



THE IMPACT ADVERTISING ON CONSUMER BRAND PREFERENCE TOWARDS STARBUCKS IN COIMBATORE CITY.

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ABSTRACT :

This article explores the impact of Starbucks' advertising campaigns on consumer awareness and perception across different demographics and cultural contexts. It examines how Starbucks' marketing strategies shape public opinion, brand loyalty, and purchasing behavior. The study also investigates the effectiveness of Starbucks' localized advertising efforts and the role of digital marketing in enhancing brand awareness.

KEYWORDS : Starbucks Advertising Campaigns , Consumer Awareness , Brand Perception , Demographic Segmentation , Cultural Adaptation , Localized Marketing , Digital Marketing Strategies , Brand Loyalty , Purchasing Behaviour , Social Media Engagement , Cross-Cultural Marketing , Consumer Behaviour , Marketing Effectiveness , Global Branding , Multicultural Marketing

1.1 INTRODUCTION :

Starbucks is a globally recognized coffee brand known for its strong marketing strategies. The company invests heavily in advertising to maintain brand visibility and consumer engagement. However, the effectiveness of these advertising campaigns varies across different cultures and consumer groups. This article aims to assess consumer awareness of Starbucks' advertisements and analyze how these marketing efforts influence public perception of the brand.

1.2 STATEMENT OF THE PROBLEM :

This study aims to investigate the effectiveness of Starbucks' advertising efforts in Coimbatore and their impact on consumer awareness, perception, and purchasing decisions. It will explore the extent to which advertising influences consumer loyalty and preference for Starbucks over competing brands. Additionally, the research will examine the most effective advertising channels that drive consumer engagement and decision-making. By analyzing consumer responses and market trends, this study seeks to provide valuable insights into Starbucks' advertising strategies and offer recommendations to enhance its brand positioning and customer attraction in Coimbatore City.

1.3 OBJECTIVE OF THE STUDY :

1. To examine consumer awareness of Starbucks' advertising campaigns.
2. To analyze the influence of advertising on consumer perception of Starbucks.

1.4 RESEARCH METHODOLOGY :

Research methodology refers to the systematic process used to collect, analyze, and interpret data to achieve the objectives of a study. It outlines the research design, data collection methods, sampling techniques, and analysis procedures to ensure reliable and valid results. The methodology helps researchers structure their study, ensuring it follows a logical approach and produces meaningful insights.

1.5 CONSUMER AWARENESS OF STARBUCKS' ADVERTISING CAMPAIGNS :

1. Types of Advertising Used by Starbucks :

Starbucks utilizes a combination of traditional and digital advertising methods, including:

- Television and print ads – Used to establish brand prestige.
- Social media marketing – Engages younger consumers through platforms like Instagram, Facebook, and TikTok.

- Influencer partnerships – Collaborates with popular figures to enhance brand appeal.
- Seasonal and promotional campaigns – Such as the annual holiday cup campaign and limited-time beverages.

2. Measuring Consumer Awareness :

To understand how well consumers recognize Starbucks' advertisements, surveys and focus groups are commonly used. These studies measure:

- Recall of Starbucks' past campaigns.
- Recognition of brand slogans and imagery.
- Frequency of encountering Starbucks' ads across different media.

3. Effectiveness of Starbucks' Advertising Across Cultures :

Starbucks customizes its marketing to align with local preferences. For example:

- In China, Starbucks focuses on luxury branding and community experiences.
- In the U.S., digital engagement and social responsibility campaigns play a significant role.
- In the Middle East, Starbucks adapts its advertising to cultural sensitivities while maintaining its global brand image.

1.6 INFLUENCE OF ADVERTISING ON CONSUMER PERCEPTION OF STARBUCKS:

1. Building Brand Loyalty :

Starbucks' advertisements emphasize consistency, quality, and customer experience, which contribute to brand loyalty. Campaigns highlighting ethical sourcing and sustainability also improve consumer trust.

2. Shaping Brand Image :

Marketing efforts influence how consumers perceive Starbucks, often positioning it as:

- A premium coffee brand.
- A socially responsible company.
- A modern, trendy gathering place.

3. Consumer Purchase Behavior :

Effective advertising encourages consumer action by:

- Promoting seasonal and new product launches.
- Encouraging engagement through rewards programs and personalized marketing.
- Creating emotional connections through storytelling in advertisements.

REVIEW OF LITERATURE

- (2021) Belch & Belch : Integrated Marketing Communications (IMC). This research emphasizes the role of IMC in reinforcing Starbucks' brand recall. Advertising strategies include a mix of traditional and digital media for maximum reach. It highlights how Starbucks' advertising consistency across platforms boosts consumer trust. Emotional branding is a key element in Starbucks' advertising campaigns. Social media ads and influencer marketing are found to drive engagement effectively. The study shows how Starbucks adapts its advertising to regional and cultural differences. Starbucks' IMC approach ensures uniformity in message delivery and brand perception. Consistent advertising leads to a higher consumer preference for Starbucks over competitors.
- (2021) Gretzel et al. : Storytelling in Advertising. The study explores the role of storytelling in Starbucks' advertising campaigns. Starbucks' ads focus on personal experiences, coffee culture, and sustainability. Emotional storytelling increases consumer connection and engagement with the brand. Starbucks' advertising highlights inclusivity, community, and ethical sourcing. Well-crafted narratives make Starbucks ads memorable and impactful. The research finds that emotional appeal enhances brand preference and trust. Consumers are more likely to choose Starbucks after engaging with its stories. Story-driven advertising strengthens Starbucks' competitive advantage.
- (2022) Moslehpour et al. : Explored how Starbucks' perceived global brand influences consumer purchasing behavior among Taiwanese students. The study concluded that perceptions of brand quality and prestige positively impacted purchase likelihood, suggesting that Starbucks' global brand positioning enhances consumer preferences and purchasing decisions.

3. PROFILE – AN OVERVIEW

3.1 INTRODUCTION :

Starbucks Corporation is a globally recognized American multinational chain of coffeehouses and roastery reserves, headquartered in Seattle, Washington. Founded in 1971 by Jerry Baldwin, Zev Siegl, and Gordon Bowker, Starbucks started as a single store selling high-quality coffee beans and equipment. However, its transformation into a coffeehouse chain began when Howard Schultz joined the company in the 1980s, inspired by Italian coffee culture.

Starbucks is known for its premium coffee, including espresso, brewed coffee, cold beverages, teas, and handcrafted drinks, along with a range of pastries, snacks, and merchandise. The company emphasizes creating a "third place" between home and work, offering a cozy, welcoming environment for customers.

With over 35,000 stores in more than 80 countries, Starbucks has become a symbol of modern coffee culture. Its success is driven by a commitment to quality, sustainability, and innovation, sourcing ethically grown coffee beans through its Coffee and Farmer Equity (C.A.F.E.) Practices.

Starbucks continues to evolve by embracing digital technology, offering mobile ordering, loyalty programs, and a strong focus on environmental and social responsibility, aiming for resource-positive operations and global community impact.

3.2 LOGO OF THE COMPANY :



4. ANALYSIS & DATA INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

TABLE 4.2.1

Exhibit showing weighted average & rank analysis of advertisement platform of respondents

Advertisement Platform	Not Likely (1)	Somewhat Likely (2)	Neutral (3)	Likely (4)	Very Likely (5)	Total	Weighted Average	Rank
Social Media	7	15	13	23	97	653	3.98	1
TV Commercials	13	21	30	63	29	542	3.30	4
Newspaper / Magazines	7	17	61	35	36	544	3.31	3
Outdoor Billboards	11	26	29	59	30	536	3.26	5
Influencer Marketing	10	13	22	24	86	628	3.82	2

INTERPRETATION :

The above exhibit indicates the both Weighted & Rank Analysis. The respondents weighted and ranked “Social Media” as “Weight 3.98” and “Rank 1” followed by “Influencer Marketing” as “Weight 3.82” and “Rank 2” , “Newspaper Magazines” as “Weight 3.31” and “Rank 3” , “TV Commercials” as “Weight 3.30” and “Rank 4” , “Outdoor Billboards” as “Weight 3.26” and “Rank 5” .

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS :

- Social Media emerged as the most influential advertising channel for Starbucks, receiving the highest weighted score of 3.98 and ranking 1st among all the advertising mediums.
- Influencer Marketing was ranked 2nd, with a weighted score of 3.82.
- Newspaper and Magazines secured the 3rd position with a weighted score of 3.31 .
- TV Commercials followed closely, ranking 4th with a weighted score of 3.30.
- Outdoor Billboards received a weighted score of 3.26 and ranked 5th

5.2 SUGGESTIONS :

- Given the high effectiveness of social media and influencer marketing, Starbucks should prioritize digital advertising campaigns on platforms like Instagram, Facebook, and YouTube. These platforms resonate well with the younger, tech-savvy demographic in Coimbatore.

- Collaborate with local influencers and micro-influencers in Coimbatore to create relatable and engaging content. This can help build trust and emotional connections with the target audience.
- Use data-driven insights to create personalized advertisements that cater to individual preferences and behaviors. For example, targeted ads based on past purchases or location-based promotions.

5.3 CONCLUSION :

The findings of this study highlight the significant role that advertising plays in shaping consumer awareness and perception of Starbucks. Social media and influencer marketing have emerged as the most effective channels for increasing brand recognition and engagement, reflecting the growing importance of digital marketing in today's consumer landscape. Traditional advertising methods, such as newspapers, magazines, TV commercials, and outdoor billboards, still contribute to brand awareness but are perceived as less influential compared to digital platforms. This indicates a shift in consumer behavior, where interactive and personalized marketing strategies are more effective in capturing attention and fostering brand loyalty.

Moreover, advertising not only enhances awareness but also shapes consumer perception of Starbucks as a premium, socially responsible, and innovative brand. Campaigns focusing on sustainability, community engagement, and high-quality products reinforce positive brand associations and influence purchasing decisions. However, the effectiveness of advertising varies across different cultural and demographic groups, emphasizing the need for localized and targeted marketing strategies. Moving forward, Starbucks can continue to refine its advertising approach by leveraging data-driven insights and consumer preferences to maintain its strong global presence and enhance customer engagement.

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