reliability of the responses from a total number of survey participants which is 402. The results presented indicate that all the variables surpassed the 0.75 threshold, which signifies not only acceptability but exceptional reliability of all variables with overall Cronbach's Alpha of 0.93. Among the variables, the 7Ps of marketing demonstrated the highest reliability at 0.9, followed closely by digital marketing strategies at 0.88 and the service quality at 0.84. The high reliability scores present in this research reinforce the credibility of the data collected during the survey and provide foundation for subsequent analyses of the result.

Table 1 Reliability testing

Item No.	Cronbach's Alpha	Strength of Association
The 7Ps of Marketing	0.9	Good
Service Quality	0.84	Good
Digital Marketing Strategies	0.88	Good
Overall Cronbach's Alpha	0.93	Excellent

The research also strategically incorporated screening questions within the survey instrument for in-depth insight into the consumption behaviours shown by the target population of "Coffee of Promise". The analysis reveals 54.5% daily consumption from the total participants which reflects resonance and continuous engagement with the brand. Additionally, it was found that 83.6% of the participants consumed 1-2 cups daily from the brand 'Coffee of Promise' revealing the consumption patterns.

The Demographic analysis entails a nuanced understanding while offering insights into the consumption patterns, age, gender, nationality, and district distribution among the consumers from the brand "Coffee of Promise". Such information can be instrumental while tailoring specific marketing strategies to address the diverse demographic segments. The research considered the demographic profile of total 402 respondents through various key aspects like gender, concerned age group, and population distribution within various districts. The majority of respondents were female (54%), while the age group of 25-34 constituted the largest segment covering 52.5%. The Nepali nationals dominated (86.3%), while a significant percentage of respondents were from Kathmandu (41.8%).

The analysis further extended to incorporate the frequency of consumption, with 54.5% of the respondents claiming daily consumption of the brand and 83.6% consuming about 1-2 cups daily.

The Mean and standard deviation analysis was essential to elucidate the variations in consumer perceptions and emphasise the need for targeted strategies concerning the brand 'Coffee of Promise'. The Mean and standard deviation analysis showcases the perceptions of diverse respondents regarding the variables like the 7Ps of marketing, service quality, and digital marketing strategies. The interpretation of these variations allows the brand to apply tailored approaches for each dimension, optimising the marketing efforts.

The results illustrated in Table 2 have identified the variations regarding the consumer preferences across different dimensions.

Items	Min	Mean	Max	SD
The 7Ps of Marketing:				
MKD1 Product: Satisfied with taste and quality of coffee at 'Coffee of Promise'.	1	4.03	5	0.98
MKD2 Price: Pricing of 'Coffee of Promise' products is value for money.	1	3.80	5	1.00
MKD3 Place: Ambiance and decor of the 'Coffee of Promise' outlets you've visited.	1	3.90	5	0.96
MKD4 Promotion: Effective promotional activities of 'Coffee of Promise'.	1	3.67	5	1.04
MKD5 People: Satisfied with the service provided by the staff at 'Coffee of Promise'.	1	3.92	5	0.94
MKD6 Positioning: Brand image of 'Coffee of Promise' in the market.	1	3.78	5	0.94
MKD7 Packaging: Packaging of 'Coffee of Promise' products.	1	3.75	5	1.02

Items	Min	Mean	Max	SD
Service Quality:				
QUA1 Tangibles: Physical appearance (cleanliness, decor, staff uniform) of 'Coffee of Promise' outlets.	1	3.85	5	0.95
QUA2 Reliability: Consistent experience across different visits to 'Coffee of Promise'.	1	3.83	5	0.95
QUA3 Responsiveness: Staff at 'Coffee of Promise' address your needs or concerns.	1	3.80	5	0.94
QUA4 Assurance: Confidence in the knowledge and skills of the 'Coffee of Promise' staff.	1	3.79	5	0.94
QUA5 Empathy: 'Coffee of Promise' staff provides personalised attention and care to customers.	1	3.74	5	0.96
Digital Marketing Strategies:				
DMT1 Awareness: 'Coffee of Promise' advertisements or promotions on digital platforms.	1	3.40	5	0.92
DMT2 Engagement: Digital content (videos, posts, blogs) of 'Coffee of Promise'.	1	3.38	5	0.99
DMT3 Influence: Digital marketing campaign from 'Coffee of Promise' influenced decisions for visit or purchase.	1	3.29	5	0.95

While evaluating the 7Ps of marketing, "Product" has emerged with the highest mean score of 4.03 which indicates high satisfaction among the consumers concerning the taste and quality of the products of the brand 'Coffee of Promise'. Inversely, "Promotion" has the lowest mean score of 3.67, reflecting the opinions of the respondents regarding the effectiveness of promotional campaigns of the brand.

For the service quality dimensions, "Tangibles" received the highest mean of 3.85, implying appreciation of the customers regarding the tangible elements like cleanliness and décor. While "Empathy" had the lowest mean score at 3.74, indicating a need for personalised interactions and customer centric approach for the brand.

In the context of the digital marketing strategies, "Awareness" had the highest mean score of 3.40, suggesting the success of marketing campaigns and the promotional initiatives in attracting attention for brand exposure. However, the "Influence" aspect registered the lowest mean score of 3.29, suggesting a need for a more nuanced and tailored approach for further collaborations in future to influence consumer decisions.

Multiple Linear Regression:

The Multiple linear regression analysis used in this research was employed to examine the impact of individual independent variables like service quality, 7Ps of marketing, and the incorporation of digital marketing strategies for enhancing customer satisfaction. The R^2 value of the model with a score of 0.751 indicated for a strong explanatory power of this model confirmed its effectiveness. The Multicollinearity tests score of less than 10 ($VIF < 10$) ensures the absence of issues relating to overlapping of variables.

The regression coefficients, the p-values, the beta values, and various other metrics provide the crucial insights regarding the significance of individual factors in influencing the customer perceptions. The statistical results have been illustrated in Table 3;

Variables	B	SE B	Sig.	beta	VIF
(Constant)	0.405	0.111	>0.01		4.02
The 7Ps of Marketing	-0.147	0.040	>0.01	-0.020	2.34
Service Quality	0.314	0.054	>0.01	0.349	4.43
Digital Marketing	0.769	0.057	>0.01	0.859	6.31

Note: $R^2 = .751$, Adjusted $R^2 = .749$, $*p < 0.5$, Dependent Variable = Customer Satisfaction

Hypothesis Testing: In hypothesis testing, the three key hypotheses (H1, H2, and H3) identified by this research; related to customer satisfaction and the brand “Coffee of Promise” in Nepal, were investigated.

- Firstly, H1, which entailed the significant impact of the 7Ps of marketing, was supported through the statistical findings. The p-value of less than 0.05 at a 1% significance level, followed by a corresponding beta value of -0.020 revealed the negative impact on satisfaction in the absence of these marketing elements. The interpretation suggests the need of a comprehensive approach towards the traditional marketing elements of 7P's, through improvements in product quality, strategic pricing, promotion, and the overall customer satisfaction.
- Secondly, the H2 posits that service quality has a significant influence for creating positive customer satisfaction, which was affirmed through statistical results indicating a proportional relationship. The results reveal a p-value of less than 0.05 at a 1% significance level and a corresponding beta value of 0.349. This emphasises on enhancement of service and their quality improvements through the various investments in staff training, overall facility improvement, and personalised approach in service.

- Finally, H3 asserts the significance of digital marketing strategies for improved customer satisfaction which was supported by statistics showing a strong positive relationship. The findings reveal p-value less than 0.05 at a 1% significance level, with beta value of 0.859. The interpretation also highlights the importance of strategic investments in digital marketing and promotional campaigns, including nuanced approaches to social media channels, content creation, and engagement strategies for brand exposure and awareness.

Although this research provides valuable insights, it suggests the future studies to explore other additional dimensions, including the cultural influences, the environmental sustainability, and the emerging contemporary trends present in the coffee industry. The Longitudinal studies can be useful to track dynamics in consumer behaviour and preferences over time which is subsequently essential for studying the complexities of the market landscape. In conclusion, this research through its findings provides guidance for "Coffee of Promise" and other brands for navigating the intricate landscape and to enhance customer satisfaction in Nepal's competitive coffee market. This research also addresses the multifaceted dimensions discovered in this study for long lasting customer retention and to ensure sustained success and growth in the evolving market.

Conclusion:

This research has been designed to analyse the impact of independent variables including the traditional 7Ps of marketing, the role of service quality, and the emergence of digital marketing strategies for the purpose of customer perceptions and satisfaction in the context of the brand "Coffee of Promise" in Nepal. The hierarchical order of the independent variables is essential for creating operational and marketing strategies for the brand Coffee of Promise in Nepal. The result demonstrated that digital marketing with the beta value of 0.859 had the highest impact followed by,

the service quality with beta value of 0.349 and 7P's of marketing with negative beta value of -0.020. The findings of the study showcase the substantial relationship of each independent variable with customer satisfaction through the beta values, where positive beta values reveal a proportional relationship while the negative beta value signifies inverse association.

The goal of this comprehensive research is to understand and enhance the customer satisfaction criteria regarding the brand "Coffee of Promise". The study considers factors like customer choices, brand identity, metrics for customer satisfaction and the digital marketing strategies employed by the brand. A specific emphasis has been provided on the criterion of service quality through which the research strategies to expand target customers while providing specific insights about the competitive market dynamics. The findings reveal that service quality plays a crucial role while shaping customer perceptions and ensuring satisfaction. The overall prioritisation of ambiance among the coffee outlets reveals the need for a holistic approach towards the café environment. It has been determined that a satisfying customer experience is the first step toward brand awareness and customer retention.

The paper suggests strategic adjustments concerning the customer-centric approach and consistent quality to establish "Coffee of Promise" as a customer-friendly brand in Nepal's dynamic coffee market. In the competitive landscape the brand "Coffee of Promise" should leverage both conceptual and empirical research to grasp the preferences of the target demographic. The assimilation of these into the brand's operational strategy has been envisioned for brand loyalty and customer retention.

In conclusion, this research is a strategic roadmap for the brand "Coffee of Promise," while emphasising on the independent variables like service quality, the traditional marketing mix, and digital marketing to shape customer satisfaction. The research recommends an upgrade in the service quality, adequate staff training, consistent service among all outlets, personalised and

customer-centric approach and improvement in the overall ambiance. The research presents suggestions like use of proper technology, maintenance of certain regulatory standards and the incorporation of customer feedback for operational efficiency and adaptation to contemporary trends regarding the brand “Coffee of Promise”.

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