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International Marketing: Principles and Practices

Lecturer:

Dr Muhammad Tariq

Student Name: Md Masumol

Student ID: 2429353

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Introduction

In the globalised world today, multinational brands need to shape their marketing strategies to suit different cultural, economic, and regulatory factors without losing their global identity (Ethical Consumer, 2025). The case of Starbucks, the largest chain of speciality coffeehouses across the globe, exemplifies this challenge in its global scale. This report analyses the marketing of Starbucks in the United Kingdom (UK) and India—two highly dissimilar markets. The UK is a competitive, mature coffee market with a strong cafe culture (Haski-Leventhal, 2024). India is a developing economy, and coffee consumption is on the rise and which is informed by strong socio-cultural forces. Through the comparison, the report analyses how Starbucks localises its strategies and assesses the efficiency and ethics of its international marketing.

1. Brand Overview

Starbucks Corporation was established in Seattle in 1971. It is the oldest and largest chain of speciality coffeehouses in the world, with a global selection of retail formats and coffee offerings with an identical brand experience, ethical sourcing, and digital interactions. The company submitted the Fiscal 2024 annual report and continues to report global financial and Impact data via investor relations and Global Impact reports (Chia, 2025).



Figure 1: Starbucks

Source: (Starbucks, 2025).

1.1 Starbucks in The United Kingdom

In 1998, Starbucks entered the UK market and now operates a national countrywide system of stores on high streets, transport centres and travel destinations (ScrapeHero, 2025). In 2025, the number of stores in the UK ranged between 1,200 and 1,400, independently estimated (Menuland, 2025). The UK site explains its services, such as mobile ordering, Rewards, and delivery, as well as local menus. Starbucks' business UK is included in the EMEA strategy and has recently experienced portfolio reviews, new openings and occasional closures as a result of macroeconomic pressures as well as public discourse about taxes and pricing (RoyalMenu, 2025).

1.2 Starbucks in India

In 2012, Starbucks ventured into India via a 50:50 joint venture with Tata Consumer Products, known as Tata Starbucks (The Economic Times, 2025). JV deploys the supply-chain and retail experience of Tata to localise the highly sought-after Starbucks premium

brand to Indian palates, providing vegetarian taste, Indian flavours and distribution channels (Jordan, 2022). Tata Starbucks is driving aggressively toward its 2028 target of 1,000 stores. It had between 400 and 485 outlets by 2025, depending on the source and the quarter (Tandon, 2023). The company is making extensive investments in employment and local expansion. As the sales increase, the operating losses also increase as the joint venture increases. The global loyalty programme continues to be a significant source of revenue, with many active members spending above average.

2. Comparison of the Socio-cultural Context

The socio-cultural aspects of India and the United Kingdom are very different. The demography, geography, social factors, and every other sector have so many differences. These two countries hold almost whole different outlooks towards things and behave completely differently.

2.1 Hofstede Cultural Dimensions

Hofstede's Cultural Dimensions can be useful for the United Kingdom and India. It uses six dimensions to find out the distinctions between two or more different cultures. It was established by Geert Hofstede in 1980 (Hofstede Insights 2023).

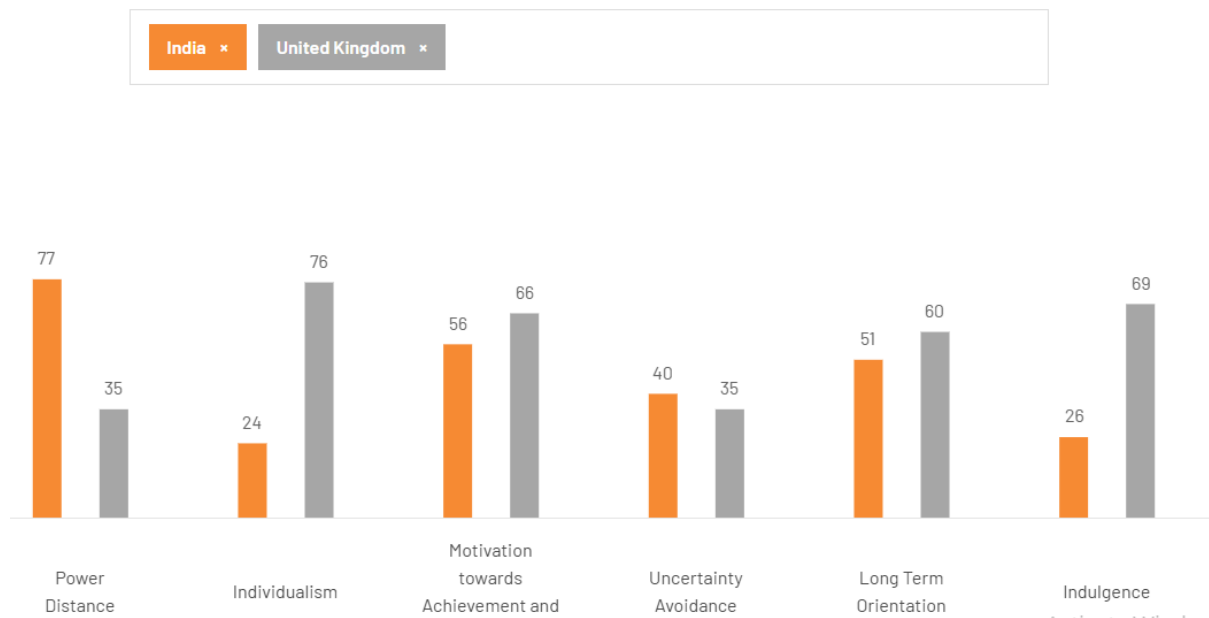


Figure 2: Scores of India and the United Kingdom in Hofstede's cultural dimensions

Source: (The Culture Factor, 2025)

- 1. Power Distance:** The power distance means which nations feel the need to dominate or exert power over other people. And for that, in India, the consumers expect more formal and respectful behaviour from the staff of Starbucks (Tata Starbucks 2023). On the other hand, in the United Kingdom, the staff are more friendly and informal. They greet the consumers with warm and friendly gestures (Dhaundiya et al., 2020).

- 2. Individualism vs Collectivism:** In India, people are more collective than in the United Kingdom. That is why Starbucks in India often sets up its shops with a system of group settings (Starbucks, 2023). On the other hand, in the United Kingdom, the people are more individualistic. They believe in customisation.
- 3. Masculinity vs Femininity:** Both Indians and the people of the United Kingdom score high in masculinity. And the traits of masculinity are in ambition, achievement and success (Dhaundiyal et al., 2020). But in the United Kingdom, this trait is higher than in India. The cups and other foods are packaged in a different way to distinguish them to bring uniqueness (Kotler and Keller, 2016). Also, in India, the same strategy is followed. Yet, some customisation is provided.
- 4. Uncertainty Avoidance:** The people of the United Kingdom are moderate in terms of avoiding uncertain situations (Kumar et al., 2023). That is why they often choose new flavours and products. They are always keen to try new things. On the other hand, Indians, people are less prone to change. They prefer the same flavour and the same recipe every day for their product (Starbucks, 2023).
- 5. Long-term vs Short-term Orientation:** The differences between the long-term and short-term orientations are very crucial. Indians score less on this orientation, meaning they are long-term oriented, on the other hand, the people in the United Kingdom are short-term oriented (Kumar et al., 2023). That is why Indians tried to create a long-term relationship with the store. On the other hand, the people in the United Kingdom believe in living in the moment (Gov.UK, 2023).
- 6. Indulgence vs Restraint:** The people in the United Kingdom are more likely to score on the indulgence side. They believe in enjoying life as it is (Euromonitor International, 2022).
While the people of India restrain themselves from over-ordering and consume fewer products. The same orders are done every day for any specific consumers.

Advantages and Disadvantages of Hofstede's Cultural Dimensions:

Hofstede's Cultural dimensions assist Starbucks in comparing the national values in the UK and India. In the UK, this is in favour of personalisation and convenience (Hofstede Insights 2023). In India, it directs a focus on status, social experience and hierarchy-

sensitive service (Kumar et al., 2023). However, the model has limits. It is based on national averages that can simplify diverse consumer behaviour, particularly in non-homogeneous markets such as India, and its data is somewhat out of date, lacking changes in urban, globalised consumers that Starbucks aims at (Starbucks, 2023).

2.2 PESTEL Analysis

Francis Aguilar established the foundation of this Pestle analysis in 1967. This analysis has 6 parts, where different parts analyse the six most important dimensions of the macro environment (Makos, 2024).



Figure 3: Pestle Analysis

Source: (Makos, 2024)

Elements	UK	India
Political	The United Kingdom has a relatively stable political situation. The laws and regulations are well established (Euromonitor International, 2022) and the authority always tries to help the big companies. And this sometimes causes problems for	India also has a stable political situation. It is the only country in South Asia with a strong and stable government (Freedom House, 2025). The government is helpful towards foreign investment. But as a third-world country of third world, India has

	the companies, as strict rules regarding environmental issues provide a barrier to business operations.	often been seen to have a relaxed situation for rules and regulations (IBEF, 2022).
Economic	The United Kingdom had 4.83 billion (FreshGround, 2025). On the Other hand, the United Kingdom has more disposable income, therefore the sales are relatively higher (Selfin, 2025). The GDP of the United Kingdom is £2884 billion, the GDP growth rate is 1.1% and the inflation rate is 2.5% (World Bank Group, 2025).	India has price price-sensitive market, and therefore the cup size and portion sizes are reduced to meet the needs of the consumers (KPMG, 2021). India had a market size of 1.82 billion in 2024 (Grand View Research, 2025). India's GDP is 3.91 trillion USD. GDP growth rate is 6.5% and the Inflation rate is 4.6%.
Social	The people in the United Kingdom have an Individualistic culture (Kumar et al., 2023). Not many people gather at a coffee shop to have a hangout session. People tend to enjoy tea or coffee alone.	Indians have a group culture where people go to the restaurants, cafés and other places to have a good time (Kumar et al., 2023). They hang out and are more of a tea-oriented people. More than 73% Indians like to have a group of friends of 4 or more people (KPMG, 2021). So, Starbucks has to provide them with those facilities.
Technological	The United Kingdom is technologically advanced. So, the delivery system and other supply chain management are more advanced in this country. The	On the other hand, though India is behind, they are also catching up with those technologies. Online orders and country-wide supply

	usage of online delivery is also very good. More than 40% coffee orders were done online in 2022 (Gov.UK, 2023).	are still booming all over the country.
Environmental	The people in the United Kingdom are very much environmentally aware and friendly. And for that, Starbucks has to use a recyclable or environmentally friendly process. This company uses paper cups and other packaging that are environmentally friendly (Mintel, 2022).	India is also becoming an environmentally friendly country (IBEF, 2022). Sustainability campaign by government and NGOs are growing, hence, companies have to be environmentally friendly here. India has set auspicious sustainability goals (Singh and Singh, 2025).
Legal	The United Kingdom has strict laws, and the implementation of these laws is very strict (Mintel, 2022). The implementation is also very strict, and most people follow it.	But in terms of the implementation of these laws, India is relatively flexible. Though the young generation is more aware of the policies and regulations (Freedom House, 2025). But the joint venture rules of India are also very strict.

Similarities and differences in macroenvironmental factors in India and UK

Both these countries are relatively politically stable. Though with Brexit, the United Kingdom has imposed some strict rules. This country follows stable regulations and European standard policies (Euromonitor International, 2022). Both India and the United Kingdom have a lot of disposable income at hand, which means they can spend money on the things. Apart from that, these countries are now economically strong. The United Kingdom has been an economic strength in the world since so many years (Selfin, 2025),

and India is also becoming a world leader in terms of economic strength. Though the gap between these two countries is still big, both countries are considered to be good places to do business.

The social aspects of the United Kingdom and India are very different. There are almost no similarities between these two countries socially. The people of India believe in friendship and in collectivism, but the people from the United Kingdom believe in individualism (Kumar et al., 2023). The United Kingdom is way ahead in terms of technology than India. But India is also catching up with this country. The supply chain and other processes in the United Kingdom are way faster than in India because of the help of the United Kingdom.

The scenarios regarding the legal aspects are also very different. Companies feel relaxed in doing business in India. It is a common thought that people can get out of their way of laws by bribing the country's law-enforcing agencies (Freedom House, 2025), which is not possible in the United Kingdom. The Environment in the United Kingdom helps Starbucks to sell more products. This harsh, cold weather pushes people to drink hot beverages. But in India, too, people grow a lot of tea that helps this company.

3. Comparison of Brand's STP Strategy

STP strategy is a combination of three strategies. These are Segmentation, Targeting and Positioning (Kotler and Keller, 2016). These strategies help companies choose an approach to segment the product, who to target, and how to perceive the products in their minds (Chia, 2025).

3.1 Segmentation

United Kingdom

Demographics: In the United Kingdom, there are more than 95 million cups of coffee and 100 million cups of tea are consumed daily (BCA, 2022). It is the power of the demography of the British people. Irrespective of age, they are highly coffee lover. So, the segmentation of demography is easy in the region.

Geographics: The United Kingdom is a very cold place. That is why they need coffee. The people of the United Kingdom often consume coffee to stay warm on a rainy day. Also, these people consume tea to stay fresh and hydrated.

Behaviour: Lastly, the main consumers are professionals, students and commuters. The psychographics of these people are unique and different. These people are mainly striving, survivors, and achievers (Mintel, 2022). They rely on coffee mostly to kick-start the day.

India:

Demographics: India has the biggest population in the world. They have over 350 million urban millennials and almost the same number of Generation Z in their demographic (KPMG, 2021). Starbucks easily got the help of the vast youth population of this country.

Geography: Being a tea-producing country, India consumes a lot of tea every year. Also, the United Kingdom, in its 190 years of colonisation, had taught India to consume both tea and coffee.

Behaviour: The behaviour of these people in this context can mostly be termed as a tea lover. As the company mainly targets the urban youths, these people are innovators,

thinkers and mostly ambitious, which are the most important traits of VALS (value and lifestyle) personality types (Euromonitor, 2022).

3.2 Targeting

United Kingdom: It is stated earlier that the main target of Starbucks is the professionals, commuters and students. Basically, the whole country highly relies on coffee or tea in its day-to-day activities. At the start of the business, Starbucks mainly targeted only half of the market. In the year 1998, this company only targeted to sell around 10 million coffee and 5 million cups of tea (Dennis, 2012).

India: The rich and upper-class people are the main target of Starbucks. People from the general section are hardly seen to consume coffee or tea from a place like Starbucks. That is why the target size is relatively small and amounts around only 40 million annually, where the net coffee and tea cups consumed are at 4033.25 million (Bellis, 2024).

3.3 Positioning

United Kingdom: Starbucks has perfectly positioned the name as a world-class brand for coffee in the United Kingdom. The company has enabled consumers with options of customisation and other opportunities. This is a premium global brand in the United Kingdom that is competing with companies like Costa & Nero (Euromonitor, 2022). Also, the name buzzed seasonal drinks to the minds of the consumers.

India: A high-class premium yet locally customised drinks that are offered with great respect and in a formal manner. The product also offers to have a session of hangout with friends in a very cosy and chilled environment (Dennis, 2012). Offering a wide range of both western and local varieties, the perception of this company in the minds of consumers is very refreshing and respectable.

3.4 Similarities and differences of STP strategies

Starbucks applies a comparable STP model to both markets, appealing to urban, educated consumers who value high-quality coffee experiences and positioning itself as a quality, lifestyle brand (Mintel, 2022). Psychographic and behavioural segmentation will focus on lifestyle, brand awareness, and use of cafes. Still, execution differs. In the UK,

Starbucks has adopted a wider differentiation approach, offering convenience-based positioning to commuters, students and professionals (Bellis, 2024). In India, Starbucks is making a more targeted approach as it is aimed at high-income, aspirational buyers and is establishing itself as an upscale social and status brand instead of a regular coffee.

4. Comparison of Marketing Mix Strategy

4.1 Product classifications

Starbucks has service-dominant products include in-store handcrafted drinks and cafe experiences, swift-moving consumer goods like bakery and sandwiches, enduring/consumer packaged goods like bagged coffee, in-store capsules, and bottled ready-to-drink, retailing, and merchandise like drink service, and mugs and tumblers (Bellis, 2024). Convenience drinks sold on the spot are marketing style convenience goods, seasonal or speciality beverages are speciality goods, and packaged beans or capsules are shopping goods, and are reviewed by the customer on their own quality and origin (Starbucks, 2025). These groups demonstrate ways Starbucks monetises experience and physical goods on several channels.

Product width

The product width within Starbucks features a number of individual lines. Such as Hot Espresso and Milk Drinks, Brewed Coffee, Cold Beverages, including Iced, Cold Brew, Refrainers, Teas, Frappuccino blended beverages, Food, such as breakfast, bakery, sandwiches, Packaged At-Home, including whole bean, capsules, RTD bottled, Merchandise, such as cups, tumblers, and Licensed/Wholesale products that are found on grocery shelves (Starbucks, 2025). This wide variety facilitates cross-selling, loyalty, and localisation of the menu in markets like the UK and India.

Drinks



Protein Beverages



Cold Coffee



Cold Tea



Frappuccino® Blended Beverage



Bottled Beverages



Hot Coffee



Hot Tea



Refreshers



Hot Chocolate, Lemonade & More

Food



Breakfast



Treats



Lite Bites



Bakery



Lunch

At Home Coffee



Whole Bean



Shopping Bag



Starbucks VIA® Instant

Figure 4: Product Width of Starbucks

Source: (Starbucks, 2025)

Product length

Product length is the overall count of items in the lines of Starbucks, varying between seasons and markets. Starbucks maintains a fixed menu of dozens of standard drinks and foodstuffs, and introduces seasonal and local foods, such as winter specials in the UK or Masala Chai and Filter Coffee in India, as part of campaigns (Starbucks UK, 2023). The flexible length approach encourages traffic and try-outs through limited-time offers and maintains core favourites to generate consistent revenue.

Protein Beverages

High Protein Lattes



Iced Vanilla Protein Latte



Iced Protein Matcha



Vanilla Protein Latte



Protein Matcha

No Added Sugar Options



Iced Sugar-Free Vanilla Protein Latte



Iced Sugar-Free Vanilla Protein Matcha



Sugar-Free Vanilla Protein Latte



Sugar-Free Vanilla Protein Matcha

Protein Cold Foam Drinks



Iced Banana Cream Protein Matcha



Chocolate Cream Protein Cold Brew



Iced Vanilla Cream Protein Latte

Figure 5: Product length of Starbucks Protein Beverages

Source: (Starbucks, 2025)

4.2 Product dimensions

Core products: The key components of Starbucks are handcrafted espresso and brewed coffee beverages, tea-based drinks, and a prepared menu that constitute its social-third-place value proposition, which is the ambience and personal service in-store (RoyalMenu, 2025). In the UK, convenience and seasonality are emphasised, whereas in India, the focus is on local drinks that include masala chai and South Indian filter coffee to gain relevance (Starbucks UK, 2023).

Packaging: The packaging is in the form of single-use paper cups and retail bags, as well as reusable tumblers and recyclable retail packs. Starbucks encourages reusable cups and reports on sustainability goals locally. Supermarkets are branded with retail-packed beans and capsules (Intel, 2022). These options are based on the UK regulations, consumer expectations, and the increased attention to sustainability in India.

Auxiliary services: It includes online ordering and loyalty, such as mobile app, Starbucks Rewards, delivery and third-party relationships, in-store Wi-Fi and feel, and barista-designed products, as well (Menuland, 2025). Service and digital extensions enhance convenience and frequency of purchase. The app is highly popular in the UK and linked to local software and Tata in India.

4.3 Marketing mix of Starbucks

The 7 Ps are the 7 elements of a marketing mix that provide the framework to make plans and implement the marketing strategies (Haerens and Zott, 2014). These 7p's are as follows:

Product

United Kingdom: For the product of Starbucks in the United Kingdom, the company mainly targets a higher global standard menu. The company also offers customisation and a policy of grab-and-go. Seasonal drinks are also available here (Menuland, 2025).

India: Starbucks in India also offers a global standard menu. But unlike the United Kingdom, this company also adopted a higher range of localised products in its offerings, like masala chai and vada pav (Tata Starbucks, 2023). The products are standardised in a smaller portion at 6 ounces (Tata Starbucks, 2023).

Price

United Kingdom: The price strategy and pricing are adjusted with the European system, where one cup of coffee is sold at 3 to 4 pounds. But the regular consumers get a discount if they have a loyalty status in the app (Tata Starbucks, 2023).

India: In India, too, the prices are also premium at 200-350 Indian rupees (Tata Starbucks, 2023). There is a Pico-sized coffee where the consumers can pay up to 20-30% less than the average cup (Tata Starbucks, 2023).

Place

United Kingdom: The stores are located at a place where the commuters, professionals, and students usually go (Dennis, 2012). The shops are located at the transportation hub

and on the way to offices and other places. More than 1400 shops of Starbucks shops are situated across the United Kingdom (ScrapeHero, 2025).

India: Unlike the United Kingdom, Starbucks is a speciality product in India. That is why the stores are located in a rich neighbourhood in the metro cities. People of India generally have a nice time meeting friends in these types of shops (Intel, 2022). More than 500 shops are located in this way in India (The Economic Times, 2025).

Market Entry Mode

Starbucks entered the United Kingdom market in 1998 and in India in 2012. Entering these huge markets was challenging (Starbucks, 2023). The task is not only complex, but it also needs careful consideration.

United Kingdom: In the United Kingdom, Starbucks entered the market very easily. This company took the approach of direct ownership and the acquisition method. In the early 2000s, Starbucks took over Euro Coffee. And through this strategy, Starbucks entered the United Kingdom market (Starbucks, 2023).

India: Starbucks entered the Indian market through a 50:50 joint venture with Tata Coffee. The benefit of local sourcing also played a major role here (Tata Starbucks, 2023). With localisation, premium positioning in the consumer's mind and with the help of the vast supply chain of the Tata coffee, the business boomed (Benkoski, 2025).

Promotion

United Kingdom: One of the main strategies of Starbucks is to engage consumers through the email and the app of this company, named Starbucks UK App (Starbucks UK, 2023). This company also runs promotional advertising through social media, mainly on Instagram and TikTok. Starbucks UK has 408k followers on Instagram, and Starbucks UK has over 1.3 million followers as of November 2025 (Enrich Labs, 2025). Corporate social responsibility is also another method through which this company promotes its business.

India: Starbucks in India has taken a strategy to promote the business by highly adopting the culture. The motto of Starbucks in India is "It starts with your name". The localised

way of promoting through social media by posting both in Hindi and English is alluring. It also runs a campaign during the festival session and launches a “Diwali Special” drink. There are 566k followers on Instagram and 1.1 million followers on Facebook (Enrich Labs, 2025). The handle of both these sites is Starbucks India. Different corporate social responsibility like the “chai project”, also help in promotion.

People

United Kingdom: Starbucks needed at least 40 hours of foundation training for its staff. The employees are trying to keep motivated by continuously providing compensation and different training programmes (Starbucks UK, 2023). The company also needed the baristas to wear a standard green uniform, and the masters to wear a black apron.

India: Starbucks in India has brought diversity by hiring more than 40% women as employees. They are properly trained in the Tata “skill building centre”. Over 3000 employees are trained annually (Tata Starbucks, 2023). Unlike the United Kingdom, Starbucks has arranged a locally designed festive apron for India.

Process

United Kingdom: Starbucks also tries to reduce the order time and make the process effective and efficient. For that reason, Starbucks in the United Kingdom has taken projects like an App rating system, QR-based services to effectively get the consumers' feedback (BCA, 2022). The average order serving time here is 2-3 minutes (Statista, 2023).

India: In the store, the consumers are greeted well and are encouraged to get the proper feedback. “My Starbucks Reward” is another way to the feedback in India. The average wait time here is 3-5 minutes (Statista, 2023).

Physical Evidence

United Kingdom: The ambience in the United Kingdom Starbucks is a global standard. The look is minimalistic here, and the company mainly has a grab-and-go station (World Coffee Portal, 2022). There is a clear digital board here.

India: Unlike the United Kingdom, India's Starbucks had a cosy and warm environment. The setup often has a local vibe. The places are spacious, and the digital board often has both English and the local language (Statista, 2023).

4.4 Advantages and Disadvantages of Marketing Mix

Starbucks' marketing mix is effective both in the UK and India. Its advantage lies in its consistent quality of products, attractive store design, and promotion based on the brand. Relevance and engagement are enhanced by menu localisation, such as region-specific drinks in India and seasonal drinks in the UK (Makos, 2024). However, high prices may restrict access when the UK faces cost-of-living strains and in price-sensitive India to the mass market. Extensive use of physical outlets boosts operating expenses and subjects the firm to renting and labour issues in the two markets (Haski-Leventhal, 2024). Online platforms are convenient and cannot entirely overcome the threat of competing with cheaper local coffee shops.

1. Evaluation of the Performance of the Marketing Strategies

It is said earlier that the Starbucks in India is a speciality product; on the other hand, it is termed as a convenient product in the United Kingdom. So, the marketing strategies also differ.

5.1 Sales Revenue and Profit

United Kingdom: Starbucks in the United Kingdom has acquired a net sales revenue of 525 million pounds in the financial year of 2024. It is a sharp decline from the financial year of 2023, when Starbucks in the United Kingdom had a net sales revenue of 547 million pounds. The net profit also declined from 27 million pounds to 21 million pounds (OOH Magazine, 2025).

It is thought to be a result of the increased price of the raw materials rather than the fault of the marketing team.

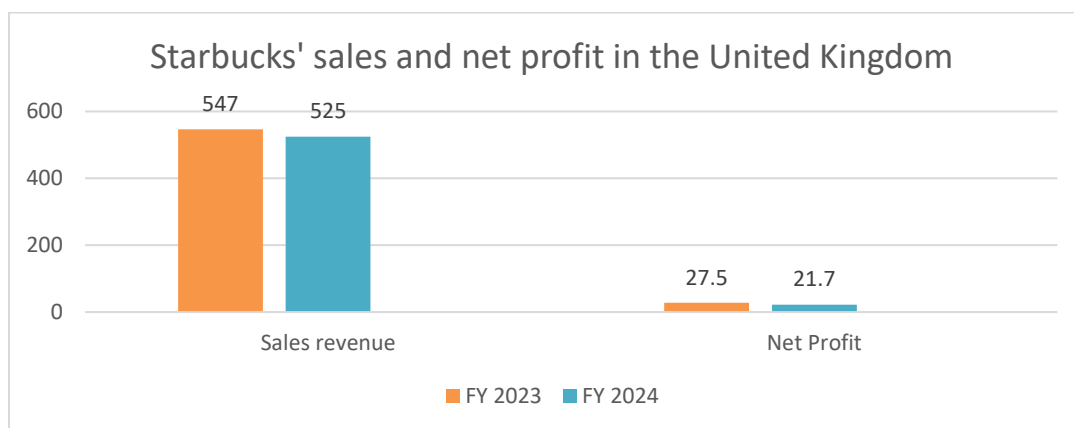


Figure 6: Sales and profit chart of the United Kingdom

Source: (OOH Magazine, 2025)

India: Like the previous financial year of 2023, Starbucks also faced a net loss of 80 crore Indian Rupees, when in 2023 they had a loss of 25 crore rupees (Business Standard, 2024). But the sales revenue of this company is increasing from 1087 crore rupees to 1218 crore rupees (Manchanada, 2024).

India is not a coffee-producing country, and this country needs to import coffee from countries like Brazil and Colombia. That is why the cost is increasing every year.

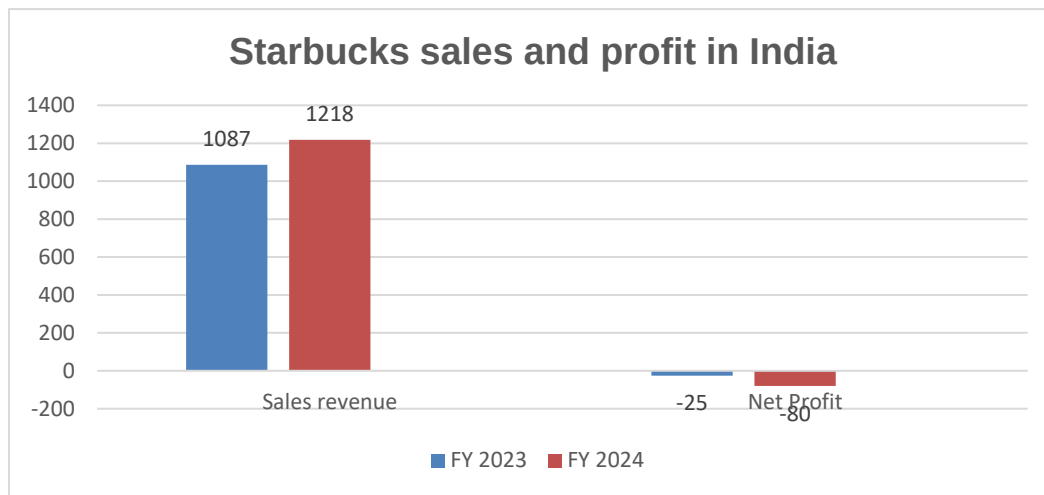


Figure 7: Sales and Profit Chart of India

Source: (Manchanada, 2024)

5.2 Social Media Engagement

United Kingdom: The people from the United Kingdom are very active on social media. Almost 79% of the population uses social media daily (McNamee, 2025). That is why it has become so easy for Starbucks to attract people through their social media engagement. Through different projects like “reward system” and “my Starbucks”, this company gains more than 1.7 million followers on Facebook and Instagram (Enrich Labs, 2025).

India: More than 1 billion people in India either use the internet or are heavily active on social media (Zhu and Y, 2024). And the company grabs this chance. India is sometimes called the country of festivals. Starbucks often uses different festivals to launch different campaigns and has gained more than 2 million followers across social media (Enrich Labs, 2025).

5.3 Consumers Feedback

United Kingdom: People generally buy Starbucks directly by ordering online or grab and go system. Through this, the complaints are recorded through the online apps or directly

to the baristas. It shows in a survey that almost 57% complaints from the past years have been solved (Starbucks UK, 2023). Also, consumers often post feedback on social media (Simha, 2014).

India: The people in India often consume Starbucks products in the stores. The products are often served by the servers. So, they are the first ones to hear any sort of feedback. Concrete evidence of an increasing number of consumer feedback is having more than 400 stores in India. The consumers' basket prices are increasing to prove the positive feedback of consumers.

5.4 Staff Management

United Kingdom: The staff or the people are one of the most important aspects of the marketing mix of the companies. Starbucks is no different. The trained and motivated employees offer timely and effective service to the people of the United Kingdom (Starbucks UK, 2023). This is very important as most of the consumers are commuters.

India: The properly trained servers and baristas provide coffee and tea with great enthusiasm. As Starbucks in India often provides foods that are locally customised and organic, it needs proper care and training to revive the taste of the local people. Almost 67% consumers believe that Starbucks has become successful in doing so (Jordan, 2022). The uniform colour and variation also matched the Indian culture.

2. Evaluation of Marketing Ethics Practices

Marketing ethics practice simply refers to applying and implementing the moral practices and blending them with the company's strategies and planning (Menuland, 2025). Companies all over the world are trying to have some morality and good in their marketing practices.

6.1 Corporate Social Responsibility

Corporate social responsibility refers to the duties and responsibilities a company has to give back to society. This way, the company can return some favour to the community in which they are working (Haerens and Zott, 2014). For example, in the UK, Starbucks has been covering the welfare project of 121,000 of its employees in the supply chain (Starbucks UK, 2023). It has also ensured that the raw materials are collected through the C.A.F.E. projects. In India, Starbucks has chosen the women's empowerment option to invest in the responsibility project. The company has sponsored over 1000 girls annually to get quality education, training or help them get their hands on the necessary equipment (Tata Starbucks, 2025).

6.2 Employee Management

United Kingdom: It is stated earlier that 121,000 employees or partners are being trained under some projects in the United Kingdom. Starbucks has also ensured that these partners are being included in its responsibility program (Haski-Leventhal, 2024).

India: India's Starbucks has taken a plan to double the compensation of its employees by 2028. All the partners and employees are provided with chances to align their goals with the overall goals of the company. Starbucks has also claimed to create so many jobs in India (Blowfield and Murray, 2019).

6.3 Consumers Interest

United Kingdom: Though a claim by Starbucks of having 100% organic or eco-friendly raw materials is being challenged but in reality, Starbucks has managed to collect most of its products are collected from a very environmentally friendly source. The products

help consumers to consume a very risk-free coffee or snacks (Haski-Leventhal, 2024). Also, the various reward point helps the regular consumers.

India: For the consumers in India, this company has given them chances to bring their own tumbler to enable the recycling process and give the whole business operation a sustainable look. Timely solving the complaints of the consumers also helps the company to reflect its attention towards the consumers (Tata Consumer Products, 2024). The app engagement practices from this company are also ethical. For the consumers, the pricing of this company is also reduced by providing them with a smaller portion.

3. Recommendations

There is indeed no single recipe for the success of businesses, and there are a lot of factors always working behind the success of any company. Starbucks have vast experience and knowledge on how to run a company in different countries and in different cultural settings.

But there is always room for improvement, and it is believed that the profit margin and profitability of any company can always be increased at any time. So, some recommendations on the context of the United Kingdom and India can be made.

- The loss that Starbucks saw in India is due to the higher cost of the company's tea and coffee buying costs. Starbucks can make long-term relations with coffee-producing countries to reduce costs, and can also train the local farmers to grow coffee at a lower cost.
- In the United Kingdom, Starbucks is seen as a convenient product where people just order the food and leave. But if they can be encouraged to consume the coffee and other foods at the store and have some time spent in the shops, then the product sales can be increased.
- The local cultures of India are beautifully portrayed by Starbucks in India. If the same can be done in the United Kingdom, then the people can really engage themselves with the products.
- Finally, the training and motivation process of the employees in both countries can also be improved, where they can engage with the consumer freely and get exact feedback from the consumers.

Finally, it can be said that the company can really benefit if it follows the recommendations. It can boost the sales and really helps the company to gather more profit, and helps Starbucks in India can come out of the loss.

Conclusion

This report demonstrates that the international success of Starbucks lies in its ability to balance a uniform brand and solid localisation. In the UK, it is competing efficiently through the convenience, online interaction and ethical positioning. In India, it employs high lifestyle branding, localisation, and its alliance with Tata to reach an emerging coffee culture. Premium pricing strategy of Starbucks is a barrier for increasing customer base in both markets. However, effective marketing mix and STP strategies keep the brand growing in both markets.

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