
MANAGING REPUTATION ONLINE A CASE STUDY ON CAFÉ COFFEE DAY

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Abstract: Through the past decade and so, the Social media marketing has been considered as the biggest paradigm shift since the Industrial revolution because the present generation marketers care more about how their social media graph ranks their product and services rather than how Google ranks them.

Social media has given marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the marketer's brand and helps them to spread their message in a relaxed and conversational way. This case study focuses on reputation management by business houses by using social media as an effective forum. Special focus is given to the online reputation of Café Coffee Day and the negative tweets that it received from its customers for not allowing a group of twitterers to use its premises for 'tweetup'. The incident caused Café Coffee Day its reputation and proved that a "lot can happen over coffee".

Social media marketing is so diversified that it can be used in whatever way best suits the interest and the needs of business and the consumer. The main objective of this case study is to portray the utility of social media marketing for business because in the present market place consumers no longer search for products and services, but products reach them via a social media network.

Keywords: Café Coffee Day, Online Reputation Management, Social Media, Social Media Marketing, Twitter, Tweets.

Introduction: Marketing through Social media is an addition to personal, small business, corporate, and non-profit organizations' integrated marketing communications plans. Integrated marketing communications is a multifaceted, orchestrated marketing and advertising practice organizations follow to connect with their target markets. Integrated marketing communications coordinates promotional elements: advertising, personal selling, public relations, publicity, direct marketing and sales promotion. Increasingly, viral marketing campaigns are also grouped into integrated marketing communications. In the traditional marketing communications model, the content, frequency, timing, and medium of communications by the organization is in collaboration with an external agent, i.e. advertising agencies, marketing research firms and public relations firms. However, the growth of social media has impacted the way organizations communicate.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. With emergence of channels like Facebook, Twitter, the barrier to entry in social media is greatly reduced.

Reputation Management Through Online: With the amount of buzz and Consumer Generated Media around almost every brand - monitoring and engagement are particularly challenging for the stakeholders. It's now become essential for the marketer to 'listen' to what customers are talking, sharing and discussing about their product in the online forum.

Case Study on Café Coffee Day: Cafe Coffee Day is India's favourite coffee shop, for the young and the young at heart. It is part of India's largest coffee conglomerate, the Amalgamated Bean Coffee Trading Company. It was Café Coffee Day that brought in the concept of cafes in India. The first one opened in 1996 on Brigade Road in Bangalore. Their mission is a simple one - To be the best Cafe chain by offering a world class coffee experience at affordable prices. It's been an exciting journey since then, becoming the largest organized retail cafe chain in the country.

Coffee Tastes Not Good But Bitter: A group of twitterers had to meet up at Café Coffee Day (CCD) at Ispahani Centre in Chennai for a tweetup. The Café Coffee Day Manager demanded that the group shell out a cover charge if they wanted to use their premises for a tweetup, failing which they should vacate the place. The twitterers propagated that they had a very poor experience at the Café Coffee Day premises and created a twitter hashtag called "#ccdsucks" the very day the incident happened. By the evening there were around 30 negative tweets against Café Coffee Day in Twitter.

The next day Café Coffee Day views the negative tweets online and starts apologizing to its customers via its twitter page, but by then the negative word of mouth started spreading and by the end of two days there were almost 500 negative tweets against Café Coffee Day doing its rounds in Twitter.

But Social media also has a good side. Surprisingly, close to 68 tweets were expressed as a support for Café Coffee Day and finally the #ccdsucks hashtag came to a closure with both the parties compromising after a public apology by Café Coffee Day.

A Moral Learned – The Carryhome For Brands: Word of mouth spreads like wildfire when it pertains to a bad customer experience. Café Coffee Day was quick to respond and apologize for the goof-up and was consequently supported by several influencers. It's better to listen and engage customers than remain mute in a crisis situation to curb the negative publicity. This also encourages organisations fans to answer on their behalf. As suggested by some Social Media veterans, Café Coffee Day could have avoided using the #ccdsucks hashtag in their own tweets and used a positive hashtag such as #ccdresponds or #ccdcares. Brands shouldn't buckle under pressure from customers, because a lot can happen over coffee!

What Next?: Café Coffee Day today has become the largest youth aggregator, and from a marketing stand point, the success has come by focusing on the 3As: Accessibility, Affordability and Acceptability.

Reputation in Online: Having a well designed website full of great content is old news for businesses wishing to maintain a high level web prominence. With the rise of social media, businesses and professionals alike must hold accounts on Facebook, Twitter, and YouTube while also maintaining a blog just to remain ahead of the competition. However, having all of these new avenues to your business requires a whole new list of responsibilities which need to be regularly attended to if you wish to maintain and increase a company's brand power online.

Social media sites are great and easy platforms to use to market your business, but can quickly become detrimental if online accounts aren't managed correctly. But managing numerous accounts, which is needed to obtain greater visibility, can be difficult, expensive, and time consuming, especially for smaller

businesses. To alleviate the burden of maintaining social network accounts, blogging, and websites, businesses have to focus on online reputation management. Given below are ways of maintaining good online reputation management.

- **Developing and Maintaining Brand Protection:** Nearly 80 percent of all consumers will research a business online prior to giving that company their patronage. If a potential customer decides to scour the web for your business and is confronted with numerous negative comments, they may quickly consider going to your competitor instead. Social media sites, as well as forums and discussion boards, can easily become a breeding ground for negative remarks.
To protect a business and brand from becoming overshadowed by negative comments, marketers need to ensure that only the positive information regarding their business is displayed on social media sites and other areas of the web, and they will also work to encourage more positive posting from brand loyalists.
- **Increasing Visibility:** Gaining a top position in the search engines is a great way to increase the online visibility of a company. Most consumers looking for a specific business don't make it past the first page of the search engine results so having a business in one of the top 5 positions is the best bet for obtaining new business. By managing a business' online reputation on a regular basis through content creation, keywords, and other various SEO techniques, the company will be more likely to obtain a higher in the search engines and maintain control of their position providing a higher likelihood of gaining new clients.
- **Building Consumer Trust:** One of the greatest benefits to online reputation management is having the ability to choose how a company's target audience sees their business. By only allowing certain information to enter search engines and social media networks, a company can deliver a trustworthy image of their company to their potential patrons. This is especially important for businesses heavily involved in social networking.

If a customer sees a company conveying one image on one site, and a different image on another site, they will feel as though you aren't credible, and will be more likely to take their business elsewhere. Hence it becomes important for organisations to maintain web consistency in order to maintain a good online reputation.

Conclusion: Social media marketing can be a phenomenal marketing channel for small businesses. Success stories are abundant when it comes using social media from headhunters that find job applicants to new businesses that want to introduce a new product as well as already established Fortune 500 companies that want to strengthen their brand. The role of social media in marketing is to use it as a communication tool that makes marketers accessible to customers interested in the marketers' products and to make them visible to those that don't know about their product. When it comes to building positive awareness about a brand, it takes a lot of time and effort to build and maintain a company's online reputation. Just like in the physical world, an online reputation is also important for a business to be successful.

The fact is that social media is so diversified that it can be used in whatever way best suits the interest and the needs of business.

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