

**A STUDY OF BRAND AWARENESS AND BRAND IMAGE OF
STARBUCKS**

Submitted in partial fulfilment of the award of
BACHELOR OF BUSINESS ADMINISTRATION

by

PRIYA DHARSHINI.S

(39280100)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRIYA DHARSHINI S (39280100)** who carried out the project entitled **"A STUDY ON BRAND AWARENESS AND BRAND IMAGE OF STARBUCKS"** Student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

Internal Guide

External Guide

DR.BHUNVANESWARI.G,MBA.,Ph.D.

Dean - School of Management Studies

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I PRIYADHARSHINI S (39280100) hereby declare that the project report entitled **A STUDY OF BRAND AWARENESS AND BRAND IMAGE OF STARBUCKS** done by me under guidance of **Dr.V.Vanitha, MBA.,M.Phil.,Ph.D** of the Department at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of bachelor of business administration.

DATE:

PLACE: CHENNAI

SIGNATURE OF THE CANDADATE

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ABSTRACT

Study of Brand Awareness and Brand Image of Starbucks Problem: To investigate to what extent the Swedish youths have brand awareness about the brand of Starbucks and what kind of brand perception of Starbucks as reflected by the brand association held in target customers' memories (brand image).

Purpose: Carrying with the conception of brand awareness and brand image packaged into the case of Starbucks brand, the authors aim to investigate the degree of Starbucks' brand awareness among the Swedish youths' minds (brand awareness) and the perceptions of Starbucks brand as reflected by the brand association held in target customers' memories (brand image).

Method: Primary data is collected through qualitative interviews with Swedish students of Mälardalen University in vasteras. Secondary data is collected from articles and literatures in journals and through internet.

Conceptual Model: A model of keller about Brand Image and Brand Awareness is used as the conceptual framework of whole thesis. The relevant theories and definitions are used during the research process.

Conclusions: After the investigation we can come to the conclusion that the focal respondents' acquaintance to Starbucks brand stay on the basic level—they are able to recognize the focal brand and retrieve it when given some type of probe as a cue. Although the general spirit embedded into Starbucks is consistent with what the customers comprehend, still some commitments and symbol involved into Starbucks are ignored or misunderstood by focal respondents. The concrete explanation is concluded underneath:

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The brand awareness and image of a business are vital to its success. As consumers, we don't really think about the importance of branding. We just seem to go with the flow of brand names that have become synonymous with our daily living. But the impact of a name reinforces the importance of branding when we promote our business. Think about one of the world's most popular athletic shoe companies, Nike. The importance of branding is exemplified by the fact that when we hear Nike, we think athletics and "Just Do It." A great brand name and association has catapulted Nike to the top of its industry. Along with above illustration, we could say that, to large extent, the establishment of brand contributes a lot to a positive prospect of company, especially the service business, like Starbucks.

Starbucks being one of the most valuable brands in the service field, its brand reputation is at globally recognizable level to large extent. Although the absence of physical business for Starbucks in many areas, still many people heard of its name. In other words, the absence of Starbucks' business in certain area does not mean the inexistence of the brand in the focal area.

1.2 INDUSTRIAL PROFILE

Starbucks Corp is a roaster, marketer and retailer of specialty coffee with operations in approximately 84 markets around the world. The Company has over 34,300 Company-operated and licensed stores. It operates through three segments: North America, which includes the United States and Canada; International, which includes China, Japan, Asia Pacific, Europe, Middle East, Africa, Latin America and the Caribbean; and Channel Development. North America and International operations sell coffee and other beverages, complementary food, packaged coffees, single-serve coffee

products and a focused selection of merchandise through Company-operated stores and licensed stores. Channel Development segment is engaged in sale of packaged coffee, tea and ready-to-drink beverages to customers outside of its Company-operated and licensed stores. The Company also sells goods and services under various brands, including Teavana, Seattle's Best Coffee, Evolution Fresh, Ethos, Starbucks Reserve and Princi.

1.3 COMPANY PROFILE

Starbucks, American company that is the largest coffeehouse chain in the world. Its headquarters are in Seattle, Washington. Fortune magazine has named Starbucks the fifth most admired company in the world, the highest ranking for any company that deals primarily in food and beverages. The magazine released their annual rankings today, narrowing down a selection of 680 companies in 52 industries. Apple took first place, with Amazon in second, Alphabet in third, and Berkshire Hathaway in fourth.

Starbucks in 1982. While on a business trip in Italy, he visits Milan's famous espresso bars. Impressed with their popularity and culture, he sees their potential in Seattle. He is right after trying lattes and mochas, Seattle quickly becomes coffee-crazy. The demand for great coffee allows Starbucks to expand beyond Seattle, first to the rest of the United States and North America then further afield. After becoming one of the first speciality coffee companies to offer both stock options and health benefits to all its partners, Starbucks becomes a publicly traded company.

1.3.1 HISTROY

Starbucks began in 1971 when three men opened a store called Starbucks Coffee, Tea, and Spice in Pike's Peak Market in Seattle. Jerry Baldwin, an English teacher, Zev Siegel, a history teacher, and Gordon Bowker, a writer, all shared a love for fine coffees and exotic teas. Each invested \$1350 and

borrowed \$5,000 from a bank to open the store. The partners chose the name Starbucks in honor of the coffee-loving first mate in Herman Melville's Moby Dick. The inspiration for Starbucks was Alfred Peet, who began importing coffees into the US in the 1950s. Peet had achieved great success in California with Peet's Coffee and Tea.

The Pike's Place store was decorated with hand-built nautical features. One wall was devoted to whole bean coffees while another wall consisted of shelves of coffee products. Samples were available for testing, but the store did not sell fresh-brewed coffee. The store was an immediate success, and sales exceeded all expectations. During the first year, Starbucks ordered its coffee beans from Peet's. The partners later acquired a used roaster from Holland and set up roasting operations in a nearby building in Seattle.

By the early 1980s, Starbucks had four stores in Seattle, and the company had been profitable every year since its inception. Zev Siegal grew tired of the business and left. Gordon Bowker remained involved, but devoted most of his time to other interests. Jerry Baldwin became the CEO and took over day to day management.

CHAPTER 2

REVIEW OF LITERATURE

2.1 LIST OF REVIEWS

Branding Today, how consumer perceive brands is a key determinant of long-term business success. Hence, building a strong brand is the goal of many companies (Hoeffler and Keller. 2002). Similarly, brand is an important issue in the marketing.

Doyle (1998) stated that brands are at the center of marketing and business strategy, Brands have attracted the greatest attention within the marketing literature, and numerous studies in the literature have been devoted to explaining brands (Jones et al., 2002).

Within marketing, branding is typically defined as "a name, term, sign, symbol, or design or a combination of these intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors"

(Kotter, 1991, p. 442) Successful branding strategies establish a positive product position which is an intangible value of a firm, and ultimately increase the marketing effectiveness (Parkerson and Saunders, 2005).

Brands serve several valuable functions. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and engender trust. Brands reflect the overall experience of the customer associated with the product, which plays a significant role for companies in establishing an effective advertisement or distribution strategy. In the end, brands become an asset. The value accrued by these various benefits is often called brand equity (Keller and Lehmann, 2006).

Branding inevitably becomes an conceptual definition, the perspectives from which to approach brand equity vary in research (Keller, 1993: Ross, 2006).

Different conceptual frame-works include different dimensions (Anselmsson et al., 2007).Aaker (1996) and Keller (1993; 2001) are two of the most renowned researchers of brand equity.

Aaker (1991: 1996) argued that aware-ness, loyalty,perceived quality, and associations are constituents of brand equity whereas

Keller (1993: 2001) suggested a multidimensional con-struct of brand knowledge as the composition of brand equity. In addition, Keller determined that brand awareness and brand image are components of brand knowledge. However, these two authors propose different multi-dimensions.constituting brand, although many of the constructs are quite similar (Low and Lam Jr., 2000),

Literature Review Starbucks originated in Seattle, Washington in 1971 and is known for its coffee. The company took something as basic as coffee and transformed it into something more. “It is a brand that is defined as much by attitude as it is by products. For devotees, the Starbucks experience is about e than a mor daily espresso infusion; it is about immersion.

Literature Review on Starbucks Starbucks into the China market Starbucks has established an internationalization approach to allow the corporation to franchises and internationally open stores (Alon and Bian 2005). The market study is at the center of several of the marketplace entry approaches Starbucks is using.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Carrying with the conception of brand awareness and brand image packaged into the case of Starbucks brand, we aim to investigate the degree of Starbucks brand awareness among the Swedish youths' mind (brand awareness) and the perceptions of Starbucks brand as reflected by the brand association held in target customers' memory (brand image).

3.2 SCOPE OF THE STUDY

Brand scope or brand frame of reference: the set of products, services, communications and actions that stakeholders expect from an organization. People limit what they expect from a brand.

Brand is a perceptual entity that is rooted in reality but reflects the perceptions and perhaps even the idiosyncrasies of consumers. Ultimately a brand is something that resides in the minds of consumers. Therefore the scope of branding expands beyond boundaries.

Achieving high brand awareness means consumers know your brand exists and recognize your products within your industry. The more consumers are familiar with your brand, the more likely you are to earn "top-of-mind" real estate in consumers' minds — the first step towards brand loyalty increased sales.

3.3 OBJECTIVE OF THE STUDY

- To study the brand awareness adopted by the starbucks.
- To know the marketability of the products, to identify major problems the company/dealer is facing and to suggest measures to overcome

such problems.

- To analyse the product ranges of the company.
- To give suggestions based on the survey to improve the quality of the products and services.
- To study advertising and promotional activities of the star bucks.
- To assess the selling performance of the dealer and services provided by them.
- To study the attitude of customers towards the services provided at starbucks.

3.4 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 200 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.5 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

3.6 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 Which is a three month of study.

3.7 ANALYTICAL TOOLS

1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer.

Generally, percentage is reported when the responses have discrete categories.

2. Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart. A bar graph shows comparisons among discrete categories. One axis of chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

3. Pie charts

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

3.8 LACK OF BRAND AWARENESS

Zero brand awareness can kill a business before it even gets started. If no one knows you exist, no one will come to you for your product or service. If this is a problem for your company, the solution is simple to make people aware. One of the best ways to do that is through social media.

3.9 LIMITATION OF THE STUDY

- The study is confined to only Chennai District's small regions.
- 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.
- Due to shortage of time and other constraints like not able to meet people in person (real public) Study response as been limited.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGES ANALYSIS

Table 4.1.1 Age of the respondents

S.NO	PARTICULARS	PERCENTAGES
1	16-25	44%
2	25-30	8%
3	30-35	8%
4	Above 40	40%
TOTAL		100%

Source: Primary data

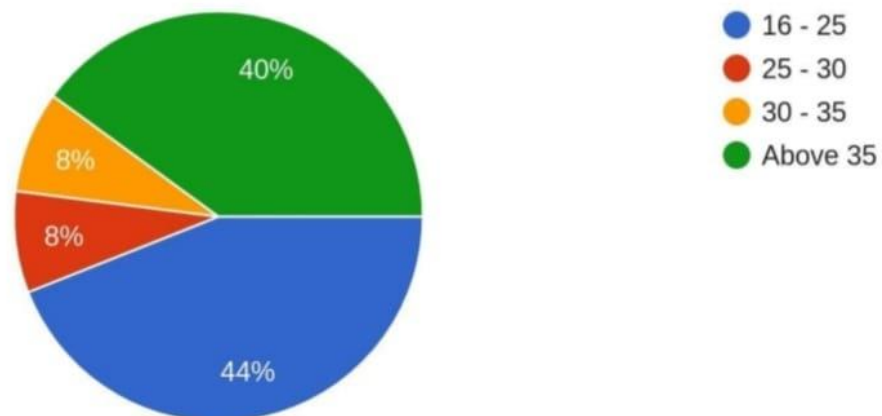


Fig:4.1.1 Age of the respondents

From the above table it is clear that 44% of the respondent belongs to the age group between 16-25 and 8% belongs to the age group between 25-30 and 8% belongs to the age between 30-35 and 40% of the respondent is above 35.

Inference

Majority (44%) of the respondent are age between 16-25 years.

Table 4.1.2 Gender of the respondents

S.NO	PARTICULARS	PERCENTAGES
1	Male	68%
2	Female	32%
TOTAL		100%

Source: Primary data

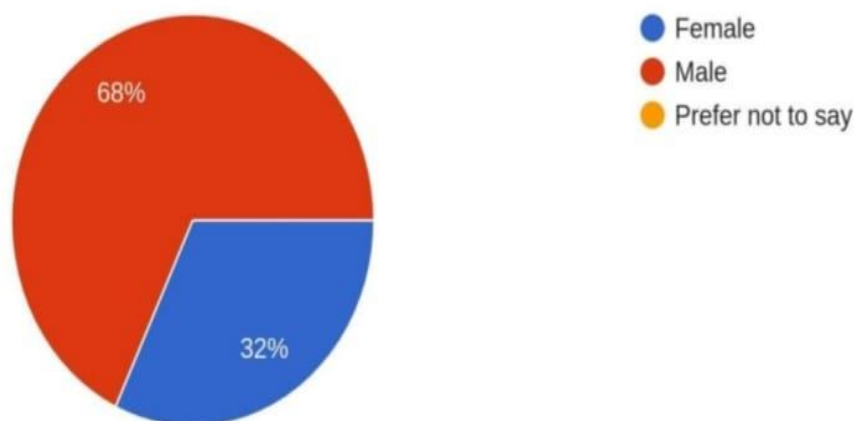


Fig:4.1.2 Gender of the respondents

From the above table it is interpreted that the number of male respondents is 68% and female respondent is 32%.

Inference

Majority (68%) of the respondents are Male.

Table 4.1.3 Offen you visit coffee house/bars.

S.NO	PARTICULARS	PERCENTAGES
1	1-2 Times in a month	20%
2	1-2 times within two or three months	36%
3	Never	24%
4	1-2 times weekly	20%
TOTAL		100%

Source: Primary data

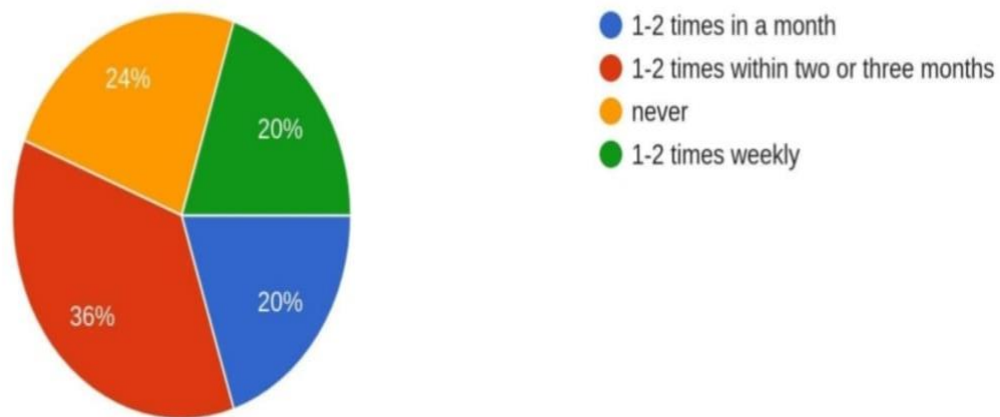


Fig:4.1.3 Offen you visit coffee house/bars.

From the above table it is interpreted that the number of respondents 20% visit 1-2 times in a week, 36% visit 1-2 times within two or more months, 24% is Never, 20% visit 1-2 times weekly

Inference

Majority (36%) of the respondents visit 1-2 times within two or more months.

Table 4.1.4 Favorite drink when you have rest with your Friends.

S.NO	PARTICULAR	PERCENTAGE
1	Milk	4%
2	Coffee	60%
3	Tea	20%
4	Cola	16%
TOTAL		100%

Source: Primary data

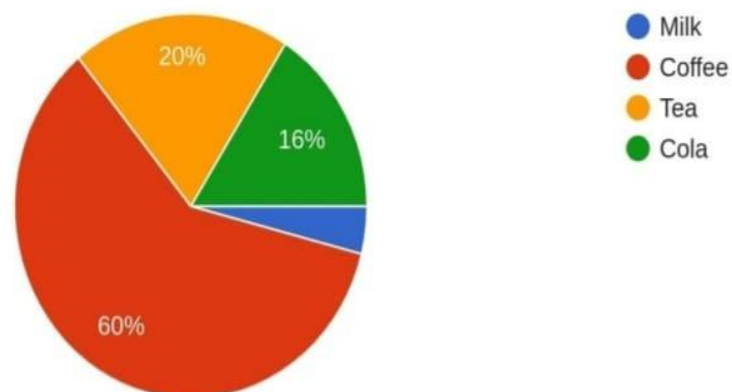


Fig:4.1.4 Favorite drink when you have rest with your Friends.

From the above table it is interpreted that the number of respondents were 4% is Milk, 60% is Coffee, 20% is Tea, 16% is cola.

Inference

Majority (60%) of the respondents Chose the favourite drink as Coffee.

Table 4.1.5 Starbucks was the choice to buy food other than beverages would you go for it

S.NO	PARTICULAR	PERCENTAGE
1	Yes	25%
2	No	20.8%
3	Maybe	54.2%
TOTAL		100%

Source: Primary data

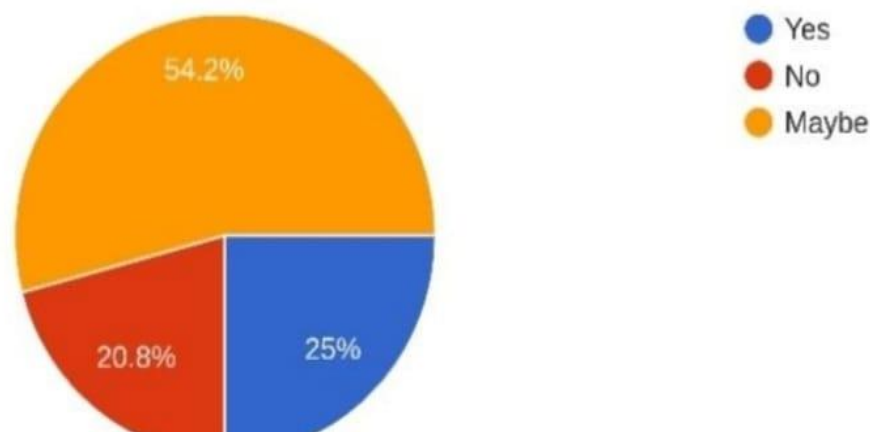


Fig:4.15 Starbucks was the choice to buy food other than beverages would you go for it.

From the above table it is interpreted that the number of respondents were 25% is Yes, 20% is No, 54.2% is Maybe.

Inference

Majority (54.2%) of the respondent may be buy food other than beverages.

Table:4.1.6 Purchase food other than beverage.

S.NO	PARTICULAR	PERCENTAGE
1	Never	12%
2	Occasionally	36%
3	Sometimes	28%
4	Often	24%
5	Always	0%
TOTAL		100%

Source: Primary data

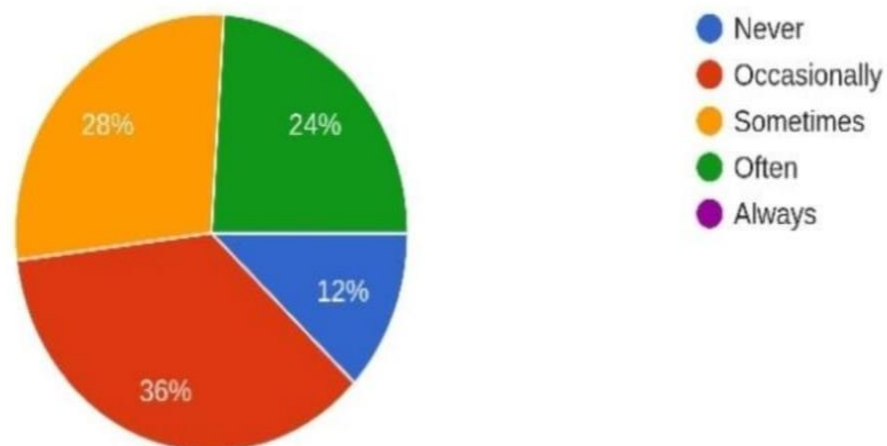


Fig:4.1.6 Purchase food other than beverage.

From the above table that the respondents were 12% is Never, 36% is Occasionally, 28% is Sometimes, 24% is Often.

Inference

Majority (36%) of the respondents were Occasionally purchase food other than beverage.

Table 4.1.7 Logo labeled with the mermaid under the dark green background.

S.NO	Particular	Percentage
1	Its hard to link with coffee	12.5%
2	Friendlier	2.5%
3	Environmental Consiousness	20.8%
4	Creative	54.2%
5	Energetic	0%
6	Aristic	10%
7	Italy Style	0%
8	Mystic	0%
TOTAL		100%

Source: Primary data

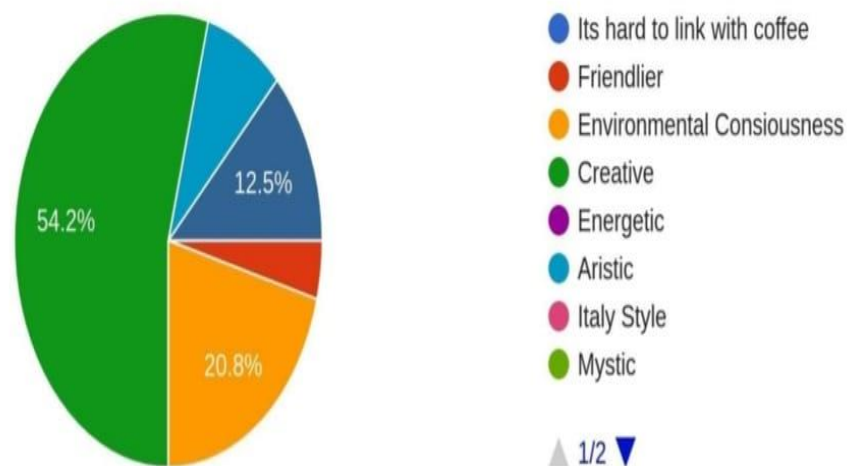


Fig:4.1.7 Logo labeled with the mermaid under the dark green background.

From the above table it is interpreted that the number of respondents were

12.5% is Its hard to link with coffee, 2.5% is Friendlier, 20.8% is Environmental consciousness, 54.2% is Creative.

Inference

Majority (54.2%) of the respondents were Logo labeled with the mermaid under the dark green background is Creative.

Table4.1.8 Heard about Starbucks before.

S.NO	PARTICULAR	PERCENTAGE
1	Yes	91.7%
2	No	4%
3	Maybe	4.3%
TOTAL		100%

Source: Primary data

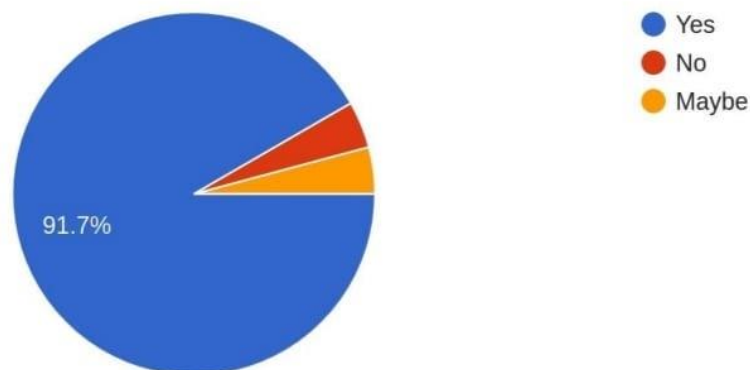


Fig:4.1.8 Heard about Starbucks before.

From the above table it is interpreted that the number of respondents are 91.7% is yes, 4% is No, 4.3% is Maybe.

Inference

Majority (91.7%) of the respondents heard about Starbucks before.

Table 4.1.9 Ever been in Starbucks before.

S.NO	PARTICULAR	PERCENTAGE
1	Yes	68%
2	No	20%
3	Maybe	12%
TOTAL		100%

Source: Primary data

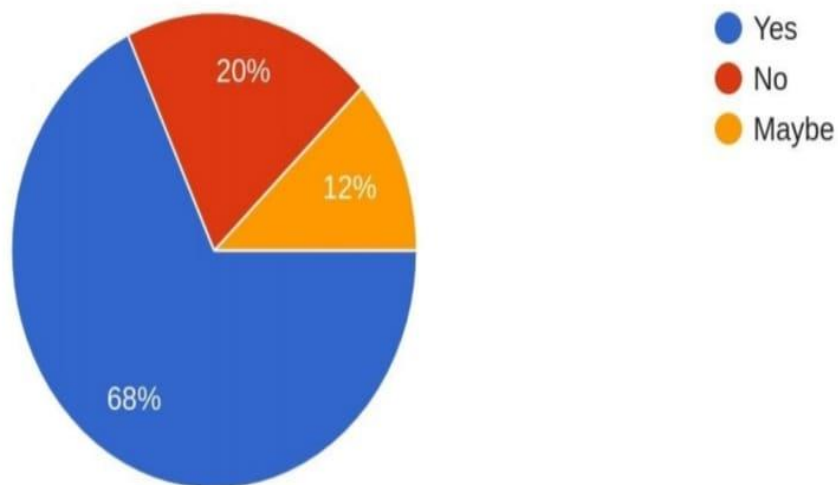


Fig:4.1.9 Ever been in Starbucks before.

From the above table it is interpreted that the number of respondents were 68% id yes, 20% is No, 12% is Maybe

Inference

Majority (68%) of the respondents ever been in Starbucks before.

Table 4.1.10 When do you go to Starbucks.

S.NO	PARTICULAR	PERCENTAGE
1	For having a chat and relaxing with friends	48%
2	Enjoy coffee alone or with friends and family	40%
3	To read books alone or business work	12%
4	Bad mood	0%
5	Good mood	0%
TOTAL		100%

Source: Primary data

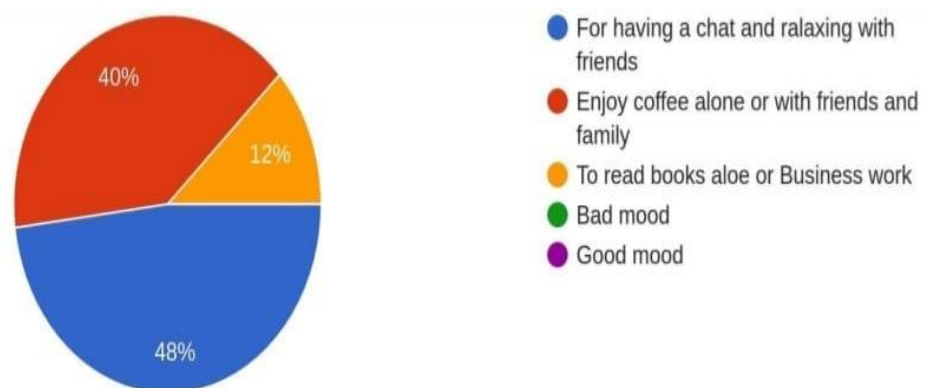


Fig:4.1.10 When do you go to Starbucks.

From the above table it is interpreted that the number of respondents were 48% is For having a chat and relaxing with friends, 40% is Enjoy coffee alone or with friends and family, 12% is To read books alone or business work.

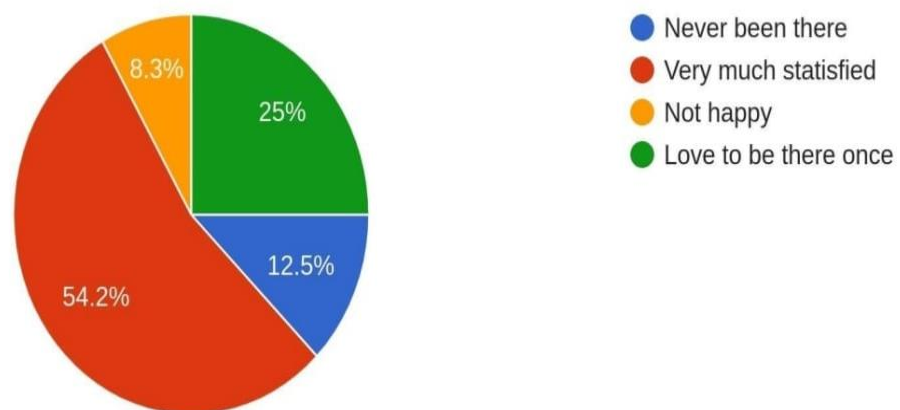
Inference

Majority (48%) of the respondents were visit Starbucks for having a chat and relaxing with friends.

Table 4.1.11 Extent are you satisfied with the coffee in Starbucks.

S.NO	PARTICULAR	PERCENTAGE
1	Never been there	12.5%
2	Very much Satisfied	54.2%
3	Not happy	8.3%
4	Love to be there once	25%
TOTAL		100%

Source: Primary data



Fid:4.1.11 Extent are you satisfied with the coffee in Starbucks.

From the above table it is interpreted that the number of respondents are 12.5% is Never been there, 54.2% is Very much Satisfied, 8.3% is Not happy, Love to be there once.

Inference

Majority (54.25) of the respondents were Very satisfied with coffee in Starbucks

Table:4.1.12 Agree with expression Starbucks is more then a cup of Coffee but an experience"

S.NO	PARTICULAR	PERCENTAGE
1	Strongly Disagree	4.1%
2	Disagree	0%
3	Neutral	29.2%
4	Agree	50%
5	Strongly agree	16.7%
TOTAL		100%

Source: Primary data

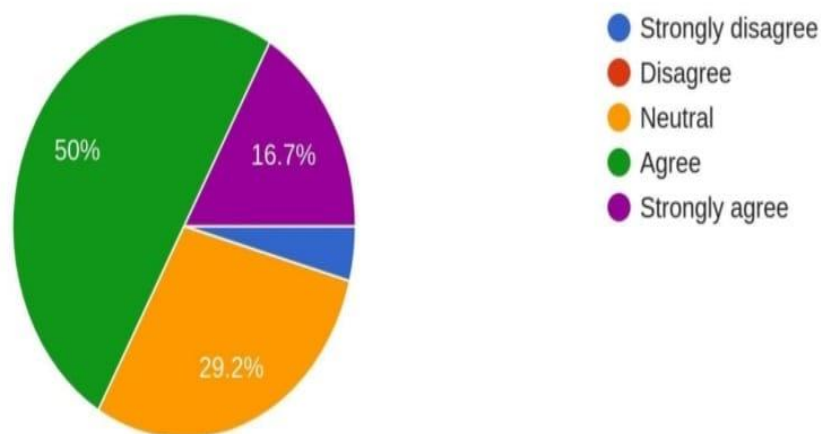


Fig: 4.1.12 Agree with expression Starbucks is more then a cup of Coffee but an experience"

From the above table it is interpreted that the number of respondents were 4.1% is Strongly agree, 29.2% is Neutral, 50% is Agree, 16.7 is Strongly agree.

Inference

Majority (50%) of the respondents were Agree with expression Starbucks is more then a cup of Coffee but an experience"

Table 4.1.13 Starbucks unique associations you think that other coffee brands don't have.

S.NO	PARTICULAR	PERCENTAGE
1	U.S Style	33.3%
2	Globally recognonizable	45.8%
3	Suitable place to relax	20.8%
TOTAL		100%

Source: Primary data

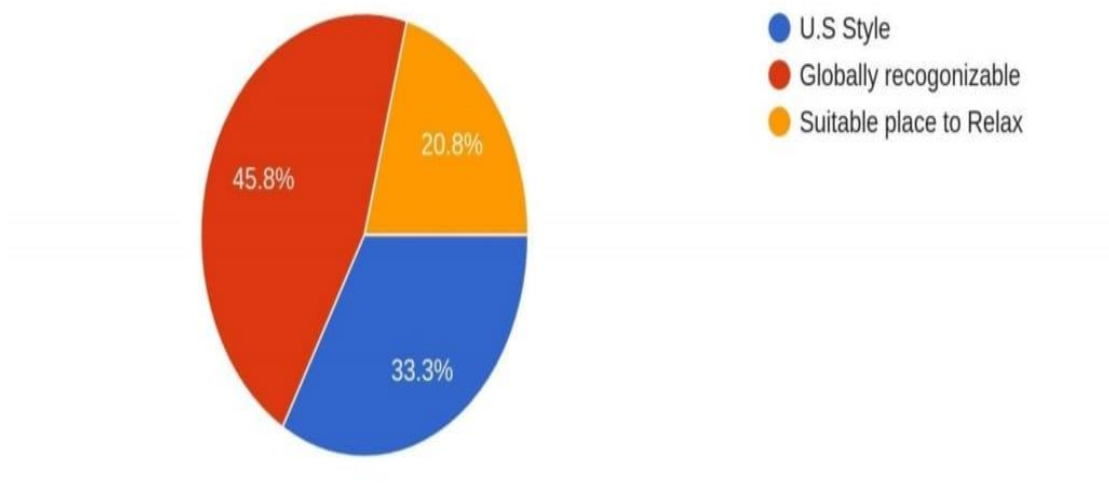


Fig:4.1.13 Starbucks unique associations you think that other coffee brands don't have.

From the above table it is interpreted that the number of respondents 33.3% is U.S Style, Globally recognonizable, 20.8% is Suitable place to relax.

Inference

Majority (45.8%) of the respondent were Globally recognonizable.

4.2 HYPOTHESIS

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

You'll notice we've also calculated a chi-square statistic with the popular Yates correction. There's probably a consensus now that the correction is over-cautious in its desire to avoid a type 1 error, but the statistic is there if you want to use it.

COFFEE		COLA	<i>Marginal Row Totals</i>	
MALE		65 (64.77) [0]	10 (10.23) [0.01]	75
FEMALE		30 (30.23) [0]	5 (4.77) [0.01]	35
<i>Marginal Totals</i>	<i>Column</i>	95	15	110



The chi-square statistic is 0.0184. The p -value is .892161. Not significant at $p < .01$.



The chi-square statistic with Yates correction is 0.0265. The p -value is .870767. Not significant at $p < .01$.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- Majority (44%) of the respondents are age between 16-25 years.
- Majority (68%) of the respondents are Male.
- Majority (36%) of the respondents visit 1-2 times within two or more months.
- Majority (60%) of the respondents Chose the favourite drink as Coffee.
- Majority (54.2%) of the respondent may be buy food other than beverages.
- Majority (36%) of the respondents were Occasionally purchase food other than beverage.
- Majority (54.2%) of the respondents were Logo labeled with the mermaid under the dark green background is Creative.
- Majority (91.7%) of the respondents heard about Starbucks before.
- Majority (68%) of the respondents ever been in Starbucks before.
- Majority (48%) of the respondents were visit Starbucks for having a chat and relaxing with friends.
- Majority (54.25) of the respondents were Very satisfied with coffee in Starbucks.
- Majority (50%) of the respondents were Agree with expression Starbucks is more than a cup of Coffee but an experience"
- Majority (45.8%) of the respondent were Globally recognizable.

5.2 SUGGESTION

- The overall study now from the index reveals that Starbucks is a very much preferred and recommendable place for beverages and experience.
- Majority of people feel that Starbucks is well recognised but it is place for only rich people.
- Young people desire to visit but preferably it's possible only for people with high salary.

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 CONCLUSION

After the investigation to what extent the Public we can know about the brand of Starbucks (brand awareness) and what kinds perception of the Starbucks brand reflected by the brand association held in target customers' memory (brand image), we can come to the conclusion that the focal respondents' acquaintance to Starbucks brand stay on the basic level—they are able to recognize the focal brand and retrieve it when given some type of probe as a cue. Although the general spirit embedded into Starbucks is consistent with what the customers comprehend, still some commitments and symbol involved into Starbucks are ignored or misunderstood commitment Respondents.

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Appendix (Questionnaire)

1.Age of the respondents

- A) 16-25
- B) 25-30
- C)30-35
- D) Above 35

2.Gender of the respondents.

- A) Male
- B) Female
- C) Prefer not to say

3.How often do you go to the coffee house/bars.

- A) 1-2 Times in a month B) 1-2 times with two or more months C) Never D) 1-2 times weekly

4. What's your favorite drink when you have rest with your friends.

- A) Milk B) Coffee C) Tea d) Cola

5.If Starbucks was the choice of place to buy food than beverages would you go for it.

- A) Yes B) No C) Maybe

6.If you go to a coffee shop/café, how often do you purchase food other than beverages?

- A) Never B) Occasinoally C) Sometimes D) Often E) Always

7.How do you feel about this logo labeled with the mermaid under the dark green background?

- A) It's hard to link with coffee B) Friendlier C) Environmental consciousness D) Creative E) Energetic F) Aristic G) Italy Style H) Mystic.

8. Have you heard of Starbucks before?

A) Yes B) No C) Maybe

9. Have you ever been to Starbucks before.

A) Yes B) No C) Maybe

10. When do you go to Starbucks?

A) For having a chat and relaxing with friends B) Enjoy coffee alone or with friends and family C) To read book alone or Business work D) Bad mood E) Good mood.

11. To what extent are you satisfied with the coffee in Starbucks.

A) Never been there B) Very satisfied C) Not happy D) love to be there once

12. To what extent do you agree with Expression "Starbucks is more than a cup of coffee but an experience"

A) Strongly disagree B) Disagree C) Neutral D) Agree E) Strongly agree

13. In the above options, Which is/are the Starbucks unique associations you think that other coffee brands don't have?

A) U.S Style B) Globally recognizable C) Suitable place to relax