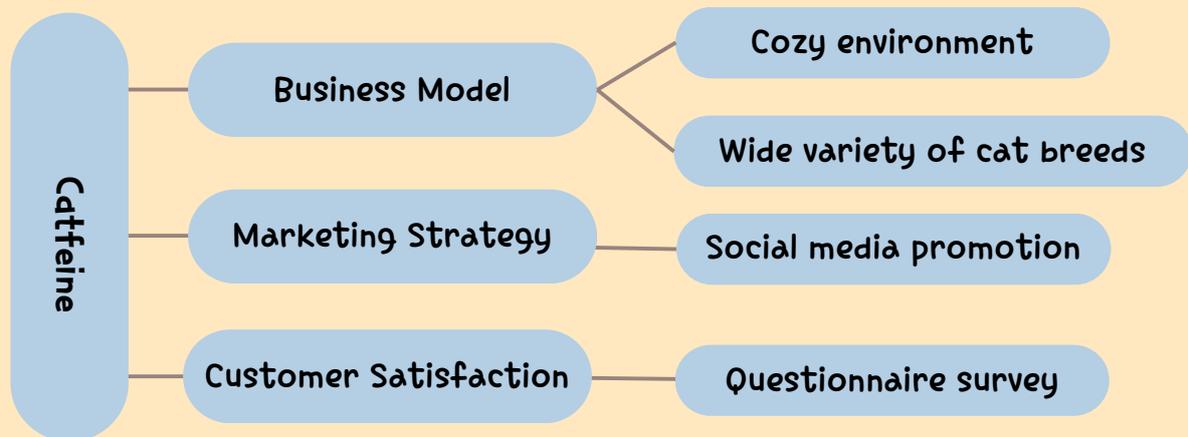


Work Introduction

Marketing Strategy and Customer Satisfaction in Cat Cafés: A Case Study of "Catfeine"

THIS STUDY AIMS TO EXPLORE THE OPERATIONAL MODELS AND MARKETING STRATEGIES OF CAT CAFES, AS WELL AS EXAMINE CUSTOMER SATISFACTION, FONDNESS LEVELS, AND CONSUMPTION BEHAVIORS TOWARDS THESE ESTABLISHMENTS. THE RESEARCH BEGINS WITH A LITERATURE REVIEW DEFINING THEME-BASED RESTAURANTS AND EXPLAINING CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION. IT THEN PRESENTS A 4P ANALYSIS AND SWOT ANALYSIS. THROUGH THE DISTRIBUTION OF ONLINE QUESTIONNAIRES, THE STUDY INVESTIGATES CONSUMERS' CONSUMPTION BEHAVIORS AT "CATFEINE" AND THEIR SATISFACTION AND IMPORTANCE RATINGS REGARDING VARIOUS ASPECTS SUCH AS OVERALL STORE EXPERIENCE, LAYOUT PLANNING, AND PRODUCT PRICING. THE DATA IS ANALYZED USING THE IMPORTANCE-PERFORMANCE ANALYSIS (IPA) MATRIX TO PRIORITIZE FINDINGS. FINALLY, SPECIFIC IMPROVEMENT RECOMMENDATIONS ARE PROVIDED FOR "CATFEINE" TO CREATE AN ENVIRONMENT WHERE CUSTOMERS CAN ENJOY CLOSE INTERACTIONS WITH CATS WHILE EXPERIENCING COMFORT AND SATISFACTION.



BASED ON OUR RESEARCH, WE HAVE THE FOLLOWING SUGGESTIONS

- Provide special offers to attract more customers.
- Adjust meal prices by either reducing them or cutting down on meal costs.
- Enhance marketing efforts to increase visibility and reach.

