Report On

CUSTOMER PREFERENCES AND INTEGRATED MARKETING COMMUNICATION PLAN AT CCD

Submitted By:

Vinay Kumar Anand 2K12/MBA/71

Under the Guidance of:

Dr. Richa Mishra

Associate Professor, DSM



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University Bawana Road Delhi 110042 Jan – May 2014

CERTIFICATE

This is to certify that the Project Report titled 'Cust	tomer Preferences and Integrated Marketing
Communication plan at CCD' is a bonafide work	carried out by Mr. Vinay Kumar Anand of
MBA 2012-14 and submitted to Delhi School of Ma	anagement, Delhi Technological University,
Bawana Road, Delhi-42 in partial fulfillment of the	e requirement for the award of the Degree of
Masters of Business Administration.	
Signature of Guide	Signature of Head (DSM)
Place:	Seal of Head
Date:	

DECLARATION

I, Vinay Kumar Anand, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Report on 'Customer Preferences and Integrated Marketing Communication plan at CCD' submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other Organisation for award of any other Degree, Diploma and Fellowship.

Place:	Vinay Kumar Anand
Date:	

ACKNOWLEDGEMENT

I would like to express my gratitude to my mentor, Dr. **Richa Mishra**, Associate Professor, DSM-DTU for her invaluable guidance and excellent supervision. This project would never have been possible without her guidance and supervision.

I also express my sincere thanks to Dr. P.K. Suri, HOD, DSM for providing me the best possible help. I gratefully acknowledge my profound indebtedness towards my esteemed Batch Coordinator for project Mrs. Archana Singh, Asst. Professor, DSM for her constant encouragement during the entire duration of the project work.

I am also thankful to all the faculty members of Delhi School of Management, Delhi Technological University, Delhi.

The acknowledgement would be incomplete without thanks to my batchmates of Delhi School of Management and other friends connected through social networking sites for enthusiastically supporting me during the project and giving insights.

Vinay Kumar Anand

EXECUTIVE SUMMARY

The organized retail coffee sector in India is changing rapidly. Given, the onset of tough competition from existing coffee stores such as Barista, Costa coffee, etc. as well as entrance of large international players like Starbucks into the already highly competitive industry is posing a significant difficulty for Café Coffee Day, the current market leader to sustain its market leadership and growth. Therefore, modifying its marketing mix strategy to adapt components such as product offering, price, service, etc. and its marketing communication and differentiating itself from its competitors on parameters such as coffee experience, ambiance, and variety in menu is imperative for CCD.

The objective of this study was to capture the changing tastes and preferences of the coffee consumers and different marketing communication by CCD, their expectations from a coffee store and the customer perception of CCD vis-à-vis its competitors on such expectations' parameters. Accordingly, a survey questionnaire was floated to capture the information from a target group of customers based in Delhi. The target group was mainly students and professionals who are the main customers of these coffee chains. The results of the survey were analysed using descriptive statistics. Frequency distribution were carried out to draw inferences from the data obtained.

The inferences drawn give us an idea about the customer perception of CCD in terms of different communication strategy, product offering, service and ambiance of CCD outlets. These give an idea how CCD can look into the gaps that exist in terms of customer satisfaction in the aforementioned areas and give them scope for improvement in areas which are not satisfactory. It also gives an idea where CCD stands with respect to its competitors.

TABLE OF CONTENTS

1.	INTRODUCTION	1
	 1.1 About Café Coffee Day. 1.2 Segmentation, Targeting and Positioning Analysis. 1.3 Product Analysis. 1.4 Competition Analysis. 1.5 Market Trends Analysis. 1.6 Distribution strategy. 1.7 SWOT Analysis. 	4 5 5
2.	LITERATURE REVIEW	9
3.	RESEARCH METHODOLOGY	.11
	 3.1 Research Objective. 3.2 Research Design. 3.3 Data Collection. 3.4 Sampling Description. 3.5 Methods of Data Analysis. 3.6 Information Collected through questionnaire. 3.7 Limitations of the Research. 	11 12 12 13
4.	DATA ANALYSIS & INTERPRETATIONS	15
	4.1 Analysis of Customer Preferences 4.2 IMC Plan	
5.	CONCLUSION.	.43
6.	BIBLIOGRAPHY	.44
7.	ANNEXURE	.45

LIST OF FIGURES

Café coffee day in the past 18 years	
Mission statement	
Distribution Process	
Graph showing frequency for Occupation	
Graph showing frequency for Gender16	
Graph showing frequency for Age of the respondent	
Graph showing frequency for How often you visit Café Coffee Day18	
Graph showing frequency for what purpose did you visit CDD20	
Graph showing various factors various factor influence to visit CCD21	
Graph showing Aware of promotional activity by CCD	
Graph showing frequency for Celebrate your special moment at Café Coffee Day.24	1

CHAPTER – 1 INTRODUCTION

1.1 About Café Coffee Day

Café Coffee Day is a division of India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), popularly known as Coffee Day. ABCTCL overall revenues were worth Rs. 850 crores with Rs. 630 crores coming from its CCD coffee shop business. The first CCD outlet was set up on July 11, 1996, at Brigade Road, Bangalore, Karnataka. As of March 2014, there were 1834 outlets across 28 states of India. Café Coffee Day (CCD) pioneered the café concept in India in 1996 by opening its first café at Brigade Road in Bangalore. Till about the late 1990's coffee drinking in India was restricted to the intellectual, the South Indian traditionalist and the five star coffee shop visitor. As the pure (as opposed to instant coffee) coffee café culture grew, the need for a relaxed and fun "hangout" for the emerging urban youth in the country was clearly seen. Recognizing the potential that lay ahead on the horizon, Café Coffee Day embarked on a dynamic journey to become a large organized retail café chain with a distinct brand identity of its own.

Café coffee day in the past 18 years:

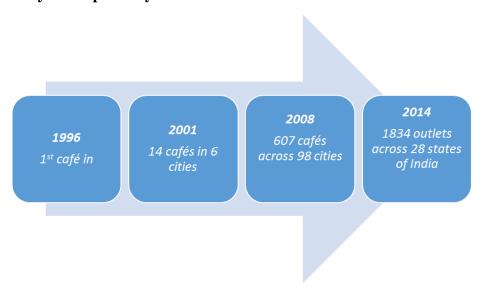


Fig no. 1



Original logo



Current logo

Mission statement



Fig no. 2: Mission

Logo:

For a brand to stand out and be successful there has to be a personal commitment from staff at all levels. The target customers must identify with it. It should be vibrant and have a "life" of its own. Liveliness, growth, fun and passion depicts our brand, our customers, our staff and our future – this is embodied in our design and colour.

Our LOGO colors embody:

Red Square= Leadership, passion

White Swirl = Purity of purpose, invigorating properties of coffee

Green Stroke = 125 years of coffee growing heritage of this vertically integrated Growth



CAFÉ BEAT FACTFILE:

16 pages, all colour, monthly tabloid.

• Available at all cafes across the country (552 cafes in 90 locations as of Today!).

- Available FREE of cost to customers for in-café reading. Many customers also carry it away for their referrals.
- 38% of the customers at CCD read Cafe Beat (survey conducted in Aug.'04 in the 4 metros.). CCD gets around 3.9 million walk-ins in all its cafes per month.
- Essentially a youth magazine covering topics like movies, music, travel, lifestyle, e-dating, books, career etc. which interest the youth.
- Displayed on magazine stands/counter at the cafes. The new issue is kept on the tables during the first week for greater visibility.
- Readership profile: Students and young professionals, mostly.

Merchandising:

Everyone likes to cherish good times with a hope that they last forever. To make this a reality merchandising started. At Café Coffee Day merchandise started more as a sentimental thing than as revenue stream. They wanted to reward coffee lovers and they started selling mugs. People wanted to wear something that reminded them of the cafe so they designed T-shirts and sold thousands of those. But soon it has become a serious business. **5 per cent of their revenue comes from the merchandising.**

Customer Profile:

Research shows that teen-agers form 25% of its customers while 38% of the customers were between 20-24years and another 23% belong to the age group of 25-29 years. Students and young professional comprise around 72% of its customers.

Café Culture

Employees were encouraged to be participative with suggestions to improve their workspace in particular and the company at large. The company has an open door policy that allows every member of the team to access the Management head regarding any proposals or problems. The practices like Coffee Table encourage innovative thought pattern that habituate growth and smart work in the day to day lives of employees. The company culture is a reflection of the café culture which symbolizes team work and creative outlook on life.

Subsidiaries

In June 2010, CCD acquired Café Emporio, a café chain from the Czech Republic. Cafe Emporio has 11 cafés in Czech Republic. While 7 of them were in Prague, 1 is in Brno and Olomouc and 2 were at Freeport-Hate.

Cafe Coffee Day's divisions include:

- Coffee Day Fresh 'n' Ground, which owns 450 coffee bean and powder retail outlets
- Coffee Day Square, a high level coffee bar in Bangalore
- Coffee Day Xpress, which runs 900 plus Coffee Day kiosks
- Coffee Day Beverages, which runs over 14,000 vending machines
- Coffee Day Exports, its exporting wing
- Coffee Day Perfect, its fast-moving consumer goods packaged coffee division
- Coffee Day B2C Plant, Coffee vending machine manufacturing division

1.2 Segmentation, Targeting and Positioning (STP) Analysis

Café Coffee Day has its main consumer base in the age group of 18-30 years. Its customers were mainly middle class and upper middle class youth who were upwardly mobile. From the market, CCD seeks to target not just the youth but anyone who is "young at heart". More than 10% of their customers were above 35 years of age. CCD positions itself not just as a coffee shop, but a fun place to hang out with friends over coffee and a wide variety of food.

1.3 Product Analysis

CCD offers several varieties of coffee such as cappuccino, espresso, latte etc. Apart from that, it offers non-coffee beverages such as teas, smoothies, shakes, cold drinks etc. It also offers a wide array of food snacks such as croissants, sandwiches, desserts etc. to position it as a complete hang out store. CCD's revenue is split into beverages contributing 60% to the top line and food and merchandise contributing the remaining 40%.

1.4 Competition Analysis

CCD primarily faces competition from two sources:

Direct competitors:

Barista- This is the closest competitor to Café Coffee Day in the Indian market. They target the same class of upwardly mobile youth and young professionals. But Barista is often viewed as a place to unwind after a hard day's work or an ideal setting for some business meetings.

Café Mocha- This aims at providing a level of experience to the consumer which is hard to imitate. Inspired by Morocco and Turkey, Mocha offers not just coffee but also sheeshas from Egypt and gourmet desserts. Mocha calls itself 'a coffee shop for the soul'.

Indirect competitors:

Eateries like McDonald's and Haldiram's pose competition to CCD as they were likely attractions for a consumer to be drawn to. A consumer can well contemplate why he should spend around Rs. 45 on a coffee when he can get a burger and a coffee for the same price at McDonald's.

Local tea joints and coffee shops like Café Nescafe- They were smaller places but nevertheless target the same set of consumers. Hence, CCD has to consider the threat a shop like this could pose to it.

Global competitors:

Starbucks is planning to enter India shortly and would be stiff competition for even an established brand like CCD. Coffee bars in the market of the other country that Café Coffee Day is entering is also be a factor CCD will have to plan for before entering a market

1.5 Market Trends Analysis

The café market in India estimated to be \$150 million (Rs.678 crores). It has been growing at 40% CAGR over the last 5 years. CCD is a clear market leader by both revenue and footfalls.

CCD Currently enjoys a market share of 60% followed by Barista at 25%, Costa coffee and other chains having 15% market share.

Given the rising youth population and disposable incomes in India, the trend for coffee shops is rising. Also is rising the preference for Premium coffee shops like Starbucks, Gloria Jeans etc.

1.6 Distribution strategy

Today CCD has the largest network of cafes in India, with over 607 'Company Owned Company Operated' cafes across 98 cities. But they do not follow a franchising strategy. The channel partner has no involvement in the daily operational activities of the Café in the retail space. Neither would he have to invest in operational capital equipment or branding or marketing and promotion of Café Coffee Day. CCD opted not to follow forward integration and outsourced its distribution responsibility to other parties in 2003. As its reach spreads across India and it is now exploring smaller towns, CCD would find it more expensive to maintain on its own. The private players would procure raw materials like sugar and paper cups but coffee beans would still come from Bangalore.

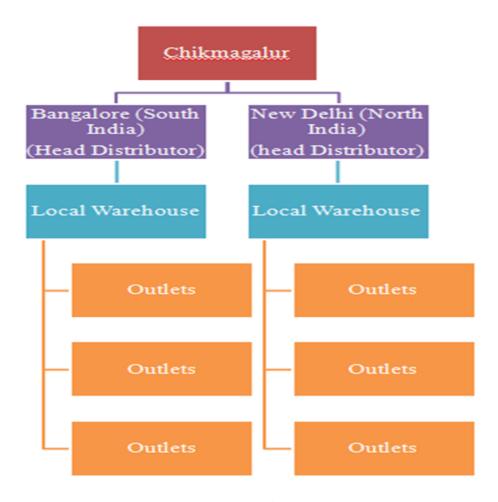


Fig no. 3: Distribution Process

1.7 SWOT Analysis:

	POSITIVE	NEGATIVE
	Strengths	Weakness
	Products of extremely good	Weak brand image and lacks
	quality and taste.	strength to maintain brand loyalty.
	Its a youth oriented brand ,	Poor ambience and decor. Café
	hence huge potential since 40 %	Coffee Day outlet served prime
Z	population is below 20	space for advertising and
INTERNAL	It produces/grows the coffee it	promotions.
NA NA	serves hence reducing the cost.	Many of the Café Coffee Day stores
	USP of brand is it's considered a	were incurring loses due to wrong
	highly affordable brand.	site selection.
	India's largest retail chain of	
	cafes.	
	ISO 9002 certified company.	
	Opportunities	Threats
	Coffee cafe industry is one of the	Competition with other coffee
	fastest growing industries in	cafes like Barista, Mochas.
	Asia.	International Brands like Gloria
	More people like to visit Café	Jeans, Coffee Bean & Tea Leaf and
EXTE	Coffee Day for informal	Illy Café.
ERNAL	meetings.	
-	Café Coffee Day has gone	
	international, and is planning to	
	attract many new international	
	markets, hence gaining	
	international recognition	

Table no. 1: SWOT

Product Mix:

Coffees & Teas	Refreshing Alternatives	Eatables
Hot Coffee	Granites	Melting Moments
Espresso	Blood Orange	Banana n' Walnut Cake
Espresso Americano	Cool Blue	Banana Chocolate Mousse
Macchiato	Pineapple Crush	Banana Caramel pie
Cappuccino	Emerald Ice	Chocolate Doughnut
Café Latte	Ruby Surprise	Cookies
Chococinno		Marble Cake
Café Mocha		Pineapple Gateaux
Irish Coffee		Chocolate Cake
International Coffee	Smoothies	Ice Creams
Colombian Juan Valdez	Mango Colada	Vanilla
Ethiopian Qahwah	Strawberry Colada	Chocolate
Kenyan Safari		Seasons Best
Cold Coffee	Cremosas	Quick Bites
Sweet Mint	Litchi	Samosa
Cold Sparkle	Ginger Spice	Puff
Brandied Banana	Pina Colada	Pizza
Tropical Iceberg		Croissant
Iced Eskimo		French Fries
		Kathi Roll
		Wraps
Coffee Add-ons		
Honey		
Flavoured Syrups		
Red Eye		
Whipped Cream		
Scoop puff Ice cream		
Chocolate Sauce		

CHAPTER - 2 LITERATURE REVIEW

In the late 1996s, a silent cafe revolution was sweeping urban India. Coffee drinking was increasingly becoming a statement of the young and upwardly mobile Indians. Coffee bars, an unheard concept till a couple of years ago, had suddenly become big business and coffee bars like Barista, Cafe Coffee Day (CCD) and Qwikys had become quite popular.

Though being a late entrant, Barista took elite India by storm. With 105 branches in 18 cities and annual sales of Rs. 650 million, Barista was clearly the leader in the coffee retailing business in 2002. What made Barista different from others was the ambience at its outlets.

CCD also provided a relaxing ambience with eye-catching crockery and bright décor. The paintings on the wall were made by young artists, with the objective of promoting young talent. CCD outlets also promoted their paraphernalia such escapes, T-shirts, and coffee mugs.

Though CCD was the first to enter the coffee retailing business in India, it failed to leverage on the first mover advantage. By 2002, Barista, which entered the market in 2000, and Qwiky's, which entered in 1999, had 105 and 21 branches respectively. CCD had only 50 branches. According to company sources, the reason for its slow growth was the time taken to complete the back-end operations of its retail outlets. Analysts felt that Barista and Qwikys also experienced similar problems but they grew faster than CCD because they realized that running cafe is a hospitality business and one needs to create the right ambiance and experience and back it up with strong logistics.

A NOTE ON THE COFFEE INDUSTRY IN INDIA

India ranks 7th among the top 10 countries of the world accounting for 4.5 % of the total world coffee production and exporting 80 % of the total produce.

It is also the fifth largest coffee producer. Being a traditional tea consuming country, the average coffee consumption in India was quite low at 10 cups per person annually. People in the Northern region preferred instant coffee in contrast to the people in the south, who preferred traditional filter coffee. (Anuradha Shenoy, 2005)

Also, from 607 stores (in 2008), Cafe Coffee Days current President Mr K Ramakrishnan plans to add an additional 2000 stores in the 2014. "We will incorporate health foods like herb breads, sunflower seeds, multigrain breads and bran sandwiches. We will also introduce a premium coffee and offer merchandise such as filters, mugs, and message T-shirts," he says. In a bid to

take coffee to the masses, the new outlets will be in towns, which have a population of one million and above. (G. N. Sridhar, 2008)

Some media reported that Amalgamated Bean Coffee Trading Ltd (ABCTL), which owns India's biggest coffee-cafe chain Cafe Coffee Day, was also interested to buy Barista, but there was no confirmation. Barista is a major player in the premium sector of the Indian subcontinent, with 890 cafés in Asia, of which 380 were in India alone. By far the biggest player in the market already is Cafe Coffee Day, a coffee chain which is part of the Amalgamated Bean Company. Run by venture capitalist V. Siddhartha, Cafe Coffee Day operates 1834 outlets at present, mainly in India, but also some in Pakistan and two recently opened in Vienna, Austria. They plan to have a total of over 2,000 outlets at the end of 2014, their CEO has said earlier. Cafe Coffee Day has raised equity capital from Sequoia Capital to finance its rapid expansion. Media reported an amount of US\$ 135 million, and an additional target amount of US\$ 150 million which would be currently sought. ABCTL is executing an interesting business model, as it is involved in the coffee business right from growing, processing and selling in different forms and formats like export of green coffee, selling of packed coffee, and selling of hot coffee in various retail outlets and vending machines. (M. A. Winter, 2007)

CHAPTER - 3 RESEARCH METHODOLOGY

3.1 Research Objective:

"Customer Preferences and Integrated Marketing Communication plan at Café Coffee Day"

The project also includes questionnaire preparation, different methodologies and research instruments used in data collection and analysis. Based on the findings, we develop IMC strategies on how to retain the existing customers and increase the footfalls. It has also seen which activities inspire the customer to visit Café Coffee Day more often. The study was made know whether customers were satisfied about Café Coffee Day or not. Because satisfied customers will be the loyal customers. It has also seen which things were not going good for further improvement.

Objective:

- i) To know the importance of IMC in Café Coffee Day.
- ii) To introduce new IMC strategies in Organization.
- iii) To know whether IMC helps to build strong relation with customer.
- iv) Determine the important parameters that a typical coffee consumer considers in deciding his preferred coffee store (Customer tastes and preferences)
- v) Determine the perception of CCD among its target customer segment.

3.2) Research Design

A Descriptive research methodology has been adopted for this study. The construct/variables studied were (i) Consumer perceptions and (ii) IMC plans at CCD. The research study tries to gather more information on these constructs and identify what were the important parameters that guide consumer tastes and preferences for a certain coffee store (e.g. Taste and variety of coffee and snacks, value for money, convenient store locations, ambiance, quick service etc.), what is the relative importance of these parameters and what is the perception of CCD on those parameters among its target audience vis-à-vis its competitors.

3.3) Data Collection

When conducting any type of research, data collection inevitably becomes the main phase. Data collection refers to gathering opinions and views of sample respondents in order to get a structured view of what consumers think. To further my objective, I have chosen the following methods of data collection:

Primary Data

- 1. Written Questionnaire- I used a structured questionnaire with close-ended questions and got a section of respondents to answer these questions.
- 2. E-mail Questionnaire- I sent questionnaires by e-mail also. These were answered by respondents at leisure and without inhibitions. It also gave us a wider spectrum of consumers to consider.

Secondary Data

- 1. Website of the company.
- 2. Online consumer forums like www.mouthshut.com
- 3. Communities of coffee lovers and youth.
- 4. Newspapers and magazines.

3.4 Sampling Description

a) Sample Unit:

My study of consumer opinions was concentrated on coffee-drinkers, youngsters and young urban professionals or 'yuppies'. These respondents were within the age brackets of 18 and 25, which were the main consumer segment for CCD. Apart from them, I was also looking at some respondents from the 25-30 age band. This was because a part of my research would be to find out whether CCD can expand its target market to this age group as well.

b) Sampling Size:

My sample size of 100 respondents. This included people from the segments mentioned above. I divided these samples among the youth accessible to me, teenagers across Delhi and professionals and older people.

c) Sampling Technique:

Convenience sample was one of the methods I used, as a part of my respondents were easily accessible to me.

3.5) Method of Data Analysis

Customer opinion and views were important in shaping a company's business plans and working on wereas to further improve its services.

- a) Bar Charts- They show the diversity in the demographics of Café Coffee Day's customers. They will also show us what percentages of customers prefer certain cafe formats, certain menu items etc.
- **b) Frequency Distribution graphs-** They will show us similar divisions in customer habits and trends appearing in responses.

3.6) Information Collected through questionnaire

From this study I tried to look into the following factors:-

Consumer Profile

The consumer profile of Cafe Coffee Day is perceived to be that of upwardly mobile teenagers and youth. By having a clear idea of who the consumers were, the company can chalk out new plans and activities targeted specifically at this age group.

Consumer Preferences

Consumer preferences studied under the following parameters:

- a. Preferred coffee joint
- b. Factors behind choosing Cafe Coffee Day
- c. Most popular aspects of Cafe Coffee Day
- d. Inclination towards format cafés.

Factors Influencing Choice

There were different reasons for different people to visit Cafe Coffee Day. I aim to assess what, out of many factors like Music, Service, Coffee & Snack, Price & Promo, Hospitality and Environment to choose Cafe Coffee Day.

Consumer Perception

My research also like to judge the perceived image of Cafe Coffee Day in the minds of its consumers. This could be in relation to price, quality and image.

Promotional activity conducted by CCD

3.7) Limitations of the Research

- Only a single method of collecting the data had been used i.e. Questionnaire method.
- Limited resource material.
- Not free from biasness.
- Resorted in secondary data.
- Limited werea of conduct.
- Limited time period.

CHAPTER - 4 ANALYSIS & INTERPRETATION

4.1) Analysis of Customer Perceptions, Tastes & Preferences

Procedure

I did the survey and run the data on SPSS. Here, I used frequency description method for different variables like occupation, gender, age etc. I also used cross-tab analysis to understand the relative importance between two variables.

Occupation:

Occupation of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	58	58.0	58.0	58.0
	Working	33	33.0	33.0	91.0
	Business	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

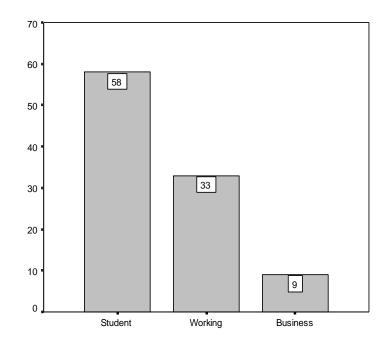


Figure 4.1- Occupation

- 58% of the respondents were students.
- 33% of the respondents were working.
- 9% of the respondents were business.
- Student Visit Café Coffee Day more than other.

Gender:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	56	56.0	56.0	56.0
	Female	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

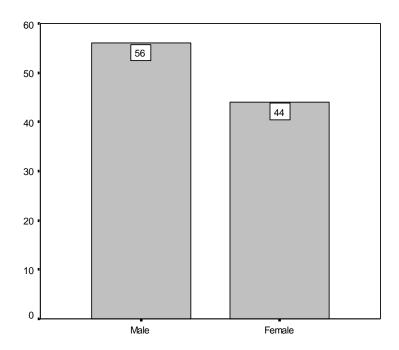


Figure 4.2- Gender

- 56% of the respondents were Male.
- 44% of the respondents were Female.

Age of the respondent

Age of Respondent

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	15-20	15	15.0	15.0	15.0
	20-25	57	57.0	57.0	72.0
	25-30	21	21.0	21.0	93.0
	30-35	6	6.0	6.0	99.0
	35-40	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

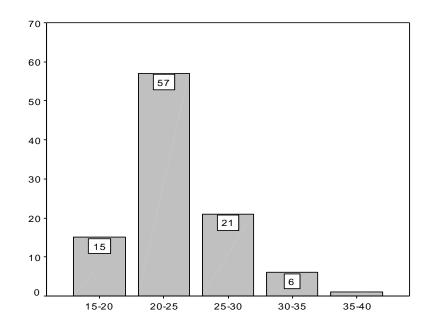


Figure 4.3-Age of the respondent

- 15% of the respondents were between the age group 15-20.
- 57% of the respondents were between the age group 20-25.
- 21% of the respondents were between the age group 25-30.
- 6% of the respondents were between the age group 30-35.
- 1% of the respondents were between the age group 35-40.
- Age group" between" 20-25 visit Café Coffee day more other age group.

How often you visit Café Coffee Day?

How ofte		

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Every Day	5	5.0	5.0	5.0
	Once in Week	39	39.0	39.0	44.0
	Once in fortnight	19	19.0	19.0	63.0
	Once in Month	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

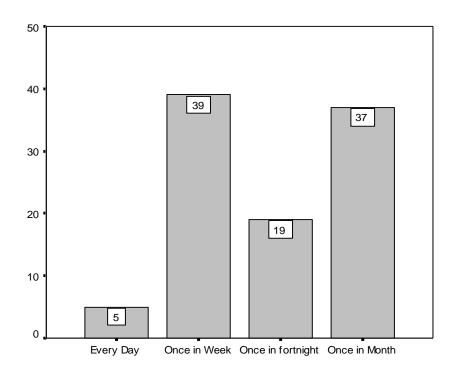


Figure 4.4-How often you visit Café Coffee Day

- 5% of the respondents visit Café Coffee Day every Day
- 39% of the respondents visit Café Coffee Day once in a Week
- 19% of respondent visit Café Coffee Day once in fortnight
- 37% of respondent visit Café Coffee Day once in Month.
- Only 5% of the respondent Visit Café Coffee Day every day. So by using Promotional Activities and CRM techniques Café Coffee Day can make them to visit frequently.

How long you have been visiting Café Coffee Day

How long you have been visiting CCD

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	From Start	30	30.0	30.0	30.0
	From 2 years	28	28.0	28.0	58.0
	From a year	29	29.0	29.0	87.0
	Recently	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

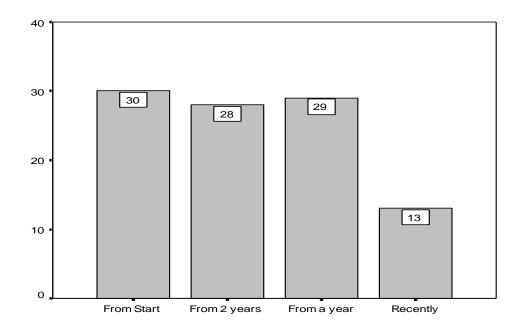


Figure 3.5-How long you have been visiting Café Coffee Day

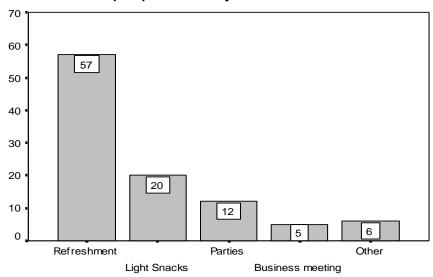
- 30% of the respondents were visiting café from start.
- 28% of the respondents were visiting café from last two year.
- 29% of the respondents were visiting café from a year.
- 13% of the respondents were visiting café from recently.

For what purpose did you visit Café Coffee Day

For what purpose did you visit CCD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Refreshment	57	57.0	57.0	57.0
	Light Snacks	20	20.0	20.0	77.0
	Parties	12	12.0	12.0	89.0
	Business meeting	5	5.0	5.0	94.0
	Other	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

For what purpose did you visit CCD



For what purpose did you visit CCD

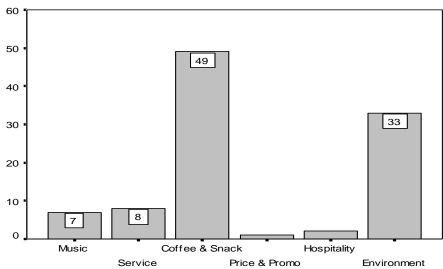
- 57% of the respondent visit café for refreshment purpose
- 20% of the respondent visit café for light snacks
- 12% of the respondent visit café for Parties
- 5% of the respondent visit café for Business meeting
- 6% of the respondent visit café for other reason (hanging up with friends)

What factor influences you to come Café Coffee Day

What factors influences you to come CCD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Music	7	7.0	7.0	7.0
	Service	8	8.0	8.0	15.0
	Coffee & Snack	49	49.0	49.0	64.0
	Price & Promo	1	1.0	1.0	65.0
	Hospitality	2	2.0	2.0	67.0
	Environment	33	33.0	33.0	100.0
	Total	100	100.0	100.0	





- For 7% of the respondent music influences to come CCD
- For 8% of the respondent service influences to come CCD
- For 49% of the respondent coffee and snacks influences to come CCD
- For 1% of the respondent price & promo influences to come CCD
- For 2% of the respondent hospitality influences to Come CCD
- For 33% of the respondent Environment influences to come CCD
- This shows that promotional activities were not effective. To make them effective company has to do some plan.

Were you conducted by Café Coffee Day

Are you aware of promotional Activity conducted by CCD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	37.0	37.0	37.0
	No	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

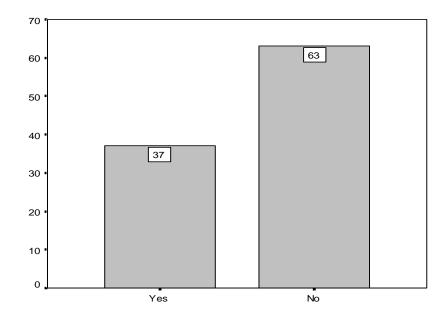


Figure 4.8-Awwere of promotional activity

- 37% of the respondents were aware about promotional activities
- 63% of the respondents were not aware about promotional activities.
- This shows that promotional activities were not effective and advertisement is less.

Would you likr to know

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	53.0	76.8	76.8
Valid		55	33.0		
	No	16	16.0	23.2	100.0
	Total	69	69.0	100.0	
Missing	System	31	31.0		
Total		100	100.0		

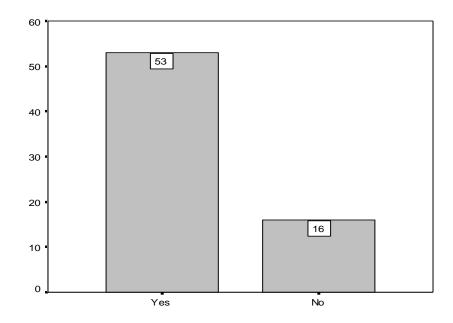


Figure 4.9-Would you like to know

- 76% of the respondents would like to know about promotional activities
- 34% of the respondents not like to know about promotional activities.
- This shows that most of them were interest in promotional activities.

Would you like to celebrate your special moment at Café Coffee Day

Would you like to celebrate your special moments at CCD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	84	84.0	84.0	84.0
	No	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

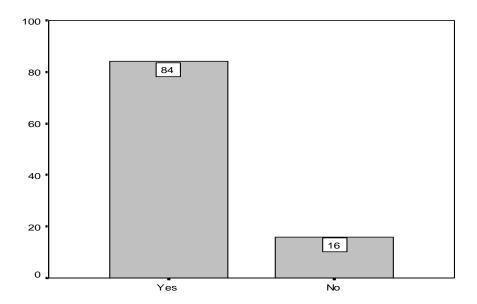


Figure 4.10-Celebrate your special moment at Café Coffee Day

- 84% of the respondents like to celebrate their special moments at CCD
- 16% of the respondents don't like to celebrate their special movement at CCD.

Would you like to be a part of any CCD event conducted in future?

Would you like to be a part of any CCD event conducted in future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	77.0	77.0	77.0
	No	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

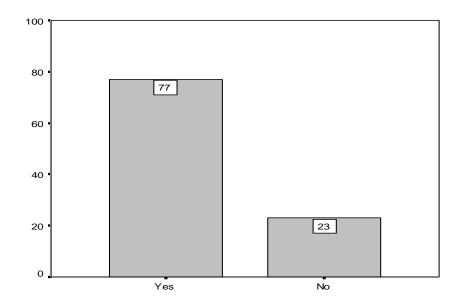


Figure 4.11-Like to be a part of any CCD event conducted

- 77% of the respondents like to be part of the CCD event
- 33% of the respondents don't like to be part of the CCD event
- CCD has to see the advertisement should reach those 77% of the customer. And conduct the events which should retain those customers.

Opinion about service

opinion	about	service
Opinion	about	301 1100

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	17	17.0	17.0	17.0
	Satisfied	61	61.0	61.0	78.0
	Nutral	17	17.0	17.0	95.0
	not satisfied	4	4.0	4.0	99.0
	Highly not Satisfied	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

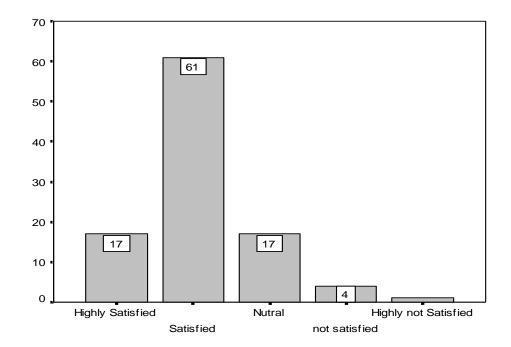


Figure 4.12-Opinion about service

- 17% of the respondents were highly satisfied about service
- 61% of the respondents were satisfied about service
- 17% of the respondents feel service is not good and not bad means ok.
- 4% of the respondents were not satisfied about service
- Only 1% of the respondents were highly not satisfied about service.
- This shows service at café coffee day is overall good

Opinion about Price

opinion about Price

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Highly Satisfied	3	3.0	3.0	3.0
	Satisfied	39	39.0	39.0	42.0
	Nutral	48	48.0	48.0	90.0
	not satisfied	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

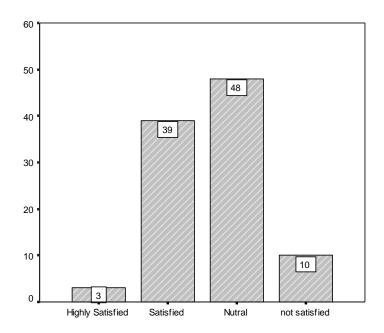


Figure 4.13-Opinion about price

- 3% of the respondents were highly satisfied about price
- 39% of the respondents were satisfied about price
- 48% of the respondents feel price is neutral
- 10% of the respondents were not satisfied about price.

Opinion about promotional Activity

opinion about Promotional Activity

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Highly Satisfied	10	10.0	10.0	10.0
	Satisfied	16	16.0	16.0	26.0
	Nutral	69	69.0	69.0	95.0
	not satisfied	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

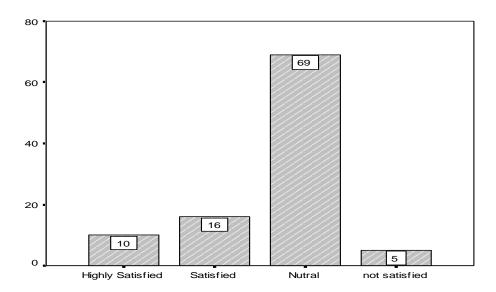


Figure 4.14-Opinion about promotional Activity

- 10% of the respondents were highly satisfied about promotional activity
- 16% of the respondents were satisfied about promotional activity
- 69% of the respondents feel promotional activities were neutral
- 5% of the respondents were not satisfied about promotional activity
- This shows promotional activities were not effective.

Do event conducted by CCD influence you to visit CCD

Do event conducted by CCD influence you to visit CCD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	66.0	66.0	66.0
	No	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

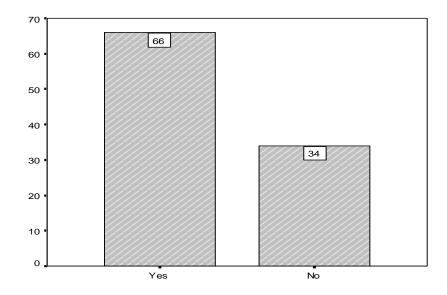


Figure 4.15-Event conducted by CCD influence you to visit CCD

- 66% of the respondents said events conducted by CCD influences them to visit CCD.
- 34% of the respondents said events conducted by CCD not influence them to visit CCD.

Which of the following Activity would influence you visit CCD

Which of the following Activity woulf influence you to visit CCD

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Birthday Party	26	26.0	26.0	26.0
	DJ Show	34	34.0	34.0	60.0
	Promotional Activity	35	35.0	35.0	95.0
	Foos Fest	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

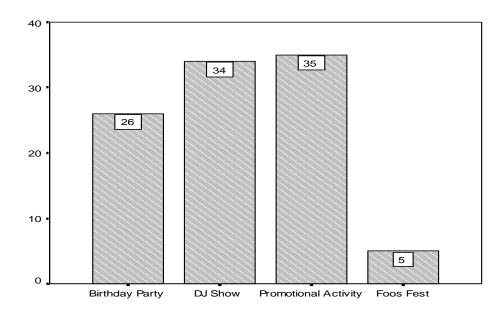


Figure 4.16-Activity would influence you visit CCD

Interpretation:

- For 26% respondents Birthday parties influences.
- For 34% respondents DJ show influences.
- For 35% respondents Promotional activity influences.
- For 5% respondent Food Fest influences.
- This shows promotional activity and DJ shows were more effective.

Opinion about the Staff:

Opinion about the staff

		_	_		Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Friendly	62	62.0	62.0	62.0
	Very Friendly	11	11.0	11.0	73.0
	Rigid	18	18.0	18.0	91.0
	Blank(No Reaction)	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

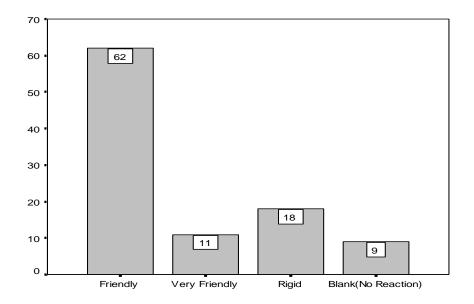


Figure 4.17-Opinion about the Staff

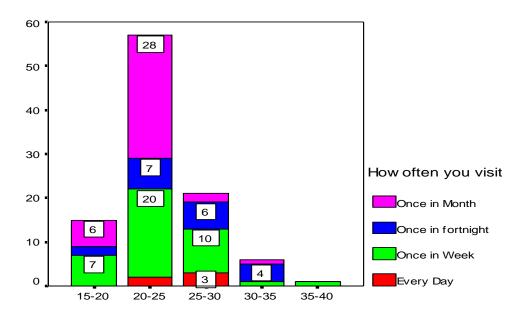
Interpretation:

- 62% of the respondents feel staff of CCD was friendly
- 11% of the respondents feel staff of CCD was very friendly
- 18% of the respondents feel staff of CCD was Rigid
- 9% of the respondents feel staff of CCD was Blank.
- This shows staff of café was good.

Cross Tabs

Age of Respondent * How often you visit CCD Crosstabulation

Count								
			How often you visit CCD					
				Once in				
		Every Day	Once in Week	fortnight	Once in Month	Total		
Age of	15-20		7	2	6	15		
Respondent	20-25	2	20	7	28	57		
	25-30	3	10	6	2	21		
	30-35		1	4	1	6		
	35-40		1			1		
Total		5	39	19	37	100		



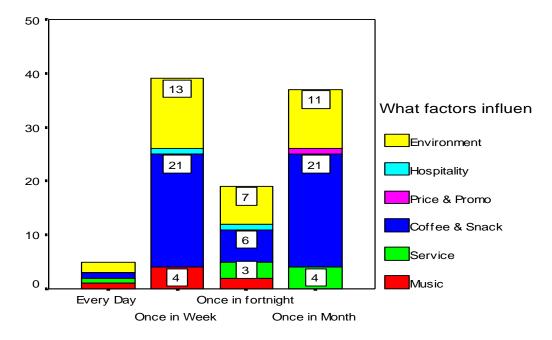
Age of Respondent

Interpretation:

From above cross tabs, it can be interpreted that different age group people visit cafe Coffee Day more in once in week, once in fortnight, once in month. The major percentage of the customer who visit Café Coffee Day were in the age group ranging from 20-25. Major part of the customer visit Café Coffee Day once in Week and once in Month. This may not work out for the company. Therefore company has to take customer relation management initiative to retain the old customer and also acquiring new customers.

How often you visit CCD * What factors influences you to come CCD Crosstabulation

Count								
			What factors influences you to come CCD					
				Coffee &	Price &			
		Music	Service	Snack	Promo	Hospitality	Environment	Total
How often	Every Day	1	1	1			2	5
you visit	Once in Week	4		21		1	13	39
CCD	Once in fortnight	2	3	6		1	7	19
	Once in Month		4	21	1		11	37
Total		7	8	49	1	2	33	100



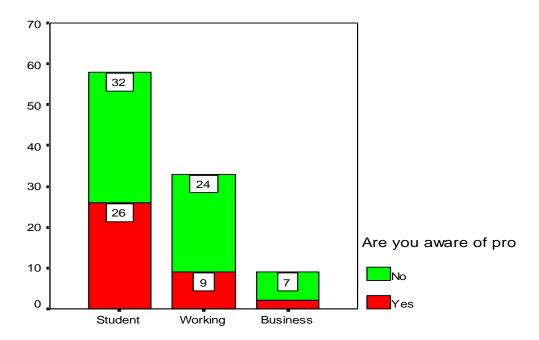
How often you visit CCD

Interpretation:

According to above cross table 21 % of the respondent visit monthly & 21% of the respondent visit once in week for the purpose of coffee and Snacks.

Occupation of Respondent * Are you aware of promotional Activity conducted by CCD Crosstabulation

Count				
		Are you a promotion conducted		
		Yes	No	Total
Occupation of	Student	26	32	58
Respondent	Working	9	24	33
	Business	2	7	9
Total		37	63	100



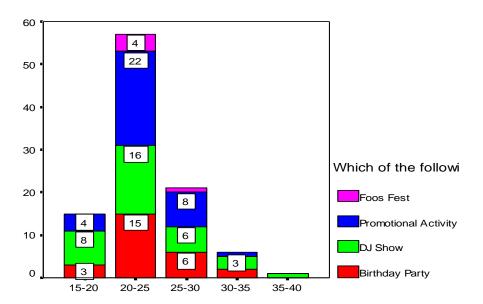
Occupation of Respondent

Interpretation

According to above cross table awareness in each segment (student, working, business) is less. Percentage of aware respondent is less compare to the not aware respondents. To give awareness café has to give some advertisements (in café). CCD can maintain customer data base so that they can send message or they can give call to the customer.

Age of Respondent * Which of the following Activity woulf influence you to visit CCD Crosstabulation

Count								
		Which of the fo	Which of the following Activity woulf influence you to visit CCD					
		Birthday Party	DJ Show	Promotional Activity	Foos Fest	Total		
Age of	15-20	3	8	4		15		
Respondent	20-25	15	16	22	4	57		
	25-30	6	6	8	1	21		
	30-35	2	3	1		6		
	35-40		1			1		
Total		26	34	35	5	100		



Age of Respondent

Interpretation:

- 22% of the respondent between age group 20-25 said promotional activity influence them to visit Café Coffee Day
- 8% of the respondent between age group 15-20 said DJ shows influence them to visit Café
 Coffee Day.
- 8% of the respondent between age group 25-30 said promotional activities influence them to visit Café Coffee Day.

4.2) IMC Plan

Integrated Marketing Communication plans revolve around cafes and digital media largely. CCD has a huge social presence and has close to about 4 million fans on Facebook. CCD uses it a lot to co-create products and build engagement. That's one major part of the plan.

The second part of the plan is moving from being passive and making the café talk to the consumer.

The third is around new products every quarter and communicating them via print, outdoor or television.

The fourth is the expansion of cafes.

Some IMC practices undertaken:

• Cafe Coffee Day released its first print ad on Friday, 28 September, as a false cover in The Times of India. With the headline, "You'll never run out of reasons to hang out", the ad showcases the combo deals introduced by the coffee shop chain on the front page, and some fun takeaways from when Cafe Coffee Day first began on the flip side.

• "Sit-Downism" TV Commercial

Created by Creative land Asia, the film portrays youngsters shunning the idea of 'standing up' for every issue. They decide to spread a new culture, a new 'ism': 'Sit down-ism'. The bottom line remains that a lot can happen over coffee; the commercial urges the audience to 'sit down' with a cup and have that conversation, whatever it is about. Only issue is the length. The commercial on YouTube is over 2.2 minutes long. At a time when 'standing up' for issues seems to be the order of the day, the ad reminds you of the positive results of sitting down and discussing various subjects over your favourite brew."

• Climb to the top

In association with CNBC news channel to popularize its brand.

• Current Communication:

The current campaign will air on music, movie and news channels keeping the core target group in mind.

About IMC Issues

After analysing the survey, it was very much clear that the customers were seemed to be more influenced by promotional activities. According to the survey 35% of the respondents feel promotional activity influence them visit Café Coffee Day.

However, CCD doesn't look at mass media as a viable area of advertising or marketing spend. CCD as a brand has never advertised in mass media in the last 16 years of its existence. It has advertised through barter deals with other brands for ground events. It has undertaken unique and pioneering marketing initiatives, coffee category building activities, public relations and more recently social media.

It is the high time for CCD to get deeper into their customers lives and make their presence felt in every single household. And this is possible only through television.

Major issues of concern

- Twitter is the place where brilliant copywriters rule but somehow, CCD has not been able to tap into this potential. Twitter, being a text heavy platform, cannot generate as much engagement as Facebook does. So CCD needs to seriously look at being good with text.
- YouTube strategy: All they have were commercials. CCD has not yet tapped into YouTube as a content delivery platform. CCD, like most brands, is using YouTube as a place to host their commercials so that they can shared on Facebook and Twitter. On social media, brands should ideally cease being 'sellers' and instead turn into 'storytellers'. So CCD should use its YouTube channel to upload media content that is interesting in nature. Something that resonates with their TG. There were so many tweetups that happen in CCDs across India. A small recording of one such meet or short films that revolve around coffee
- CCD does have one such film, but they stopped at just one. Besides, it is cluttered in parts, long and cinematically confusing.

IMC Plan

Integrated Marketing Communications (IMC) is the term used to describe the entire program by which you communicate with your customers. The "face, personality and spirit" of your company and products (all marketing mix variables) should blend together to present a unified message:

The IMC plan is as follows:

1. Selection of Target Market:

Currently the target market of CCD is high class people. They do not have its presence in mass population especially youth. They need to broader the target market from high class individual to mass population.

2. Determining marketing communication objectives:

Following were the marketing communication objectives-

- To make people aware of CCD to greater extent to mass population
- To make people (who were aware of CCD) come to CCD as many times as possible
- To position CCD as a most preferred place for hangout
- To make the presence of CCD among mass media like Television, Radio etc.
- To do a product based communication to make people aware of the newly launched products and positioned CCD as an innovative brand

3. **IMC methodology**: It includes the following:

a. Advertising:

- i. Goals: The advertising can be used as a communication tool to build awareness among youth, to position CCD as perfect place for couples and a good place for hangout. Also, the use of television as a prominent tool for advertising is one of the major goals.
- ii. Design: The following types of advertisement can be used:

• Bill Boards: Having **bill boards** at various places will be very helpful communication tool to make people aware.

NEXT EXIT DRIVE-THR



Television ads: Television ads should be displayed on the channels which were mostly preferred by youth like MTV, etc. Zee etc.
 The Ads may have presence of a celebrity which were considered as youth icon like any famous cricket player or a famous actor



- Motion pictures: **Motion pictures** were used very often by lots of companies. CCD can also show these motion pictures on public place like **Airports**, **near multiplexes** etc. which shows a couple sitting in a CCD and enjoying their coffee
- Radio ads: Several brands like multiplexes, star bucks etc. have made patch ups with
 various radio channels, in which the Radio launches a contest and winners will get tickets
 of movies or treat at that restaurant. Similarly, CCD also can make such type of patch ups
 with radio channels.
- Advertising in Albums/videos of popular singers like Honey Singh, Imran khan etc. which is considered as the youth icon in India (Hard Rock Café has also done something similar).



• Sponsoring celebrity TV shows like 'Coffee with Karan', 'Rodies', 'Jhalak dikhlaja' which has a huge youth viewership, is also an extremely effective way to enhance the visibility of CCD as a popular brand.



b. Sales Promotion:

- i. Goals: To make lots of people come to CCD and make existing customers come again and again.
- ii. Design: The following types of sales promotions can be used:
 - Premiums and gifts: Giving gifts and premium to regular customers will increase
 the publicity of brand through 'word of mouth' and make the regular customers come
 CCD more frequently.
 - Also giving gifts at various festivals like at Christmas and Diwali will help CCD to build customer loyalty and to increase awareness towards larger audience
 - Contest: CCD may arrange some type of **online and offline contest** and announce winner who gets **celebrity signed Coffee cups** as a prize or chance to have a **coffee with the famous celebrity**.



- Sampling: CCD is launching so many products to which people were unaware. Sample
 of new product along with the product, which has ordered by customer, could be a
 one way to offer new product and make people aware of that new product.
- Patch up with companies involved in making greeting cards, bouquet, etc.

c. Events and Experiences:

- i. Goals: To increase number of people who were aware of CCD and its products, launching events is one of the best ways. CCD is a place mainly made for couples or love birds. So, public events in places where couples like to wander like multiplexes, malls.
- ii. Design: The following types of events and experiences can be used:
 - Festivals: CCD may have festival events
 - Event in colleges, places where couple hangout like multiplexes and malls.



d. Public relation and Publicity:

- i. Goals: The goal of public relation is to increase the familiarity and awareness of brand to people.
- ii. Design: The following were some type of public relation:
 - Company magazine: Launching a monthly magazine is also a way to build a public relation

- Publications: Publications of CCD and its products in leading newspapers like 'Times of India', 'DNA', 'Mint' etc., is stunning way to gauge public interest.
- Speeches and seminars: CCD is new venture of Indian citizens and people were not much familiar with it. To increase the familiarity of brand among people, CCD may have **seminars and**

speeches of some famous Indians like Arnab goswami, Kumar biswas, Shashi tharur, Chetan bhagat etc.





• Currently due to the presence of Arvind kejrival, the leader of AAP and people like Shazia Iilmi, youth has been attracted towards the **Politics**. So, CCD can make their **presence at the places where political campaigning is taking place.**

e. Direct and Interactive Marketing:

- i. Goal: Make people familiar with the CCD
- ii. Design: The following Direct and Interactive Marketing plan-
 - **Search engine marketing:** Website handlers of CCD should make use of effective filter keywords in designing the website so that it filters out to be on the top in all search results.
 - Website: Design a very **elegant and colorful website** making use of colors that caters to the interest of the youngsters. Adding interactive elements such as small games on the website can enhance the activity of users on the website.
 - Social Media tools: Tools such as Facebook, Twitter, and YouTube will be used to garner public interest in a wide variety of interesting and interactive ways. Updating regular and relevant posts on these media vehicles will invite and retain a huge number of loyal followers.

f. Word of mouth Marketing:

- i. Goal: This marketing vehicle should be used efficiently to have a multiplier effect on the current users and on potential future users.
- ii. Design: The following ways should be employed in leveraging this media vehicle
 - **Person-to-person**: Having an impeccable and world class service at the outlet can ensure a positive word of mouth about the company.

- **Chat rooms**: Special chat rooms on the website and on the facebook page to address the queries and issues of customers can go a long way to engage customers in a better way and communicate about the company and its offerings.
- Blogs: A separate blog page can be developed and maintained where current customers
 can post their experiences through text and images. Announcing regular winners on the
 blog space and rewarding them through special CCD coupons and recognition at a local
 outlet can create a viral effect.

CHAPTER - 5 CONCLUSION

CCD should concentrate on the non-coffee beverages like hot and cold tea, fruit beverages and ice-cream based and also on other integrated marketing communication plans.

CCD should come out with customer engagement plans and promote itself through various different media.

Coffee Day's average ratings of the variable were quite low, which signifies a scope for improvement.

CCD should concentrate on introducing more variants in its coffee line, which is hugely popular. At the same time they can look at introducing and heavily promoting their other beverages.

CCD should look at expanding by having outlets in a little unconventional areas- away from the usual heavy traffic roads, college- nearby and near-workplace locations. They have stared towards this by having outlets in malls but the activity has to be more aggressive.

CCD should invest in training its café staff on manners, service and waitering. This is important for an in–café experience and any bad experience will lead to loss of customers.

CCD should look at product bundles so customers can avail additional benefits.

Findings based on survey:

- Students visit Café Coffee Day more
- Age group between "20-25" visits Café Coffee Day more. They were the potential customers.
- 39% of the respondents visit Café Coffee Day once in week and 37% of the respondent visit café Coffee Day once in month.
- 57% of the respondent visit CCD refreshment Purpose
- 49% of the respondent feel coffee and Snacks influence them to visit CCD
- 63% of the respondent were not aware of the promotional activity Conducted by CCD
- 76.8% of the respondent would like to know about promotional activity.
- 77% of the respondent would like to be part of any future event in CCD
- 78% of the respondent Satisfied about service
- 66% of the respondent feel event conducted by CCD influence them to visit CCD
- 73% of the respondent feel Staff of CCD is friendly
- 36% of the respondent said promotional activity influences them, 34% said DJ shows influences them.

Promo:

- 53.6% of the customer rated prom was good and 35.7% rated promo was excellent.
- 89% of them expect more events in future.
- 96.4% of the respondent satisfied about promo.

CHAPTER - 6 BIBLIOGRAPHY

Reference Books:

- Marketing Management : Philip Kotler
- Service Marketing: Valarie Zeithaml
- Customer Relationship Management : A Sagadevan

Website:

www.cafecoffeeday.com

www.google.com

www.coffeeindustry.com

www.wikipedia.com

CHAPTER - 7 ANNEXURE

Questionnaire

Personal Details:	
Name:	
Address:	
Occupation:	
a) Student □	b) Working
c) Business □	d) Housewife □
Age:	
a) 0 -17	b) 18-25 □
c) 26-40	d) 40> □
1) How often you visit ca	fé coffee day?
a) Every day	\Box b) Once in fortnight \Box
c) Once in fortnight	\Box d) Once in Month \Box
2) From how long you ha	ve been visiting Café Coffee Day?
a) From initiation \Box	b) From two years □
c) From year	d) from recently \Box
3) For what purpose did	you to visit café?
a) Refreshment	b) Light snacks □
c) Parties	d) Business meeting \Box
e) Other (Specify)	
4) What factor influences	s you to come to CCD?
a) Music	b) Service □
c) Coffee & Snack	d) Price & Promo
e) Hospitality	f) Environment
-	promotional activity conducted by CCD?
-	No 🗆
,	

If No,					
Would you l	ike to know	y?			
a) Yes \square	b) N	o 🗆			
6) Give your op	inion about	following fa	ctor:		
Factors	Highly	Satisfied	Neutral	Not	Highly not
	Satisfied			Satisfied	Satisfied
a) Service					
b) Hospitality					
c) Music					
d) Price					
e)					
Promotional					
activity					
Give your Sugg 7) Would you lile a) Yes □	ke to celebr		cial moments		
8) Would you li	ke to he a n	art of any C	CD event con	ducted in futu	ro?
_	Ke to be a p □	_		ducted in Tutul	
9) Do event con	ducted by		ce you to visit	t Café	
a) Yes □		b) No]		
10) Which of the	e following	activities wo	uld influence	you to visit CO	CD?
a) Birthday p	party	□ b) DJ	show		
c) Promotion	al Activitie	s 🗆 d) Foo	od Fest		
e) Any other					

11) What aspec	ct of Café Cof	fee Day Need	to be im	prove?	
12) What is you	ır opinion ab	out the staff o	of Café C	offee Day	?
a) Friendly		b) very	friendly		
c) Rigid		c) Blan	nk		
Also give your	suggestion ho	w you would	like the t	eam to tr	eat you?
	like to be par	t of Pastry fe	estival, if	conducted	l by Café Coffee Day in near
future?					
a) Yes		b) No \square			
14) Through w	hich media do	o you watch n	nost adve	rtisement	activities of CCD?
a) Televisio	n		b) N	ewspaper	
c) Social Me	dia/Online		d) M	Iagazines	
e) Other	••••••				
15) Through w	hich media do	o you watch n	nost pron	notional a	ctivities of CCD?
a) Televisio	n		b) Ne	wspaper	
c) Social Me	dia/Online		d) Ma	agazines	
e) Other	•••••••••••••••••••••••••••••••••••••••				
16) Which med	ia attracts yo	u most to visi	it CCD?		
a) Televisio	n		b) N	ewspaper	
c) Social Me	dia/Online		d) M	Iagazines	
e) Other	•••••				