"A STUDY ON FACTORS INFLUENCING ONLINE CUSTOMER ENGANEMENT OF STARBUCKS"

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Abstract

Over the past ten years, the retail coffee business has been expanding quickly. The region's coffee shops with desirable offline and online social settings due to the high usage of mobile communication devices like smart phones and social media. Nations' ongoing internet development presents several e-commerce prospects for retail firms to expand, flourish, and win customers.

This Research Paper attempts to investigate how Starbucks may make the most of social media to broaden their clientele, improve customer happiness, and ultimately boost consumer loyalty.

The literature review focuses on the use of social media by businesses, retailers worldwide, the coffee shop industry, and consumer expectations for coffee shop service. The Secondary data collection is intended to test the hypotheses for the retail sale of coffee as well as the social media activity of participants who frequent coffee shops Starbucks. According to the proposed conceptual model, clients of coffee shops who interact with them on social media and the internet will have a positive experience with the business and become devoted patrons. Finally, the model advises that in order to reach their business goals, coffee shops should constantly look to optimize their social media-enabled marketing operations.

Keywords: Social Media, Social Media Engagement, Coffee Shop Business, Customer services and Loyalty.

Introduction

Corporate engagement with and use of social media:

Today's businesses use social media to reach out to existing consumers, attract new ones, and build more specialised loyalty programmes. A McKinsey analysis claims that businesses are not only using social media to interact with customers more frequently, but also giving this digital form of brand engagement a high strategic priority .

Additionally, current research indicates that customers are using social media to a greater extent, and businesses use these platforms as sales channels in addition to marketing communication tools.

conducted a study in which they analysed the content of several publications on social media marketing and optimization by companies. In addition to examining how consumers use social media, the study also looked at how businesses may best use and optimise the network. The findings showed that businesses frequently use social networks and microblogs, and that the websites they directly control yield superior outcomes .

The use of social media by businesses to communicate further was suggested to promote product consumption. The techniques to be employed on social media platforms must, however, be optimised for the user demographics. The writers claim that another crucial element is how the messages spread through social media activities should affect how buyers feel about a product or service.

More shares and likes are indicators of postings that are more vivid and participatory, which are crucial to achieving this goal. According to research data, Facebook and Twitter are the best tools for changing consumer perceptions of the company.

This brings up the topic of s-commerce, which is a subset of eCommerce that integrates eCommerce features right into an established social network to promote sales. Social media are used to mediate social commerce, a form of trade that is melding the online and offline worlds. Social commerce refers to the use of social media to facilitate user contributions and social interactions as well as activities related to the purchase and sale of goods and services both online and offline.

Social media networks can be a quick and effective approach to conduct a commercial campaign. Social media marketing initiatives often focus on making an effort to produce material that piques reader interest and motivates them to share it with their social networks. It has been shown in an article that the primary factors influencing s-commerce (social media commerce) engagement include the message, peer communication, social media account credibility, and predisposition for online social interaction. Increased intentions to engage in s-commerce activities are the outcome of influencers and target audiences' satisfaction with brands' Facebook and social media engagement.

The importance of relationship marketing cannot be understated in any of these topics. According to the Relationship Marketing (RM) theory proposed by conceptual models have been identified that identify a number of antecedents that impact consumer intentions to make direct online purchases of goods and services. For instance, Facebook, the most popular social networking site in the world with over 1.6 billion active members worldwide, is thought to have a huge potential for businesses intending to engage in s-commerce operations. Via the recent rollout of a variety of new ad capabilities, Facebook has been actively promoting users to shop via Facebook brand pages, which has prompted businesses to try to embrace Facebook as a marketing channel to increase consumer engagement, brand recognition, and shopping opportunities.

This study investigates the dynamics of the coffee retail business Starbucks, taking into account the exponential rise of e-commerce and the significance of social media involvement for businesses and consumers.

Research Methodology

The nature of the current research is Qualitative, and the data used for the current study was Secondary. The current study used a case study research approach, could be used to define, describe, or explain the phenomena of every day or explore the contexts of daily routine in which they occur. The current study in the time horizon was one-sectional.

The tool for collecting the data for the present research study is a Secondary and totally based on blogs, Articles and Previous Researches.

Research model and hypotheses

Based on the research, we created the following hypotheses to investigate the elements that influence how social media involvement affects customers' perceptions of brand loyalty.

H1: Consumers' exposure to the Starbucks' online advertisements has a favorable effect on their expectations for the its social media presence.

H2: Consumers' reasons for utilizing social media have a positive influence on what they expect from them in terms of social media.

H3: Customers' expectations of the Starbucks' in terms of social media have a favorable effect on their decision to join or follow their social media account.

H4: Clients' social media participation and follower counts have a favorable effect on how loyal they feel to them.
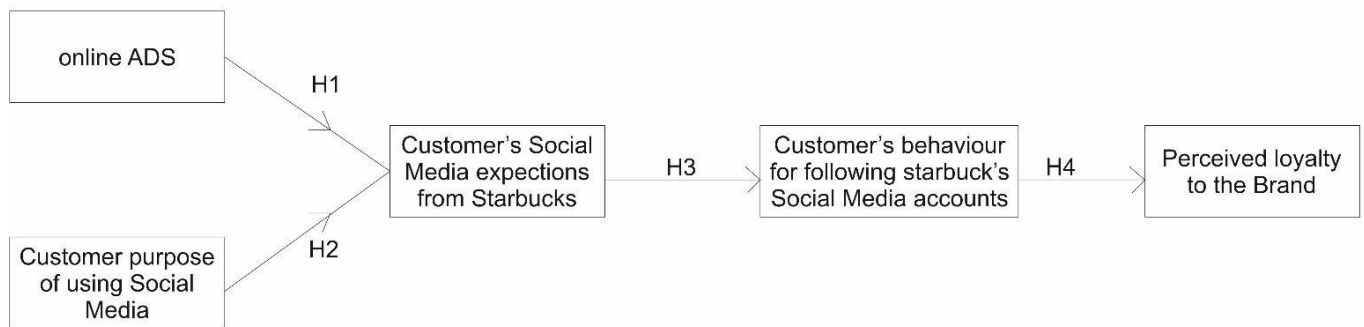
Rationale of the Research

The study aims to examine the "FACTORS INFLUENCING ONLINE CUSTOMER ENGANEMENT OF STARBUCKS." It also helps to identify various challenges faced by the brand to engage with its customers online.

Objectives of the Research Study

- The goal of the study on the variables affecting Starbucks's online customer engagement is to recognize and examine the many variables affecting customers'interactions with the brand on online platforms.
- The goal of the study is to determine how Starbucks's online consumer engagement isinfluenced by elements including social media marketing, website design, user- generated content, customer support, and other marketing methods.
- The objective is to offer information and suggestions that will enable Starbucks toimprove customer interaction online and forge closer bonds with consumers.
- In the end, the study hopes to add to the body of knowledge on online consumer interaction and offer useful recommendations for businesses like Starbucks looking toenhance both their online presence and customer engagement.

Constraints of the research

Like other studies, this one has some restrictions. In order to fully assess all of the factors influencing customers engagement. The validity of these qualities is decreased when. The diversity of researchers and blogers organisations made it difficult to account for several variables that might have impacted the association between system characteristics and perceived system effectiveness or engagement.

The limited resources are also a limitation in this research. With the limited database accessibility, the researchers are unable to obtain more journals and articles from other databases as most databases require a certain amount of payment in order to be able to access. Some useful journals and articles are not available with the current databases the researchers are using.

Additionally, local journals and articles related to this research are very limited, thus the researchers have no choice but to rely more on foreign journals and articles.

Furthermore, the major limitation the researchers faced is the insufficient articles and journals related to coffee industry as well as the content of articles and journals mostly are from overseas.

Conjointly, this research is only towards Starbucks. Therefore, the research is only limited to Starbucks among the other coffee companies in the coffee industry such as Coffee Bean & Tea Leaf, Dome Café, Gloria Jean's Coffee, San Francisco Coffee and etc..

Conclusion

Based on the study conducted on the factors influencing online customer engagement of Starbucks, several key conclusions can be drawn.

Firstly, the quality of content and its relevance to the target audience plays a crucial role in engaging customers online. Starbucks' use of visually appealing and relatable content on their website and social media platforms has contributed significantly to their high levels of customer engagement.

Secondly, the availability of interactive features and opportunities for customer feedback is also important in driving online engagement. Starbucks' mobile app, which allows customers to customize their orders and provides rewards and incentives for frequent purchases, has been a significant contributor to their online engagement.

Thirdly, the reputation and brand image of Starbucks have a significant impact on online customer engagement. Starbucks' strong brand identity and positive reputation for quality and sustainability have contributed to customer loyalty and increased engagement online.

Overall, the study suggests that a combination of factors, including quality content, interactive features, and a strong brand reputation, are critical in engaging customers online. By leveraging these factors effectively, businesses like Starbucks can create a more engaged customer base and build long-term brand loyalty.

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