



A Study On Starbucks Niche marketing Strategy And Consumer Satisfaction

Dr.M. Akila¹ and Mrs. A. Asha²

¹Assistant Professor and Head, School of Applied Commerce, A.V.P College of Arts and Science, Tiruppur.

²Assistant Professor, Department of Commerce, Sona College of Arts and Science, Salem – 5.

ABSTRACT

This research paper examines about the success story of Starbucks i.e., their marketing strategies, STP analysis etc. It is one of the global coffee houses which revolution is end the way, the world was consuming coffee and also emerged as “emblematic” brand of 21st century. Initially it was started as small coffee shop at Seattle and now it has grown in to global coffee chain. Currently they are present in over 80countries. The main objective of the study is to dissect the key success factors of Starbucks. Their Marketing mix, STP analysis, External analysis and many more.

INTRODUCTION

Starbucks, a global coffeehouse chain headquartered in Seattle, Washington, has transformed the coffee industry through its innovative niche marketing strategy. Since its inception in 1971, Starbucks has distinguished itself from other coffee retailers by focusing on delivering a unique and personalized customer experience. This approach has allowed Starbucks to carve out a significant niche in a highly competitive market, targeting consumers who not only seek high-quality coffee but also a premium and immersive café experience.

SIGNIFICANCE OF THE STUDY

Studying Starbucks' niche marketing strategy and consumer satisfaction is significant for several reasons. Firstly, it provides insights into consumer preferences, revealing which aspects of Starbucks' targeted marketing resonate with different segments, thus improving customer experience and satisfaction. This understanding can guide businesses in tailoring their services to meet specific consumer needs. Secondly, analyzing Starbucks' strategies offers valuable lessons in crafting effective marketing plans that differentiate a brand from its competitors, ultimately providing a competitive edge.

SCOPE OF THE STUDY

This study investigates Starbucks' niche marketing strategy and its influence on consumer satisfaction. The focus is on how Starbucks has effectively targeted specific market segments, such as urban professionals and coffee aficionados, through tailored marketing initiatives. This research will analyze Starbucks' strategic approaches, including its product differentiation, premium pricing, unique store experiences and personalized customer service.

STATEMENT OF THE PROBLEM

In the highly competitive and rapidly evolving coffee industry, achieving and maintaining high levels of consumer satisfaction is critical for the success and sustainability of any business. Starbucks, a global leader in the coffeehouse sector, has distinguished itself not only through its premium coffee offerings but also by creating a unique and personalized customer experience. Central to Starbucks' strategy is its niche marketing approach, which targets specific consumer segments with tailored products, services, and marketing efforts.

OBJECTIVES

- To evaluate the effectiveness of Starbucks' niche marketing strategy
- To evaluate the influence of store ambience and customer service
- To identify and analyze Starbucks' approach to segmenting and targeting key customer groups
- To evaluate product customization and measure consumer satisfaction
- Identify target consumer segments by salary

RESEARCH METHODOLOGY

INTRODUCTION

Research is a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In such fact research is an art of science investigation.

AREA OF THE STUDY

The data collected for this study covers Salem city only.

SOURCE OF DATA

The study is based on primary data and secondary data. Primary data was collected by the questionnaire. Secondary data was collected through the internet, books, articles, journals.

SAMPLE SIZE

For this study, a sample size of 100 participants will be selected to provide insights into how Starbucks' niche marketing strategy affects consumer satisfaction. This sample will include a diverse group of Starbucks customers to ensure a comprehensive understanding of different perspectives. Data will be collected through surveys and questionnaires to capture detailed feedback on customer experiences and satisfaction levels.

DATA ANALYSIS

QUESTIONNAIRE DESIGN

The questionnaire for this study on Starbucks' niche marketing strategy and consumer satisfaction will be designed to capture a comprehensive view of customer experiences and perceptions. It will include a mix of closed-ended and open-ended questions to gather quantitative and qualitative data. The questionnaire will begin with demographic questions to profile respondents following this; questions will assess respondents' awareness of Starbucks' marketing tactics, including its product offerings, store ambiance, and promotional strategies. To gauge consumer satisfaction, the questionnaire will include items on overall satisfaction, perceived value for money, and the impact of Starbucks' niche marketing on their loyalty and purchasing behavior. This design aims to provide a well-rounded understanding of how Starbucks' niche marketing influences customer satisfaction and make it stand out of others.

STATISTICAL TOOLS

The statistical tool that the study could focus on is that basis of the data collected, that is the data can either be transferred or could be processed using the graph, charts or other means of statistical tools used at the time of statistical analysis. Primary data were collected directly from the customer by using a questionnaire help from the interview schedule.

LIMITATIONS OF THE STUDY

Sample Bias: The study's findings may be influenced by the demographics and characteristics of the selected sample, limiting the generalizability of results to a broader population.

Geographic Limitation: The study is confined to Salem city, which may limit the generalizability of the findings. Consumer behavior and perceptions may vary significantly in other regions due to different cultural, economic, and market conditions.

Self-Reported Data Bias: The study relies on self-reported data, which may be subject to bias such as inaccurate or socially desirable responses. This can affect the reliability of the data collected regarding consumer satisfaction and perceptions.

Temporal Bias: If the data collection period coincides with any significant events or changes, such as new store openings, marketing campaigns, or economic shifts, these factors could introduce bias and affect consumer responses.

Data Collection Tools: The effectiveness of the data collection tools, such as questionnaires or interviews, may be limited by their design. Ambiguously worded questions or leading prompts could result in unclear or inconsistent responses.

2.1 OVERVIEW OF STARBUCKS AS A GLOBAL BRAND

Starbucks is the premier roaster, marketer and retailer of specialty coffee in the world which based in Seattle, Washington, USA which now operating in 81 countries with approximate 38,038 stores worldwide. On 31 March 1971, the first Starbucks opened in Seattle, by three partners; Jerry Baldwin an English teacher, Zev Siegla history teacher, and a writer named Gordon Bowker who all had a passion for fresh coffee. Their mission was to sell high quality coffee beans to the public and they began selling fresh-roasted whole beans in a specialty store. Starbucks begins providing coffee to fine restaurants and espresso bars. Schultz brings up the idea of coffeehouse culture to Seattle after he travels to Italy in 1983 (Starbuck, n.d.).

By 1986 the company operated six stores in Seattle and had only just begun to sell espresso coffee, and the next following year the original owners sold the Starbucks chain to Howard Schultz, who rebranded his Il Giornale coffee outlets as Starbucks Corporation and quickly began to expand its store in Chicago and Vancouver, Canada. By 1995, Starbucks had 667 stores opened and continuing to expand its store by choosing Tokyo, Japan as the first location outside North America in 1996 followed by Singapore and the Philippines. Starbucks operates in two types of stores: company-operated and licensed.



In the early 2000s, Starbucks expanded into other important key markets, covering most Asian countries and also moving into the European, Australian, and Latin-American market. The brand emphasizes a unique customer experience, with a focus on creating a comfortable and inviting atmosphere in its stores. Starbucks has also pioneered the concept of the "third place," a space outside of home and work where people can relax, socialize, or work. Starbucks is also committed to ethical sourcing and sustainability, aiming to reduce its environmental impact through various initiatives such as using recyclable materials, supporting coffee farmers, and investing in renewable energy. Starbucks, the world-renowned coffeehouse chain, made its entry into the Indian market in October 2012 through a joint venture with Tata Global Beverages, creating Tata Starbucks Private Limited.

The first store was opened in Mumbai, marking the beginning of a new coffee culture in India. Known for its premium coffee and iconic ambiance, Starbucks has since expanded to multiple cities across India, offering a wide range of beverages and food items tailored to suit Indian tastes. This introduction to Starbucks in India represents a blend of global coffee expertise with local flavors, aiming to provide a unique and enriching experience for Indian consumers. Laxman Narasimhan became the CEO of Starbucks in March 2023, succeeding Howard Schultz. Before joining Starbucks, Narasimhan was the CEO of Reckitt, a British multinational consumer goods company.

FINDINGS, SUGGESTIONS AND CONCLUSION

In this project, Our Study aimed at investigating Starbucks' niche marketing strategy and its impact on customer satisfaction. Through a mixed-methods approach, combining surveys, Primary data collection, and secondary research, this study gathered insightful data on Starbucks' targeted marketing efforts and customer perceptions. This study contributes to the understanding of niche marketing strategies in the coffee industry, providing actionable insights for Starbucks and similar businesses seeking to enhance customer satisfaction

Also, this section of the project presents the key findings derived from analyzing Starbucks' niche marketing strategies and their impact on customer satisfaction. By examining Starbucks' approach to segmenting its diverse customer base, leveraging personalization, and fostering a strong brand connection, we aim to understand how these strategies contribute to enhanced customer loyalty and satisfaction. Based on the data gathered from customer surveys, market research, and case studies, this section will outline the primary outcomes of the study. Following the findings, practical suggestions will be proposed to further optimize Starbucks' marketing strategies, enhance customer experience, and maintain its competitive edge in a dynamic marketplace.

3.1 FINDINGS

- The majority of 51% of the respondents are between the ages of below 20.
- A maximum of 55% of the respondents are females.
- The highest part of 74% of the respondents are graduates.
- The greatest part of about 72% of the respondents are unemployed.
- The majority of 72% of the respondent's monthly income are below ₹25000.
- The majority of 86% of the respondents are unmarried.
- The largest part of about 68% of the respondents have 3-5 members in their family.
- The majority of 58% of the respondents first heard about Starbucks through social media.

- A maximum of about 57% of respondents Are visiting Starbucks rarely.

3.2 SUGGESTIONS

- Improve Customization of Orders:Enhance the variety of customization options available to customers, especially in areas like temperature, milk choices, and drink sizes. This will help reduce the dissatisfaction seen in 25% of respondents.
- Promote customization options more effectively to customers who may not be aware of their full range of choices.
- Enhance Ambience Consistency:Since 30% of respondents are very satisfied, maintain and replicate the elements that contribute to this across all Starbucks locations.
- Focus on addressing the concerns of the 20% who are very dissatisfied by conducting localized feedback surveys to identify issues specific to particular stores.
- Strengthen Customer Service:Continue training staff to maintain high levels of customer service, particularly focusing on improving interaction quality, which led 30% of respondents to express satisfaction.
- Implement feedback mechanisms that help customers voice their concerns immediately, aiming to reduce the 19% dissatisfaction rate.
- Diversify Non-Coffee Product Offerings:Revamp or expand the non-coffee product menu to increase its appeal. Consider introducing healthier options or limited-time offerings to address the high neutral response rate (39%).

CONCLUSION

The study of Starbucks' niche marketing strategies reveals a brand deeply attuned to its diverse customer base, leveraging personalization, innovation, and community engagement to foster strong customer loyalty. By strategically targeting niche segments and continuously adapting to shifting consumer preferences, Starbucks has successfully built a customer-centric brand experience that enhances satisfaction and drives growth. The findings highlight that while Starbucks' approach is highly effective, there remains significant potential to refine its strategies further through technological advancements, sustainability initiatives, and localized efforts.

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