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A Study on Evaluating Customer Satisfaction Strategies for Business Growth at Catch the Mousse, Chennai

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ABSTRACT: This study investigates the customer satisfaction levels of Catch the Mousse, a Chennai-based dessert brand. Using structured questionnaires and statistical analysis, the study evaluates taste, hygiene, packaging, service, and pricing to determine customer loyalty and future purchase behavior. Findings reveal high satisfaction, particularly in taste and service, while highlighting areas for improvement such as product variety and delivery efficiency. The paper provides actionable strategies for enhancing customer experience and sustaining business growth.

KEYWORDS: Customer Satisfaction, Dessert Industry, Catch the Mousse, Service Quality, Consumer Behavior, Business Growth Strategy

I. INTRODUCTION

In the dynamic and ever-evolving **food and beverage (F&B)** sector, customer satisfaction has emerged as a cornerstone for building sustainable business success. It is no longer sufficient for F&B brands to focus solely on product offerings; rather, they must cultivate meaningful customer experiences that meet or exceed expectations across various touchpoints—from product taste and quality to service efficiency and emotional engagement. In today's customer-driven economy, satisfaction is the bridge that connects product value with customer loyalty and long-term profitability.

The **importance of customer satisfaction in the F&B sector** is supported by both academic and industry research. According to the National Restaurant Association of India (NRAI), customer experience is one of the top three drivers of repeat business in the food sector. Particularly in the dessert and confectionery segment, where indulgence is the primary purchase motive, satisfaction levels are highly sensitive to factors such as taste, freshness, hygiene, presentation, and convenience. For brands operating in a market where customers are increasingly health-conscious, digitally connected, and quality-focused, the challenge lies in not just meeting expectations but delighting customers consistently.

A **satisfied customer becomes a brand advocate**, influencing potential consumers through word-of-mouth, online reviews, and social media recommendations. This is especially significant in the context of small and medium enterprises (SMEs), where marketing budgets are limited, and organic customer retention is more cost-effective than new customer acquisition. Businesses that actively invest in customer satisfaction enjoy stronger emotional bonds with consumers, reduced churn, and higher customer lifetime value. Thus, satisfaction becomes a **strategic lever for brand loyalty, customer retention, and business growth**.

This study gains further relevance within the **context of emerging dessert brands in India**. The Indian F&B market is undergoing a transformative shift, driven by urbanization, increased disposable income, and global culinary exposure. Within this ecosystem, dessert brands—especially those offering premium, artisanal, or health-oriented products—are witnessing rapid growth. According to a 2024 report by Research and Markets, India's premium dessert segment is expected to grow at a CAGR of over 12% through 2028. This trend underscores an expanding opportunity for localized brands to gain a competitive edge by delivering memorable customer experiences.

Catch the Mousse, a Chennai-based dessert startup, exemplifies this new wave of **hyperlocal, quality-focused brands** that cater to specific consumer tastes. Established in 2024 and operating under the MSME category, the company has rapidly developed a niche for its mousse-based desserts and complementary baked items. Its strategic positioning—centered around taste, hygiene, personalized service, and affordability—makes it an ideal case study for exploring how customer satisfaction influences brand performance and growth in a competitive market.

The present research aims to systematically **evaluate customer satisfaction levels at Catch the Mousse** by analyzing key performance areas such as taste, packaging, hygiene, service delivery, and pricing. Furthermore, it seeks to understand how these factors correlate with customer loyalty, referral behavior, and purchase intentions. By collecting feedback directly from customers and applying statistical tools to analyze the data, this study intends to provide **practical, actionable strategies** that can help Catch the Mousse—and similar dessert ventures—strengthen customer relationships, optimize offerings, and expand market share sustainably.

II. LITERATURE REVIEW

Customer satisfaction is a central construct in marketing literature and has received significant scholarly attention, particularly in the **food and beverage (F&B) industry**, where emotional engagement and experiential consumption strongly influence consumer behavior.

The **SERVQUAL model** developed by **Parasuraman, Zeithaml, and Berry (1988)** remains a foundational framework for evaluating service quality. It outlines five key dimensions: **tangibility, reliability, responsiveness, assurance, and empathy**. In dessert retailing, these translate into product presentation, consistency, responsiveness in customer service, and hygienic practices—all of which directly influence satisfaction.

Oliver (1997) introduced the **Expectation-Disconfirmation Theory**, which explains that satisfaction is determined by comparing pre-purchase expectations with post-consumption performance. If expectations are met or exceeded, satisfaction is achieved. This theory is especially applicable to dessert businesses where visual and taste-based anticipation plays a significant role in shaping consumer perception.

The strategic value of customer satisfaction was emphasized by **Anderson, Fornell, and Lehmann (1994)**, who found that higher satisfaction leads to increased customer loyalty and business profitability. For small and emerging enterprises, this translates to greater retention and stronger word-of-mouth marketing—critical for growth without large advertising budgets.

Hill and Alexander (2006) suggest that measuring satisfaction should not be a one-time event but an ongoing operational practice. Continuous feedback loops enable businesses to remain agile and responsive—an approach particularly important for SMEs operating in dynamic urban food markets.

Namkung and Jang (2007) identify **taste, freshness, cleanliness, and value-for-money** as the most influential drivers of satisfaction in the restaurant industry. Their findings confirm that well-prepared and well-presented food plays a dominant role in determining repeat purchases and loyalty.

Hanaysha (2016) adds that **brand image, pricing fairness, and service quality** significantly shape customer satisfaction in quick-service restaurants. This suggests that beyond taste, factors like visual branding and price alignment matter deeply to consumer decisions.

Further, **Sulek and Hensley (2004)** emphasize the **hedonic and emotional aspects** of food consumption—such as joy and comfort—which are often overlooked. For dessert businesses like Catch the Mousse, emotional satisfaction becomes a powerful competitive advantage.

III. RESEARCH METHODOLOGY

This study adopts a **quantitative research design** to evaluate customer satisfaction and identify strategic factors influencing business growth at Catch the Mousse, a dessert brand based in Avadi, Chennai. Quantitative research is appropriate for measuring structured customer perceptions and allows for the application of statistical tools to draw objective, data-driven conclusions.

The target population for this research comprises existing and potential customers of Catch the Mousse. Using **simple random sampling**, data was collected from a **sample of 110 respondents**. This sampling method ensured that each individual had an equal chance of selection, thereby reducing sampling bias and increasing the generalizability of results within the local context.

Primary data was collected using a **structured questionnaire**, administered through both **Google Forms (online)** and **printed paper surveys (offline)**. The questionnaire included **close-ended questions** based on a **five-point Likert scale**, which allowed respondents to express varying levels of satisfaction across multiple dimensions. Questions were grouped under specific categories: product quality (taste, freshness), packaging, pricing, service experience, hygiene, loyalty, and customer engagement.

The study focused on five core customer satisfaction dimensions:

- **Taste** – flavor, consistency, and richness of mousse
- **Hygiene** – cleanliness in preparation, handling, and packaging
- **Packaging** – visual appeal, durability, and branding
- **Pricing** – affordability, perceived value for money
- **Service** – staff responsiveness, delivery speed, and communication

These variables were selected based on their relevance in existing customer satisfaction models such as SERVQUAL (Parasuraman et al., 1988) and food industry research (Namkung & Jang, 2007).

For data analysis, a combination of **descriptive and inferential statistical tools** was used. **Percentage analysis** provided an overview of frequency distributions for each response category. **Weighted average scores** were calculated to interpret the central tendency of Likert-scale ratings. **Chi-square tests** were applied to examine associations between variables such as age and taste preference or purchase frequency and recommendation behavior. Additionally, **multiple regression analysis** was conducted to assess the impact of independent variables—taste, hygiene, packaging, pricing, and service—on the dependent variable: overall customer satisfaction.

The methodology was designed to not only measure satisfaction levels but also identify actionable areas for improvement, thereby offering strategic guidance for enhancing customer loyalty and business scalability.

IV. COMPANY PROFILE – CATCH THE MOUSSE

- Founded 2024, MSME registered, woman-led
- Product offerings: mousse, muffins, brownies
- Vision to empower widows via employment
- Core strengths: quality, hygiene, service, pricing

V. DATA ANALYSIS & INTERPRETATION (SELECTED HIGHLIGHTS)

- Taste: 81.8% rated it Excellent or Good; Weighted Average = 4.23
- Freshness & Texture: 81.8% positive
- Packaging Satisfaction: 81.8% satisfied or highly satisfied
- Pricing Perception: 77.2% perceive value for price paid
- Customer Service & Responsiveness: ~80% positive ratings
- Delivery: 78.6% satisfied with speed and accuracy
- Purchase Behavior: 70.9% repeat customers
- Recommendation: 92% have or will recommend
- Chi-Square & Regression Insights:
 - Significant link between age and taste preference ($p < 0.05$)
 - Taste and value for money = strongest predictors of satisfaction

VI. DISCUSSION

- The analysis conducted in this study reveals that Catch the Mousse has established a strong foothold in the local dessert market through high customer satisfaction in core quality areas. These include product taste, hygiene standards,

packaging design, and the responsiveness of customer service—dimensions that collectively define the customer experience and influence repeat purchase behavior. As the statistical data showed, over 80% of customers rated these aspects positively, confirming that the business delivers consistent value to its core market. This level of satisfaction offers Catch the Mousse a significant competitive advantage, particularly in a saturated food and beverage (F&B) landscape where product differentiation is often limited.

- In line with prior research by Namkung and Jang (2007) and Oliver (1997), this study reinforces the notion that in the food sector, customer satisfaction is highly dependent on sensory gratification (e.g., taste and texture), hygienic assurance, and the emotional value tied to indulgent experiences. For dessert-focused brands, these factors become even more pronounced, as customers associate dessert consumption with celebration, comfort, and occasional luxury. Maintaining product consistency—both in quality and delivery—is essential not just for satisfaction, but also for trust-building and brand authenticity, especially for first-time buyers.

- That said, the study also uncovers critical areas for strategic improvement that may hinder long-term scalability and market penetration if left unaddressed. Among these, delivery service, product variety, and pricing strategies stand out. While over 75% of customers expressed satisfaction with the brand's delivery mechanism, 10–15% highlighted concerns over speed and accuracy. In an increasingly digitized consumption landscape, where rapid fulfilment is the norm, even minor lapses in delivery experience can lead to customer dissatisfaction and loss of brand credibility. It is therefore imperative that Catch the Mousse optimize its delivery logistics, possibly through route management tools, third-party aggregator partnerships (e.g., Swiggy or Dunzo), or dedicated in-house delivery resources with real-time tracking.

- Product variety also emerged as a key theme. Nearly 40% of respondents felt that the existing menu could be expanded to include new mousse flavors, seasonal specialties, or diet-conscious alternatives such as sugar-free, vegan, or gluten-free desserts. This aligns with broader consumer trends in India, where health awareness is growing, particularly among urban Millennials and Gen Z consumers. Research by Deloitte (2023) indicated that 54% of urban Indian consumers now actively seek "better-for-you" food options. For Catch the Mousse, introducing a rotating menu or a "limited edition" range could help keep offerings fresh and appealing while also tapping into evolving dietary preferences.

- Pricing, although generally viewed as fair, showed some sensitivity among certain customer segments. Approximately 11% of respondents perceived the brand's pricing as either slightly or very overpriced. While this does not suggest a pressing issue, it highlights a potential price–value perception gap, especially for first-time or low-frequency buyers. To address this, the business could explore tiered pricing models or implement customer-friendly loyalty programs, bundling, or festive offers. Such initiatives can help reinforce value perception and attract more price-sensitive segments without diluting the premium positioning of the brand.

- Demographically, the research underscores that young adults (aged 18–35) constitute the dominant customer segment, representing over 65% of the surveyed population. This age group is known for its experience-seeking behavior, heavy reliance on social proof, and preference for convenience-oriented consumption. They are also highly active on digital platforms and tend to engage with brands that maintain an authentic, visually rich, and relatable online presence. This insight has direct implications for marketing strategy. For example, leveraging Instagram Reels, influencer tie-ups, and UGC (user-generated content) could enhance brand relevance and visibility within this cohort. In addition, targeting college students, young professionals, and urban families through digital ads and location-based promotions may further deepen market penetration.

- The role of word-of-mouth and social media as primary channels of brand discovery was also a major takeaway. Over two-thirds of customers cited these avenues as their first point of contact with Catch the Mousse. This validates earlier findings by Hanaysha (2016) and Kandampully & Suhartanto (2000), which emphasize that satisfied customers act as powerful advocates, especially for smaller, niche brands with limited marketing budgets. Encouraging testimonials, featuring real customers in campaigns, and integrating feedback mechanisms into platforms like WhatsApp or Instagram can serve as powerful engagement tools that reinforce customer loyalty.

- An interesting and somewhat counterintuitive finding from the statistical tests is that recommendation behavior was not directly correlated with purchase frequency. This suggests that even customers with minimal or one-time purchase experience were willing to recommend the brand. Such behavior may stem from particularly strong first impressions, such as excellent taste or standout service, indicating that even isolated experiences can influence advocacy. For

businesses, this finding underlines the importance of delivering excellence consistently from the very first touchpoint—whether online, through packaging, or in delivery.

- Moreover, the implications of this study extend beyond the operational level into strategic foresight. With rising competition from local cloud kitchens, home-based bakers, and national dessert chains, Catch the Mousse must balance its boutique brand appeal with scalable infrastructure. This includes evaluating production capacities, logistics partnerships, and technology adoption (e.g., CRM tools or POS analytics) to streamline backend efficiency while enhancing customer engagement.

- In conclusion, the findings from this discussion affirm that Catch the Mousse has created a solid foundation of customer trust and satisfaction, driven by core quality execution. However, sustaining and scaling this success will require targeted improvements in delivery logistics, diversified offerings, and proactive pricing strategies—paired with robust digital engagement tailored to a young, socially connected consumer base. By continuously aligning customer expectations with business capabilities, the brand is well-positioned to solidify its presence and expand its footprint in Chennai's growing premium dessert landscape.

VII. SUGGESTIONS

- Expand product line with seasonal/healthy options
- Offer combo deals and loyalty rewards
- Strengthen delivery infrastructure
- Use WhatsApp/email for updates
- Encourage UGC on Instagram/Facebook
- Maintain strict hygiene & freshness control

VIII. CONCLUSION

Catch the Mousse demonstrates strong customer satisfaction metrics, positioning itself as a promising niche dessert brand. The findings highlight not only the brand's strengths but also specific areas for strategic growth. By acting on feedback and maintaining high standards, the brand can enhance customer loyalty, expand its base, and achieve sustainable growth.

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