



Student Name: Parthkumar Sanghani

Student ID:2419721

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Lecturer's Name: Dr. Haoran Liu

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1. Introduction

Starbucks developed from a small local coffee seller, established in 1971 in Seattle, Washington, a globally recognized brand that combines superior coffee with unique service properties. Starbucks is now a cultural phenomenon with more than 30,000 places in more than 70 countries and is recognized for both a recognizable brand and unique experience for better coffee and creative drinks, as a part of the daily life of millions around the world. Starbucks' mission statement, "to inspire and nurture the human soul - a person, a cup, and a neighborhood at a time reflects the company's commitment to gain social responsibility and stability and make meaningful relations with its customers (Shults & Gordon, 2021). Organized marketing methods of Starbucks are an important part of its success. Marketing is necessary to develop consumer loyalty and style brand image, and Starbucks has formed a loyal customer base in large parts due to its innovative methods; Hundreds of thousands of patrons travel, not only for coffee, but also due to experience. Even their use of digital technologies (order through loyalty - smartphones) has helped Starbucks to create and strengthen their customer engagement and convenience superiority in relation to rivals. (Starbucks Company Profile, 2024). At her top, Starbucks is successfully expanding the brand beyond coffee through its broad offerings of tea, cake and ready-to-drink beverages. (Starbucks Company Profile, 2024). Starbucks' deliberate brand marketing strategy mainly sheds light on the lifestyle brand and has created intensive personalities, as well as an image that is seen more than just a coffee shop. (Forbes, 2023)

2. Brand Extension

Starbucks has been successful with brand extension and is able to use its existing brand equity to introduce new product categories. Starbucks, once a coffeehouse, has moved on to establishing itself as a lifestyle luxury brand, developing alternative sources of revenue, and complementing its core product. Starbucks Reserve which debuted in 2010, is one of the company's most successful brand extensions. This collection is made up of uncommon, small-lots of coffee from around the world, brands which have been curated for the customer looking for a rare, artisanal experience. Reserve locations are located in prime neighbourhoods, with upscale brewing processes and limited-run blends in a refined experience. This initiative creates not only responds to the demand for specialty coffee, but also gives greater exclusivity to the brand's luxury appeal. Starbucks entered the tea business with its acquisition of Teavana in 2012, which helped the company access a widening health-conscious consumer base. These acquisitions profoundly transformed Starbucks customers and drinks, and the Teavana brands delivered loose-leaf tea, tea accessories, iced tea products, and ready-to-drink (RTD) teas. Teavana beverages are part of Starbucks now, and altogether, Starbucks has extended even further beyond coffee (Starbucks, 2024).

Starbucks has also done well in the Ready-to-Drink (RTD) category. Bottled Frappuccinos, iced coffee, or cold brews are standard at most grocery stores or convenience stores nowadays, offering consumers the convenience of having Starbucks on the go easily and quickly. The packaged beverages give consumers the Starbucks experience premium outside the store. The RTD increases visibility, access, and the Starbucks brand. Starbucks has also pushed their brand into retail items (coffee beans in bags, logo cups, tumblers, and even holiday apparel) that enable customers to bring the Starbucks experience home with them, which reinforces the emotional connection with the customer. Limited-edition items, like the ones that are made available for the holiday season, offer some scarcity and further enhance the desirability of the brand (Forbes, 2023). Co-promotion and partnership marketing efforts have also been effective brand building. Starbucks partners with other global businesses to develop a short-term promotion that offers excitement and perceived value simultaneously. The partnerships also serve to further raise the brand profile and achieve exposure to a pleasant combination of taste inclinations of current and prospective consumers (Kotler & Keller, 2022). Brand extension also has its own risks, including imposing each extension's added consistency to guarantee future extensions adhere to some of Starbucks' fundamental principles of sustainability, quality and an unrivaled customer experience. Confused, misaligned, or consumption/consumption principle-guiding extensions may dilute the brand or confuse customers. What Starbucks ought to keep doing is selling every new product with a conscience, as always in alignment with the mission of the brand (Schultz & Gordon, 2021). In conclusion, Starbucks has managed to use strategic brand extensions in a way that has not only boosted usage both in other market segments and markets but also facilitated greater brand loyalty while remaining faithful to its initial status as an experience and premium brand.

3. STP For The Brand Extension

Starbucks' worldwide success depends on the STP (Segmentation, Targeting, Positioning) strategy and its successful application. Starbucks has a strategic marketing framework that allows it to better identify customer wants, adapt its offerings, and create a brand experience.

3.1. segmentation

Starbucks employs a combination of demographic, geographic, psychographic and behavioural segmentation.

Starbucks' demographic targeting includes young professionals and students, to middle to upper-income customers willing to pay a premium for quality products..

0020 Starbucks is especially appealing to the Millennial and Generation Z segments because of its image and because Starbucks offers a social environment.

Starbucks segments geographically by customizing offerings to suit local preferences. For instance, in Latin America, Starbucks sells dulce de leche drinks, whereas in Japan, they sell matcha lattes. The regional aspect also comes into play with Starbucks' location strategy in metropolitan centers, malls, airports, and affluent neighborhoods to reach their preferred target market.

Starbucks targets customers who value quality, sustainability, and a lifestyle experience. The brand targets health-conscious consumers through offering low-calorie drinks, non-dairy and organic options. Starbucks presents itself as a brand for those who care about what they put in their body and how it affects the world around them.

Starbucks uses data from its loyalty program to track customer behavior, modify promotions, and reward returning customers which ranks highly for brand loyalty and a loyal customer base.

3.2. Targeting

Young Urban Professionals: These are Millennials and Generation Z customers who value convenience, quality and community. Starbucks becomes a "third place" for them to work, socialize or relax when they are away from home or work.

Middle and upper class clients will spend more money for premium experiences and have a stronger affiliation with brands because they are more affluent. Starbucks expects their customers to acknowledge this increase in status and by providing high quality products and a luxurious retail environment.

Starbucks targets health-conscious customers by offering customizable, low-calorie beverages, plant-based milk and organic tea.

Culturally Diverse Customers: While travelling abroad Starbucks modifies its goods to reflect local cultural interests thereby increasing its global consumer base. Starbucks proprietary tailored offerings allow the company to maintain brand relevance while keeping in mind local client preferences.

3.3. Positioning

Starbucks sees itself as experience-oriented, premium brand for coffee with the following characteristics:

Premium Quality: Starbucks differentiates itself through the use of high quality, ethically sourced coffee beans and the offering of a premium service and product. Well trained baristas and imaginative beverages serve to reinforce Starbucks as a luxury coffee retailer.

Starbucks wants to be more than a coffee store; it seeks to be the location for relaxation, to work and socialize. The atmosphere provided by music, comfy seats, and free Wi-Fi support a lifestyle image. The mobile app enhances the customer experience by providing pre-ordering, a rewards system, and targeted offerings.

Starbucks is dedicated to sustainability and ethical sourcing, and advocates on issues like fair trade, gender equity, and the environment. This resonates with socially conscious consumers and encourages emotional loyalty.

While Starbucks has a strong global brand, it localizes its offerings based on the regions to respond to customer preferences. This allows it to build global brand equity while also allowing cultural sensibilities

In summary, Starbucks have built out their STP model while continuing to stay customer-centered and alert to their landscape in a competitive global market. Starbucks maintains its place as a leading lifestyle coffee brand because it effectively segments its market, targets key segments for example through customized value items, and focuses on quality, experience, and responsibility.

4. Customer personal Profile

Starbucks reaches a diverse and broad range of consumers by covering a variety of demographic and psychographic characteristics. The company has achieved great success, to a large part, because it understands the personal and lifestyle characteristics of its consumers. Starbucks is able to market to the right people with its products and services by examining personal and lifestyles profiles.

4.1 Demographics

Starbucks has a target demographic made up of both millennials and Gen Z consumers (young professionals and students aged 18-40) whose stores are often situated in business districts, more affluent suburbs, and shopping clusters. This suggests that the consumers are likely to be urban.

Since many in this group's household incomes range from middle-class to upper-middle-class, they typically have more discretionary income. Their purchase ability allows them to select higher-end products including Starbucks' specialty coffees and limited edition drinks. Most Starbucks customers are highly educated, many with degrees or are in the process of obtaining a degree. Starbucks also attracts working professionals who value quality and convenience, often stopping by Starbucks for a coffee before meetings, or on their way to work.

4.2 Psychographics

Starbucks puts much of its attention on psychographics, which goes beyond demographics and studies the values, interests, and lifestyles of its customers. This brand attracts customers who value authenticity and quality in their purchases. Its customer base often are people who care about social and environmental issues and are attracted to Starbucks' sustainability practices, like ethically sourced coffee and a reduced environmental footprint.

People who want an experience versus simply an item are also attracted to Starbucks. Starbucks is a "third place" for many people—a place where they can relax, socialize, or even get some work done away from home and work. This aligns with the concept of creating a warm and inviting atmosphere in their stores. It has also attracted health-conscious consumers who want dairy-free milk, low-calorie drinks, and organic ingredients, in part to meet that demand for more personalized and healthier beverage options.

5. Marketing Mix Strategy

Starbucks use of the 7Ps of the marketing mix: product, price, place, promotion, people, process, and physical evidence allows them to keep their premium product image and maintain their worldwide reach (Kotler and Keller, 2022).

5.1 Product

Starbucks is a coffee and beverage company; they sell tea, snacks, pastries, and seasonal beverages, such as the Pumpkin Spice Latte, in addition to espresso and brewed coffee (Starbucks, 2024). Starbucks is also heavily reliant on customisation, allowing its customers to select their milk and syrup flavours and toppings. Starbucks sells ready-to-drink beverages and branded items like mugs and tumblers as part of its efforts to promote its lifestyle brand. Ethical sourcing is a growing aspect of their product strategy; many of the inputs are Fair Trade or sustainably sourced, as consumer demand for ethical products continues to gain momentum (Starbucks Global Responsibility Report, 2023).

5.2. price

Starbucks follows a premium pricing strategy, targeting middle to upper-income customers who value quality and experience. Prices are higher than typical fast-food coffee due to superior ingredients, ethical practices, and the store's ambiance. While Starbucks maintains a premium image, it offers smaller sizes and basic drinks at lower price points to attract value-conscious buyers. Price skimming is also used for limited-edition drinks launched at higher prices. The Starbucks Rewards program supports

repeat purchases by offering discounts, personalized offers, and free drinks, further reinforcing customer loyalty (Statista, 2024).

5.3. place

Starbucks has approximately 30,000 locations in over 70 countries. They choose store locations for a specific reason: They are exposed to more customers by choosing the busiest city locations and high pedestrian traffic via commercial real estate areas, airports, shopping malls, college campuses, and busy intersections. Drive-thru restaurants will be placed in suburban areas for convenience for customers in suburbia and business. Communications are critical to the customer experience at Starbucks. Customers can recently order and pay with the app and be on their way; the waiting time is zero. The latest technology allows customers to have a seamless digital experience with Starbucks (CNBC, 2023). Starbucks is also open for business for delivery online, and in grocery stores, and with supported partners, such as Nestlé. Engaging customers online expands non-store reach.

5.4. Promotion

Starbucks employs a mix of promotional tactics, and uses very few traditional methods in addition to product engagement, promotions, social media and a made-up form of engagement known as corporate social engagement. Starbucks uses traditional promotional methods like seasonal holiday promotions of new holiday drinks to encourage excitement around their products and encourage customers to visit Starbucks stores. Starbucks promotes their product through user-generated content and social media channels as a method of developing word-of-mouth. Starbucks' Rewards system is an important promotional feature, as there can be personalised promotions and birthday gifts. Starbucks also uses corporate social engagements to promote and develop good news about ethical sourcing, sustainability, and community support to attract and retain socially conscious customers (Starbucks Global Responsibility Report, 2023).

5.5. People

A critical factor in the success of Starbucks is its people. When hired, baristas are trained to personalise their service and make it a pleasurable experience (Schultz and Gordon, 2021). Starbucks hires for attitude and trains for skills, and thus maintains consistency of customer experience. Their corporate investments in employee wellness through benefits like health care, stock options, and career advancement are focused on retention and the quality of service. The kindness and empathy of thoughtful, knowledgeable employees, who build meaningful emotional relationships with customers, are what facilitate the warm and inviting environment that Starbucks is known for.

5.6. Process

Starbucks emphasises simplicity as a way to improve client experience and satisfaction. There are fewer obstacles to speeding up processes by using the different order options (drive-thru, mobile order, etc.). Using the mobile order app immediately makes all promotions, loyalty points, and payments in one place. Even at peak busy times, store procedures ensure efficiency consistent with expectations. Starbucks is also reliable about investing in supply chain improvements and technology enhancements to ensure the freshness of products and improved inventory, and provide service as quickly as possible on the same day at every location (Forbes, 2023).

5.7. Physical Evidence

The Starbucks brand is enhanced by its physical space. Gas, music, furnishings, lighting, and décor all characterise the stores to establish a leisurely, neighbourly feeling. The packaging also supports brand image: the green and white cups and bags are well-known and signify high standards, yet also signify environmental responsibility and sustainability principles. For example, Starbucks demonstrates environmental sustainability principles in its packaging products by using recycled materials (Starbucks Global Responsibility Report, 2023).

Starbucks can offer a high-end, tailored customer experience because of its mastery of the 7Ps marketing mix. The company continues to be a world leader in the coffee shop industry by tapping into quality, innovation, ethics, and convenience.

6. Conclusion

The effective and strategic marketing approaches that Starbucks used enabled the company to establish itself as a brand which expanded worldwide. Through strategic brand extension strategies Starbucks changed from coffee establishment to lifestyle brand which offers various products while upholding its initial foundational identity. The strong STP framework of Starbucks enables the company to maintain marketplace connection with various consumer segments across different demographics and psychographics and geographic locations through tailored product options and messaging approaches.

Starbucks delivers customer experiences which address the needs of socially responsible quality sensitive lifestyle oriented customers by applying its personal customer profile format. Operational knowledge of customer needs, desires and behaviors enables Starbucks to forge strong emotional bonds with customers that produce loyal brand supporters. Starbucks expanded its market success across all aspects of its 7Ps marketing mix elements which subsequently drove its continuous business growth. Customer experience at Starbucks delivers worldwide excellence because the company maintains its commitment to superior product quality and innovative promotions alongside strategic retail locations and strong brand elements alongside creative pricing models and personnel investment in operational excellence.

The unified system of elements generates meaningful products and worthwhile experiences for Starbucks customers.

Starbucks should develop social responsibility outreach initiatives to boost its responsible business status while growing its sustainable blended portfolio while using artificial intelligence technologies along with other digital innovations to serve its tech-oriented customers. Starbucks should develop specific market strategies for new regions which protect local cultural diversity as the company expands. Well-executed marketing campaigns applied with consistent creativity have transformed the small coffee shop Starbucks into a globally known lifestyle brand operation.

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