

**A STUDY ON RELATIONSHIP BETWEEN BRAND
CONSISTENCY AND CUSTOMER RETENTION
STRATEGIES IN STARBUCKS**

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DECLARATION

I Nemala Kumar swamy hereby declare that the Project Report entitled A STUDY ON RELATIONSHIP BETWEEN BRAND CONSISTENCY AND CUSTOMER RETENTION STRATEGIES IN STARBUCKS under the guidance of Ms.S.Shanthini M.com, NET (Internal) (Company name and address) is submitted in partial fulfillment of the requirements for the award of Bachelor of Engineering / Technology degree in Sthyabama institute of science and technology.

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PLACE: Chennai

Kumar swamy

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

Brand

A brand is a symbol or mark that helps a customer to recall and differentiate it from a competing product. The concept of "brand" is today relevant in all organizations, whether in a business to consumer or in business-to-business capacity and the implications are very clear.

A brand is the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke.

Brand Consistency

Brand consistency is the process of having a strong and consistent brand personality and business identity that incorporates all your branding efforts from brand messaging and designing to brand promise and communication elements.

Brand consistency in today's extremely competitive environment is crucial. It is straightforward for a

brand to get lost. The marketing department, the sales departments, or the production units are all constantly making assets for a brand. The larger the organization, the more it needs to pay attention to brand consistency.

Brand consistency is essential to gain the customers' trust, improve connection, and let the customers identify and remember the brand more clearly. Consistency adds definition to the brand and allows the customer to connect the dots between all the brand's marketing efforts.

Brand loyalty

Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behaviour patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship.

Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers, higher revenues, and customer referrals.

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buy products from a company that has fostered a trusting relationship.

Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers, higher revenues, and customer referrals.

Is Brand loyalty Important !!!

Having a loyal customer base can help a business push past its competitors and give it the competitive advantage it needs to succeed in the marketplace.

Companies with strong brand loyalty will see its customers repeatedly buy its products or services, regardless of changes in price or convenience. Frequent purchasers of one company's product are less likely to be swayed by the marketing messages of competitors, thus increasing the chances that those customers will continue to conduct business with the that company.

In addition to having higher sales than those without brand loyalty, companies that have successfully established a loyal following can enjoy a growing customer base as well. Loyal customers have the potential to turn into open advocates and brand ambassadors for a company. Satisfaction with a business will drive them to spread brand awareness and refer new

customers, effectively providing a company with costless advertising.

Customer Retention

The customer retention definition in marketing is the process of engaging existing customers to continue buying products or services from your business. It's different from customer acquisition or lead generation because you've already converted the customer at least once.

The best customer retention tactics enable you to form lasting relationships with consumers who will become loyal to your brand. They might even spread the word within their own circles of influence, which can turn them into brand ambassadors.

Customer retention refers to the ability of a company or product to retain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or to non-use entirely. Selling organizations generally attempt to reduce customer defections. Customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship and successful retention efforts take this entire lifecycle into account. A company's ability to attract and retain new customers is related not only to its product or services, but

also to the way it services its existing customers, the value the customers actually perceive as a result of utilizing the solutions, and the reputation it creates within and across the marketplace.

Company profile:

Our story began in 1971. Back then we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market. Today, we are privileged to connect with millions of customers every day in more than 80 markets.

STARBUCKS MISSION

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

OUR COFFEE

We've always believed in serving the finest coffee possible. It's our goal for all our coffee to be grown under the highest standards of quality, using ethical sourcing practices. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select high-quality Arabica beans. And our master roasters bring out the balance and rich flavor of the beans through the signature Starbucks® Roast.

OUR STORES

Our stores are a neighbourhood gathering place for meeting friends and family. Our customers enjoy quality service, an inviting atmosphere and an exceptional beverage in our stores and immersive Starbucks Reserve® Roastery locations in Chicago, Milan, New York, Seattle, Shanghai and Tokyo

PRODUCT PROFILE:

Starbucks offers a range of exceptional products that customers enjoy in our stores, at home, and on-the-go.

Coffee: More than 30 blends and single-origin premium coffees.

Handcrafted Beverages: Fresh-brewed coffee, hot and iced espresso beverages, teas, Starbucks® Cold Brew, Frappuccino® blended beverages, and Starbucks Refreshers® beverages.

Fresh Food: Baked pastries, sandwiches, salads, protein boxes, oatmeal, yogurt and snacks.

Consumer Products •

Coffee and Tea: Whole-bean and ground coffee (Starbucks and Seattle's Best Coffee brands),

Ready-to-Drink (RTD): Starbucks® bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Discoveries Iced Café Favorites®, Starbucks Iced Coffee, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy Coffee drinks; Starbucks® Bottled Cold Brew; Starbucks Refreshers® beverages, Evolution Fresh™ bottled juices, Teavana® craft iced teas. Starbucks Coffee, Teavana, Evolution Fresh, Seattle's Best Coffee and Ethos Water.

Chapter – 2

Review of literature

- 1) **Jacoby and Keyner’s 1973** “Literature review and discussion on customer loyalty and consciousness” definitions of loyalty in 1973 contains clues on consciousness. Researchers stated the existence of alternatives for loyalty as a precondition and underlined the necessity of comparison and expressed that loyalty included not only selecting but also not selecting.

- 2) **Sheth and Park in 1974** “Understanding brand loyalty and disloyalty formation among consumers of short life-cycle products” In the theoretical study by Sheth and Park in 1974 loyalty was accepted as a prejudicial tendency covering three different positive attitudes. The first one of these is the emotive dimension and this is shaped according to the factors including fear, respect, and obedience. And the second dimension is the evaluative dimension based on assessment and assessment of basic usage benefit shapes this dimension. And the third dimension is the behavioral dimension which is relatively easier to create and it is possible to shape it by providing time and place utility.

- 3) **Huang and Yu (1999)** “Service Research Priorities: Designing Sustainable Service Ecosystems” assumed that for soft drink brands the consumers assessed loyalty and made decision on the brands by considering the data set¹ containing information on brands. They recognized the variables that would affect preference as data set and associated considering of data sets by the customers with consciousness.
- 4) (Shohham and Brencic, 2004) “Literature review and discussion on customer loyalty and consciousness” In this regard it may be useful to remember the thesis that claims that there is a positive relation between price and value consciousness and frugality and frugality that represents the opposite of impulsive and compulsive purchase is a superior human trait.
- 5) Kukar-Kinney (2006), “Comparison of consumer reactions to price-matching guarantees in internet and bricks-and-mortar retail environments” the refund scope positively affected store loyalty, with effects being the strongest for price conscious and sceptical consumers. Consequently contrary to

the information included in characteristics there is a finding that promotional efforts may increase loyalty

- 6) **Noble et al. (2006)**, “Brain-behaviour relationships in reading acquisition are modulated by socioeconomic factors” there is no relation between assortment and convenience browsing, but while social interaction and uniqueness seeking increases, loyalty increases as well, while browsing increases loyalty decreases
- 7) **Grossman (1997)** “Do Artificial Reefs Increase Regional Fish Production? A Review of Existing Data” defines co-branding as a strategy in which: “two brands are deliberately paired with one another in a marketing context such as in advertisements, products, product placements, and distribution outlets”
- 8) **Berthon, Pitt, and Campbell (2009)**, “Does brand meaning exist in similarity or singularity” the consumers’ current knowledge base plays an important role in how they interpret brand communication, and the knowledge base can significantly differ between consumers. Consequently, a brand

can have multiple meanings in the market depending on the stakeholder.

Bibliography

- 9) **Park et al. (1991)** “Does brand meaning exist in similarity or singularity?” argue that consumers are more favourable to extensions when they belong to the same concept as the parent brand (consistent) than when they belong to a different concept (inconsistent). This argument was shown to be valid for both functional and expressive brand concepts.
- 10) **Douglas et al.** “The Psychology of Conspiracy Theories” proposed a ‘Website Emotional Features Assessment Model’ that is based on website features - site activation, site affection, site confidence, site serenity, site superiority, and site urgency.
- 11) **Schmitt et al.** “Justice Sensitivity: Assessment and Location in the Personality Space”. Proposed a consumer psychology model of brands, which specifically focuses on the unique characteristics of the brands in contrast to the earlier ‘general information processing’-based models.

- 12) **Devecik et al.** study the effect of extreme strategies like brand divestment (brand deletion) on the company's stock price. In this paper, we concentrate on studying various aspects responsible for maintaining brand consistency.
- 13) **Wu et al 2015** "frontiers in plant science" develop a computational model for detecting brand personality from a user interface of a mobile application based on both element and page-level user interface features like colour, organization and texture.
- 14) **Mazloom et al.** performed a multimodal study (both text and image) on Instagram user posts and developed a popularity prediction model for brand-related posts. They found the visual and textual features to be complementary in predicting the post popularity
- 15) **Majumder et al.** "To be or not to be social: Foraging associations of free-ranging dogs in an urban ecosystem" present a method to extract human personality traits from

stream-of-consciousness essays using a convolutional neural network (CNN).

- 16) **Malmi et al.** “Management control systems as a package-- Opportunities, challenges and research directions” develop a sequence tagging approach that frames the text generation task as a text editing task and outperforms existing seq2seq models in sentence-level tasks of sentence fusion and sentence splitting.
- 17) **Pavlick and Tetreault** “An Empirical Analysis of Formality in Online Communication” developed a statistical model for predicting formality at a sentence level, in the context of online debate forums and undertook a large-scale annotation task (6574 sentences with 301 annotators)
- 18) **Munigala et al.** develop an unsupervised, text-generation (at sentence-level) pipeline for generating persuasive descriptions (usually one sentence long) from a given set of keywords, in a fashion domain.

- 19) **Smith (2000)**, Assimilative and contrastive emotional reactions to upward and downward social comparisons. In J. Suls L. Wheeler (Eds.), Handbook of social comparison: Theory and research in the past it was much easier to bring a customer to stay faithful to a specific store or brand because there was not so much choice, comparing on today's market. In past times one was focusing more on human interaction in stores.
- 20) **Brown and Stanley (2000)** "Effects on instruments of the World Health Organization-recommended protocols" some customers prefer direct marketing with discount products, while others like free shipping. Further, the true customer is willing to spend more of his own time, for examples to go to fashion shows or other activities that the company offers.
- 21) **Boches (2010)**, "Genetic Diversity in the Highbush Blueberry Evaluated with Microsatellite Markers" the consumers want to do business with people and not with a company. They want to participate in decision-making and know what is happening at the moment. This may be in terms of the company's plans, its direction, products or other issues.

- 22) **Carbonaro (2011)**, “Forum Summarization to Support Tutor and Teacher in group interaction management” it is more important nowadays that the products include a meaningful message, which clearly differentiates one company from another. This may be a special function, a unique design or a special service that helps to attract all senses and increase the value of a product or service.

Chapter – 3

Profile of the study

SCOPE OF THE STUDY

To know the various strategies of customer retention.

To study the key aspects of customer loyalty programs.

OBJECTIVES

- To understand the strategies made by the organisation to retention of customers.
- To analyse why Starbucks leads the competition in the market.
- Get the exact data of competitors.
- Advantages of customer retention programs.

RESEARCH METHODOLOGY

A research methodology encompasses the way in which you intend to carry out your research. This includes how you plan to tackle things like collection methods, statistical analysis, participant observations, and more.

Period of the study

The study covers a period of 3 months. Whenever needed occurring beyond this period was also considered.

Research design

The researcher aims to measure the satisfaction of customer retention. Purposive technique is used to collect the data.

Area of the study

The customer survey was done by connecting with the customers of the organisation through virtual.

Chapter - 4

Data Analysis

Age

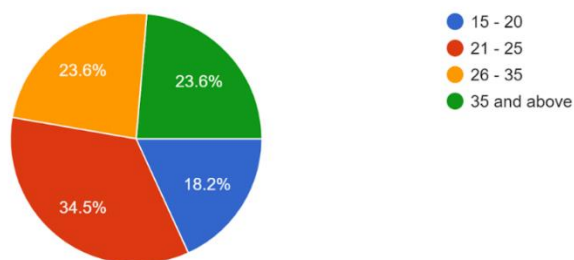
The table 4.1 describes Age wise distribution of respondents. The Age of the respondent is classified as 15-20, 21-25, 26-35, 35 and above.

Table 4.1

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20	10	17.9	17.9	17.9
	21 - 25	19	33.9	33.9	51.8
	26 - 35	13	23.2	23.2	75.0
	3. Age	1	1.8	1.8	76.8
	35 and above	13	23.2	23.2	100.0
	Total	56	100.0	100.0	

Exhibit - 4.1

3. Age
55 responses



Interpretation:

It is found from the above table that 33.9 percent respondents are of Age 21-25 and 23.2 percent respondents are 26-35. It is inferred that majority (33.9 per cent) of the respondents are 21-25.

Gender:

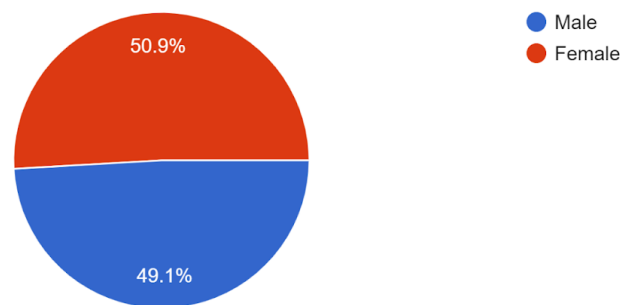
The table 4.2 describes gender wise distribution of respondents. The gender of the respondent is classified as male and female.

Table 4.2

		Gender			
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	4. Gender	1	1.8	1.8	1.8
	Female	28	50.0	50.0	51.8
	Male	27	48.2	48.2	100.0
	Total	56	100.0	100.0	

Exhibit 4.2

4. Gender
55 responses



Interpretation:

It is found from the above table that 48.2 percent respondents are male and 50.0 percent respondent's are female. It is inferred that majority (50.0 per cent) of the respondents are female

Family type:

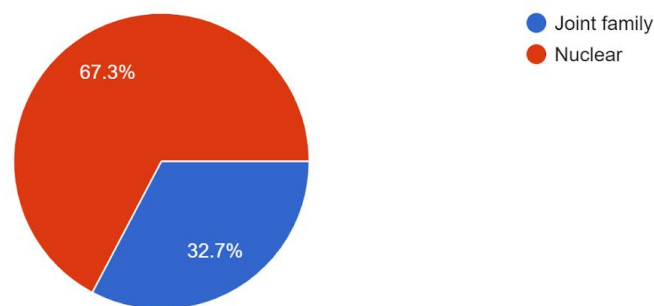
The table 4.3 describes Family type wise distribution of respondents. The Family type of the respondent is classified as Joint family, Nuclear family.

Table 4.3

		Familytype			
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	5. Family Type	1	1.8	1.8	1.8
	Joint family	18	32.1	32.1	33.9
	Nuclear	37	66.1	66.1	100.0
	Total	56	100.0	100.0	

Exhibit 4.3

5. Family Type
55 responses

**Interpretation:**

It is found from the above table that 32. percent respondents are joint family and 66.1 percent respondents are Nuclear family. It is inferred that majority (66.1 per cent) of the respondents are Nuclear family.

Occupation status:

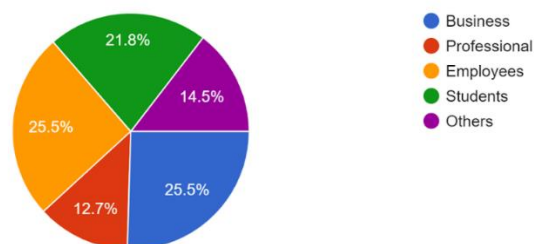
The table 4.4 describes Occupation status wise distribution of respondents. The occupation status of the respondent is classified as Business, Employees, Home makers, Occupation status, Pastor, Professional, and Students.

Table 4.4

Occupationstatus		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6. Occupation status	1	1.8	1.8	1.8
	Business	14	25.0	25.0	26.8
	Employees	14	25.0	25.0	51.8
	Others	8	14.3	14.3	66.1
	Professional	7	12.5	12.5	78.6
	Students	12	21.4	21.4	100.0
	Total	56	100.0	100.0	

Exhibit 4.4

5. Occupation status
55 responses



Interpretation:

It is found from the above table that 25.0 percent respondents are Business and 25.0 percent respondents are employees. It is inferred that majority (25.0 per cent) of the respondents are both business and employees

How likely do you recommend Starbucks?

The table 4.5 describes how likely you Recommend Starbucks wise distribution of respondents. The likely you Recommend Starbucks of the respondent is classified as How likely do you, more likely, somewhat likely, strong like.

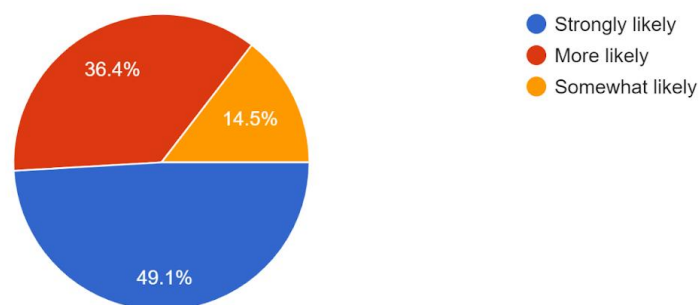
Table 4.5

How likely do you recommend Starbucks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6. How likely do you recommend Starbucks?	1	1.8	1.8	1.8
	More likely	20	35.7	35.7	37.5
	Somewhat likely	8	14.3	14.3	51.8
	Strongly likely	27	48.2	48.2	100.0
	Total	56	100.0	100.0	

Exhibit – 4.5

6. How likely do you recommend Starbucks?
55 responses



Interpretation:

It is found from the above table that 35.7 percent respondents are More likely 48.2 percent respondents are strongly like . It is inferred that majority (48.2 per cent) of the respondents are strongly like to recommend starbucks.

How do you describe Starbucks customer service?

The table 4.6 describes how do Starbucks customer service wise distribution of respondents. How do Starbucks customer service of the respondent is classified as How likely do Starbucks customer service, likely satisfied, satisfied, strongly satisfied.

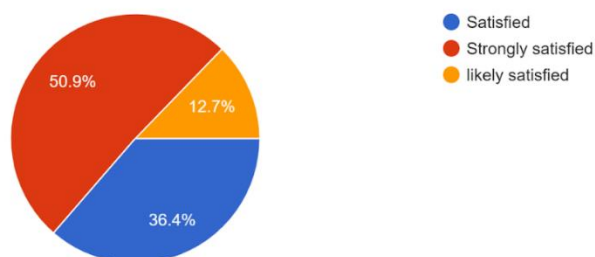
Table 4.6

Howdoyoudescribestarbucks customerservice

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	7. How do you describe Starbucks customer service?	1	1.8	1.8	1.8
	likely satisfied	7	12.5	12.5	14.3
	Satisfied	20	35.7	35.7	50.0
	Strongly satisfied	28	50.0	50.0	100.0
	Total	56	100.0	100.0	

Exhibit 4.6

7. How do you describe Starbucks customer service?
55 responses



Interpretation:

It is found from the above table that 12.5 percent respondents are likely satisfied, 50.0 percent respondents are strongly Satisfied. It is inferred that majority (50.0 per cent) of the respondents are strongly satisfied to starbucks customer service.

What is the Rating of Starbucks organization

The table 4.7 describes what is the rating wise distribution of respondents . It is classified as 1,2,3,4,5.

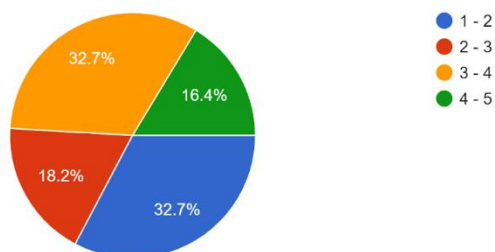
Table 4.7

Whatistheratingofstarbucksorganization

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	1 - 2	18	32.1	32.1	32.1
	2 - 3	10	17.9	17.9	50.0
	3 - 4	18	32.1	32.1	82.1
	4 - 5	9	16.1	16.1	98.2
	8. What is the Rating of Starbucks organ	1	1.8	1.8	100.0
	Total	56	100.0	100.0	

Exhibit 4.7

8. What is the Rating of Starbucks organization?
55 responses



Interpretation:

It is found from the above table that 32.1 percent respondents are choosing rating as 1-2 and 3-4 as well. It is inferred that majority (32.1 per cent) of the respondents have choosed as rating 1-4

How much do you trust the Starbucks brand?

The table 4.8 describes How much do you trust the Starbucks brand wise distribution of respondents. It is classified as Low, medium, more.

Table 4.8

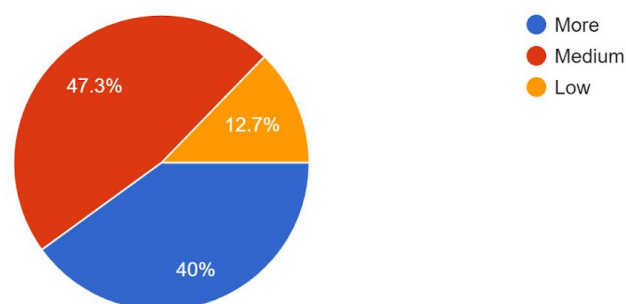
Howmuchdoyoutrustthestarbucksbrand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9. How much do you trust the Starbucks brand?	1	1.8	1.8	1.8
	Low	7	12.5	12.5	14.3
	Medium	26	46.4	46.4	60.7
	More	22	39.3	39.3	100.0
	Total	56	100.0	100.0	

Exhibit 4.8

9. How much do you trust the Starbucks brand?

55 responses



Interpretation:

It is found from the above table that 46.4 percent respondents are choosing medium trustable and 39.3 percent respondents are choosing more trustable as well. It is inferred that majority (39.3 per cent) of the respondents have choosed both medium trustable.

How reliable is the Starbucks brand?

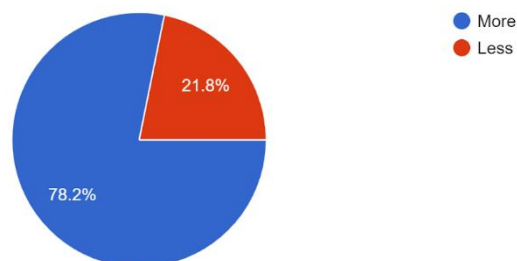
The table 4.9 describes How reliable is the Starbucks brand wise distribution of respondents. It is classified as Less and more.

Table 4.9

How reliable is the Starbucks brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10. How reliable is the Starbucks brand?	1	1.8	1.8	1.8
	Less	12	21.4	21.4	23.2
	More	43	76.8	76.8	100.0
	Total	56	100.0	100.0	

Exhibit 4.9

10. How reliable is the Starbucks brand?
55 responses



Interpretation:

It is found from the above table that 21.4 percent respondents are choosing less reliable and 76.8 percent respondents are choosing more reliable. It is inferred that majority (76.8 per cent) of the respondents have choose more reliable.

How satisfied are you with Starbucks products

The table 4.10 describes How satisfied are you with Starbucks brand wise distribution of respondents. It is classified as Neutral, less affordable and more affordable.

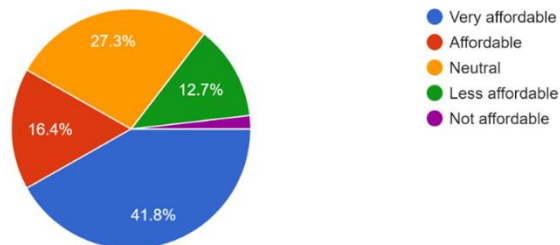
Table 4.10

How satisfied are you with Starbucks products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11. How satisfied are you with Starbucks products?	1	1.8	1.8	1.8
	Affordable	9	16.1	16.1	17.9
	Less affordable	7	12.5	12.5	30.4
	Neutral	15	26.8	26.8	57.1
	Not affordable	1	1.8	1.8	58.9
	Very affordable	23	41.1	41.1	100.0
	Total	56	100.0	100.0	

Exhibit 4.10

11. How satisfied are you with Starbucks products?
55 responses



Interpretation:

It is found from the above table that 26.8 percent respondents are choosing neutral and 41.1 percent respondents are choosing more very affordable. It is inferred that majority (41.1 per cent) of the respondents have choose satisfied with Starbucks products.

Customer retention strategies of Starbucks

The table 4.11 describes Customer retention strategies of starbucks brand wise distribution of respondents. It is classified as Discounts, Coupons.

Table 4.11

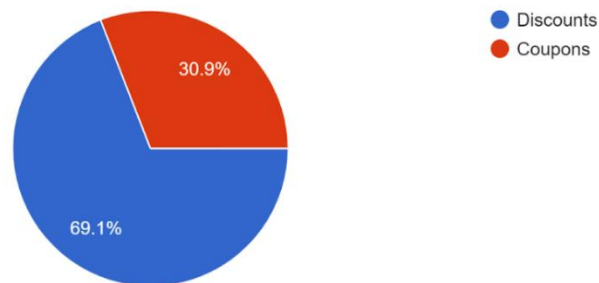
Customer retention strategies of starbucks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12. Customer retention strategies of Starbucks?	1	1.8	1.8	1.8
	Coupons	17	30.4	30.4	32.1
	Discounts	38	67.9	67.9	100.0
	Total	56	100.0	100.0	

Exhibit 4.11

12. Customer retention strategies of Starbucks?

55 responses



Interpretation:

It is found from the above table that 30.4 percent respondents are choosing coupons and 67.9 percent respondents are choosing Discounts. It is inferred that majority (67.9 per cent) of the respondents have choose the customer retention strategies as Discounts.

Which of the following did you buyed more?

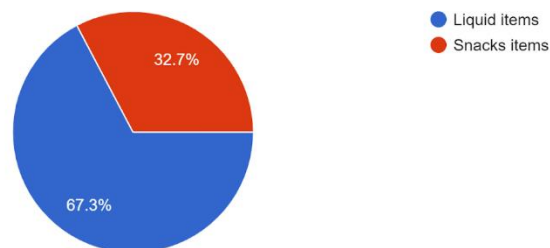
The table 4.12 describes Which of the following did you buy more, wise distribution of respondents. It is classified as Liquid items and snacks items.

Table 4.12

Which of the following did you buyed more					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13. Which of the following did you buyed more?	1	1.8	1.8	1.8
	Liquid items	37	66.1	66.1	67.9
	Snacks items	18	32.1	32.1	100.0
	Total	56	100.0	100.0	

Exhibit 4.12

13. Which of the following did you buyed more?
55 responses



Interpretation:

It is found from the above table that 66.1 percent respondents are choosing liquid items and 32.1 percent respondents are choosing snacks items. It is inferred that majority (66.1 per cent) of the respondents have choose the customer retention strategies as snacks items.

From when you had started going for Starbucks

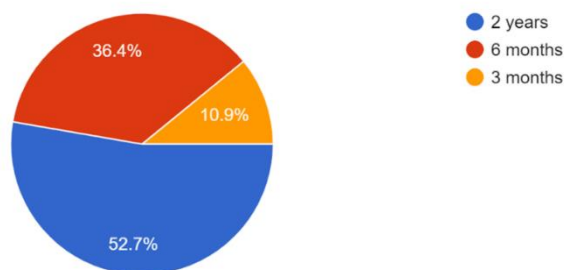
The table 4.13 describes From when you had started going for Starbucks , wise distribution of respondents. It is classified as 1 week, 2 years, 3 months, 5 years, 6 months, after 20's.

Table 4.13

From when you had started going for starbucks					
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	14. From when you had started going for Starbucks?	1	1.8	1.8	1.8
	2 years	29	51.8	51.8	53.6
	3 months	6	10.7	10.7	64.3
	6 months	20	35.7	35.7	100.0
	Total	56	100.0	100.0	

Exhibit 4.13

14. From when you had started going for Starbucks?
55 responses



Interpretation:

It is found from the above table that 51.8 percent respondents are choosing as from 2 years and 35.7 percent respondents are choosing as 6 months. It is inferred that majority (51.8 per cent) of the respondents have choose from 2 years.

What promoted you to buy Starbucks products?

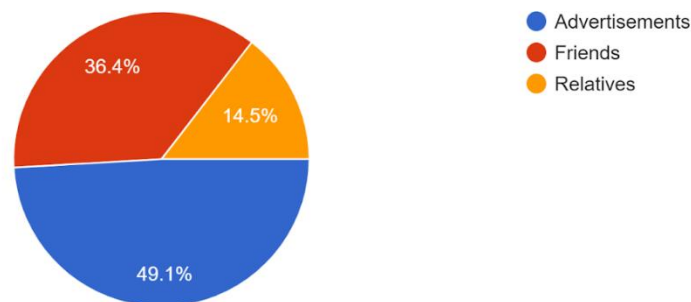
The table 4.14 describes what promoted you to buy starbucks products, wise distribution of respondents. It is classified as Advertisements, friends, relatives.

Table 4.14

Whatpromotedyoutobuystarbucksproducts					
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	15. What promoted you to buy Starbucks products?	1	1.8	1.8	1.8
	Advertisements	27	48.2	48.2	50.0
	Friends	20	35.7	35.7	85.7
	Relatives	8	14.3	14.3	100.0
	Total	56	100.0	100.0	

Exhibit 4.14

15. What promoted you to buy Starbucks products?
55 responses



Interpretation:

It is found from the above table that 48.2 percent respondents are choosing a advertisements and 35.7 percent respondents are choosing as Friends. It is inferred that majority (48.2 per cent) of the respondents have choose from friends.

Are you loyal to the Starbucks organization?

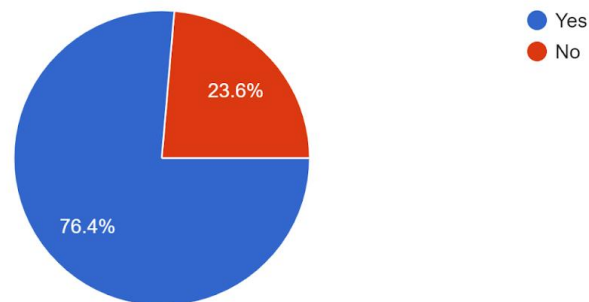
The table 4.15 describes Are you loyal to the starbucks organisation, wise distribution of respondents. It is classified as May be, no, yes.

Table 4.15

Are you loyal to the starbucks organization					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16. Are you loyal to the Starbucks organization?	1	1.8	1.8	1.8
	No	13	23.2	23.2	25.0
	Yes	42	75.0	75.0	100.0
	Total	56	100.0	100.0	

Exhibit 4.15

16. Are you loyal to the Starbucks organization?
55 responses



Interpretation:

It is found from the above table that 23.2 percent respondents are choosing as no and 75.0 percent respondents are choosing as yes. It is inferred that majority (per cent) of the respondents have choose as yes.

What is the scale of Starbucks organization?

The table 4.16 describes what is the scale of starbucks organisation, wise distribution of respondents. It is classified as increasing, decreasing, stable.

Table : 4.16

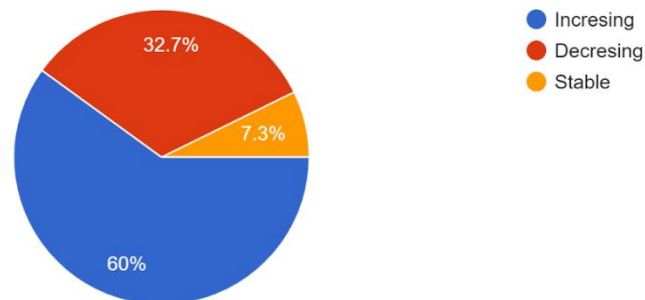
Whatisthescaleofstarbucksorganization

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	17. What is the scale of Starbucks organization?	1	1.8	1.8	1.8
	Decreasing	18	32.1	32.1	33.9
	Increasing	33	58.9	58.9	92.9
	Stable	4	7.1	7.1	100.0
	Total	56	100.0	100.0	

Exhibit 4.16

17. What is the scale of Starbucks organization?

55 responses



Interpretation:

It is found from the above table that 58.9 percent respondents are choosing as increasing and 32.1 percent respondents are choosing as decreasing. It is inferred that majority (58.9 per cent) of the respondents have choose as the scale is increasing.

What is your favorite item in Starbucks?

The table 4.17 describes what is your favourite item in starbucks organisation, wise distribution of respondents. It is classified as burger, crunchy items, others

Table 4.17

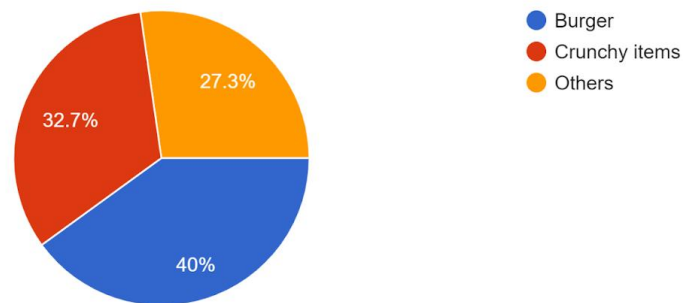
What is your favorite item in Starbucks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18. What is your favorite item in Starbucks?	1	1.8	1.8	1.8
	Burger	22	39.3	39.3	41.1
	Crunchy items	18	32.1	32.1	73.2
	Others	15	26.8	26.8	100.0
	Total	56	100.0	100.0	

Exhibit: 4.17

18. What is your favorite item in Starbucks?

55 responses



Interpretation:

It is found from the above table that 39.3 percent respondents are choosing as burger and 32.1 percent respondents are choosing as crunchy items. It is inferred that majority (39.3 per cent) of the respondents have choose as burger is the favourite item in starbucks.

How do you tell about the quality of Starbucks products?

The table 4.18 describes how do you tell about the quality of starbucks, wise king products distribution of respondents. It is classified as better, extraordinary, good.

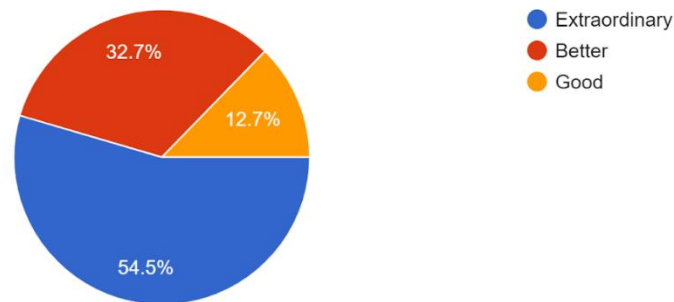
Table: 4.18

Howdoyoutellaboutthequalityofstarbucksproducts					
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	19. How do you tell about the quality of Starbucks products?	1	1.8	1.8	1.8
	Better	18	32.1	32.1	33.9
	Extraordinary	30	53.6	53.6	87.5
	Good	7	12.5	12.5	100.0
	Total	56	100.0	100.0	

Exhibit : 4.18

19. How do you tell about the quality of Starbucks products?

55 responses



Interpretation:

It is found from the above table that 32.1 percent respondents are choosing as better and 53.6 percent respondents are choosing as extraordinary. It is inferred that majority (53.6 per cent) of the respondents have choose as extraordinary.

Chapter – 5

FINDINGS OF THE STUDY

Source : Primary Data

Inference :

- Majority (33.9) respondents are from 21 - 25 age group
- : Majority (50%) respondents are Female
- Majority(66.1%) of the Respondents are from Nuclear family

Majority(25) of Respondents are Business people and Employees

- Majority (48.2) of respondents are strongly like to recommend Starbucks
- Majority (50) of Respondents are Strongly satisfied to Starbucks Customer Service
- Majority (32.1%) of Respondents are given Rating 1-2 and 3-4
- Majority (46.4%) of Respondents Gave medium trust on Starbucks Brand
- Majority (76.8%) of Respondents have more reliability
- Majority (41.1%) of Respondents Have given , Very Affordable

Hypothesis

Age * How satisfied are you with Starbucks products Cross tabulation

Count

		How satisfied are you with starbucks king products				Total
		Dissatisfied	Neutral	Satisfied	Very satisfied	
Age	16	0	0	1	0	1
	17	0	0	0	1	1
	18	0	0	2	1	3
	19	1	3	6	5	15
	20	1	4	13	6	24
	21	0	0	6	4	10
	22	0	0	2	4	6
	23	0	0	2	1	3
	25	0	0	0	1	1
	26	0	0	0	1	1
	27	0	0	0	1	1
	40	0	0	1	1	2
	45	0	0	0	2	2
	52	0	0	1	0	1
	53	0	0	1	0	1
Total		2	7	35	28	72

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.357 ^a	42	.991
Likelihood Ratio	28.517	42	.944
N of Valid Cases	72		

a. 56 cells (93.3%) have expected count less than 5. The minimum expected count is .03.

Occupation status * How much do you trust the brand Cross tabulation

Count

		How much do you trust the starbucks brand				
		How much do you trust the starbucks brand?	Low	Medium	More	Total
occupationstatus	Business	0	0	7	9	16
	Employees	0	0	1	3	4
	Home makers	0	0	1	0	1
	Occupation status	1	0	0	0	1
	Pastor	0	0	1	0	1
	Professional	0	0	0	1	1
	Students	0	2	25	22	49
Total		1	2	35	35	73

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	78.603 ^a	18	<.001
Likelihood Ratio	17.781	18	.470
N of Valid Cases	73		

a. 24 cells (85.7%) have expected count less than 5. The minimum expected count is .01.

Age * How reliable is the starbucks brand Cross tabulation

Count

Howreliableisthestarbucksbrand | Total

		10. How reliable is the Starbucks brand?	Less	More	
Age	15 - 20	0	2	8	10
	21 - 25	0	5	14	19
	26 - 35	0	3	10	13
	3. Age	1	0	0	1
	35 and above	0	2	11	13
Total		1	12	43	56

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.583 ^a	8	<.001
Likelihood Ratio	10.622	8	.224
N of Valid Cases	56		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .02.

Occupationstatus * Customerretentionstrategiesofstarbucks Crosstabulation

Count

		Customerretentionstrategiesofstarbucks			
		12. Customer retention strategies of Starbucks?	Coupons	Discounts	Total
Occupationstatus	6. Occupation status	1	0	0	1
	Business	0	5	9	14
	Employees	0	6	8	14
	Others	0	1	7	8
	Professional	0	2	5	7

	Students	0	3	9	12
Total		1	17	38	56

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	58.618 ^a	10	<.001
Likelihood Ratio	12.783	10	.236
N of Valid Cases	56		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .02.

LIMITATIONS OF THE STUDY

The study is confined to only 2 states(Tamil Nadu and AP)

- Due to shortage of time and other constraints, the study has been limited to 77 Respondents only.
- The Data Collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

CONCLUSION

- Conclusion, the background of Starbucks Corporation reveals its presence in the market since 1971. Schultz brought a transformational leadership style to Starbucks Corporation by keeping a clear path of the company's direction by following the vision and mission statement and serving as an organizational role model. Starbucks Corporation is a solid and sustainable organization in the global coffee market because the company strives to surpass excellence by meeting the five factors of spirituality at work: (a) strong leadership position in the market, (b) organizational financial sustainability, (c) suitable work environment, (d) innovation commitment, and (e) CSR requirements. Throughout the years Starbucks Corporation has shown a consistent pattern of re-engineering the company. The new growth platform of Starbucks Corporation is by supporting company's ethical values and branding organizational demand. Starbucks is a global company that meets the demand for innovation at a global level. As a result, Starbucks continues to accelerate its international presence. In essence, it continues to be one of the top leaders in the coffee industry and a customer oriented organization. Starbucks possesses the intellectual creativity needed to meet the company's goals and objectives. For example, its successes rely on principles and practices

bysurpassing challenges in the local and global markets.Starbucks has 141 coffee shops across Malaysia and morethan 700 coffee shops around the Southeast Asian region,including the following countries: Indonesia, the Philippines,Singapore, Thailand, and, most recently, Vietnam

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