

# Impact of Advertising On Consumer Brand Preference Towards Starbucks in Coimbatore City.

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## **ABSTRACT :**

This article explores the effectiveness of various advertising channels used by Starbucks and offers strategic recommendations to optimize its advertising efforts. Starbucks employs a diverse mix of traditional and digital marketing approaches, including television, social media, influencer partnerships, in-store promotions, and experiential marketing. Through an evaluation of each channel's impact in terms of reach, engagement, and return on investment, the study identifies the growing importance of digital and social media platforms in connecting with younger and more tech-savvy consumers. The article recommends increased investment in digital advertising, improved cross-channel integration, localized messaging, data-driven strategies, and the adoption of emerging technologies. These recommendations aim to help Starbucks maintain its brand relevance, deepen customer relationships, and improve the overall efficiency of its global advertising strategy.

**KEYWORDS :** Starbucks Advertising Effectiveness , Traditional Marketing Channels , Digital Marketing Strategies , Social Media Engagement , Influencer Partnerships , In-Store Promotions, Experiential Marketing , Cross-Channel Integration , Localized Messaging , Data Driven Marketing , Emerging Marketing Technologies , Brand Relevance , Customer Relationship Management , Return On Investment (ROI) , Consumer Engagement Metrics

## **1.1 INTRODUCTION :**

In an increasingly competitive and digitally-driven marketplace, effective advertising has become essential for global brands like Starbucks to maintain their visibility, relevance, and customer loyalty. As a leading international coffeehouse chain, Starbucks has built a strong brand identity centered around quality, experience, and community. However, the evolving nature of consumer behavior, technological advancements, and cultural diversity across global markets requires continuous assessment and adaptation of advertising strategies.

Starbucks employs a wide range of advertising channels, including traditional media such as television and print, as well as modern platforms like social media, influencer marketing, and digital advertising. These channels not only help promote products and seasonal campaigns but also reinforce the brand's values and emotional connection with consumers. However, the effectiveness of each channel can vary significantly depending on the target audience, market trends, and regional preferences.

This article aims to achieve two key objectives: first, to evaluate the effectiveness of the various advertising channels used by Starbucks, and second, to provide strategic recommendations for optimizing its advertising efforts. By examining both traditional and digital approaches through a performance and consumer engagement lens, this article offers valuable insights for enhancing Starbucks' marketing strategies in a competitive and culturally diverse global market.

### **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 evaluate the effectiveness of various advertising channels.
2. To provide recommendations for optimizing Starbucks' advertising strategies.

### **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 TO EVALUATE THE EFFECTIVENESS OF VARIOUS ADVERTISING CHANNELS :**

Starbucks employs a diverse mix of advertising channels to engage with its audience, including traditional media, digital platforms, social media, influencer marketing, in-store promotions, and experiential campaigns. The effectiveness of each channel can be evaluated based on reach, engagement, conversion rate, and return on investment (ROI).

**TRADITIONAL MEDIA (TV, RADIO, PRINT) :**

Traditional media has played a foundational role in Starbucks' branding, particularly in earlier years. Television and print advertisements have helped reinforce brand image and create emotional resonance.

**EFFECTIVENESS :**

- Strong for brand recall and storytelling.
- Less targeted and more expensive compared to digital options.
- Declining effectiveness among younger demographics.

**DIGITAL ADVERTISING (DISPLAY ADS, SEARCH ENGINES) :**

Starbucks utilizes programmatic advertising, Google Ads, and sponsored content to reach consumers actively searching for coffee or lifestyle-related products.

**EFFECTIVENESS :**

- High ROI due to precise targeting and measurable results.
- Allows retargeting and personalized ads.
- Highly effective during product launches and promotions.

**SOCIAL MEDIA MARKETING :**

Platforms like Instagram, Facebook, Twitter, and TikTok play a crucial role in Starbucks' strategy. The company uses visually engaging content, seasonal campaigns, and interactive posts.

**EFFECTIVENESS :**

- Extremely effective among Gen Z and Millennials.
  - High levels of engagement and brand advocacy.
  - Helps Starbucks stay relevant and connect emotionally with its audience.
- INFLUENCER MARKETING :**

Starbucks partners with lifestyle influencers, food bloggers, and content creators to enhance brand credibility and tap into niche communities.

**EFFECTIVENESS:**

- Effective in creating authentic content and building trust.
- Influencers help drive product trials, especially for limited-edition items. ➤ ROI varies depending on influencer relevance and audience alignment.

#### **IN-STORE ADVERTISING :**

Starbucks uses in-store displays, point-of-sale promotions, and product packaging to encourage impulse purchases and upselling.

#### **EFFECTIVENESS :**

- Very effective in driving immediate sales.
- Supports cross-selling and enhances the overall customer experience. ➤ Limited reach beyond existing customers.

#### **EXPERIENTIAL MARKETING (EVENTS, POP-UPS, CSR INITIATIVES) :**

Starbucks engages in local events, community initiatives, and branded experiences that create strong emotional connections.

#### **EFFECTIVENESS :**

- High emotional engagement and positive brand association.
- Strengthens community bonds and brand loyalty.
- More suitable for long-term branding than short-term conversions

#### **1.6 TO PROVIDE RECOMMENDATIONS FOR OPTIMIZING STARBUCKS' ADVERTISING STRATEGIES :**

Based on the evaluation of the current channels, the following recommendations are proposed to enhance Starbucks' advertising effectiveness across different markets:

#### **INCREASE INVESTMENT IN DIGITAL AND SOCIAL MEDIA :**

- **Expand Paid Social Campaigns** targeting specific demographics and interests. ➤ Leverage **AI-driven personalization** to tailor content and offers based on customer behavior.
- Use **social listening tools** to track trends and adjust messaging in real-time.

**OPTIMIZE INFLUENCER PARTNERSHIPS :**

- Focus on **micro-influencers** with highly engaged, niche audiences for more authentic impact.
- Implement **performance-based contracts** to ensure accountability and better ROI.
- Diversify influencers to represent different cultures, languages, and lifestyles.

**ENHANCE CROSS-CHANNEL INTEGRATION :**

- Create **cohesive storytelling** across all platforms, ensuring consistency in voice and message.
- Integrate digital and in-store campaigns with QR codes or app-based rewards to bridge the gap between online engagement and offline purchases.

**PRIORITIZE DATA-DRIVEN DECISION MAKING :**

- Regularly analyze campaign metrics (CTR, CPC, conversion rate) to assess effectiveness.
- Use A/B testing to refine creative elements and audience targeting.
- Segment audiences based on purchase history, location, and preferences for customized campaigns.

**EMBRACE CULTURAL SENSITIVITY AND LOCALIZATION :**

- Tailor messages, visuals, and products to align with **local customs, languages, and values**.
- Collaborate with **local creatives** and media outlets to increase relatability and resonance.
- Adjust product advertising based on **regional consumption patterns** (e.g., tea vs. coffee preferences).

**INNOVATE WITH EMERGING TECHNOLOGIES :**

- Explore **augmented reality (AR)** and **virtual try-before-you-buy experiences** for new products.
- Implement **voice search optimization** and **interactive ads** to stay ahead of digital trends.
- Utilize **geo-targeting** to send location-based promotions and offers.

**2. 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”.

**TABLE 4.1.22**

**Exhibit showing the type of promotions of respondents**

| Type Of Promotions    | Frequency | Percentage |
|-----------------------|-----------|------------|
| Buy One, Get One Free | 55        | 33.6       |
| Seasonal Discounts    | 45        | 27.4       |
| Loyalty Rewards       | 25        | 15.2       |
| Limited-Time Offers   | 38        | 23.2       |
| Others                | 1         | 0.6        |
| Total                 | 164       | 100        |

**INTERPRETATION :**

The above exhibit indicates the 33.6% of the respondents are Buy One, Get One Free, 27.4% of the respondents are Seasonal Discounts, 15.2% of the respondents are Loyalty Rewards, 23.2% of the respondents are Limited-Time Offers and 0.6% of the respondents are Others.

## **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 5<sup>th</sup>

33.6% of the respondents are Buy One, Get One Free

27.4% of the respondents are Seasonal Discounts

15.2% of the respondents are Loyalty Rewards,

23.2% of the respondents are Limited-Time Offers

0.6% of the respondents are Others.

### **5.2 SUGGESTIONS :**

- While advertising is crucial, the in-store experience plays a significant role in shaping brand preference. Ensure that the ambiance, service quality, and product offerings align with the premium image portrayed in advertisements.
- Use advertising to promote limited-time offers, loyalty programs, or seasonal menus to drive foot traffic and increase customer retention.
- Continuously gather feedback from Coimbatore consumers to understand their preferences, perceptions, and expectations from Starbucks advertising.
- Conduct periodic market research to identify emerging trends, competitor strategies, and areas for improvement in advertising effectiveness.

### **5.3 CONCLUSION :**

Starbucks' multi-channel advertising strategy has been instrumental in establishing and maintaining its strong global presence. Through a mix of traditional and digital platforms—ranging from TV commercials and print ads to social media engagement and influencer collaborations—the brand has effectively communicated its identity and offerings to a diverse, international customer base. However, as consumer behavior shifts toward more personalized, digital-first experiences, the effectiveness of these channels must be continually reassessed. The evaluation presented in this article highlights the growing impact of digital media, the importance of localized content, and the role of technology in enhancing customer engagement.

To remain competitive and relevant, Starbucks must focus on optimizing its advertising efforts by investing more heavily in digital platforms, leveraging data for personalized marketing, and embracing culturally tailored messaging. Strengthening influencer partnerships,

enhancing cross-channel integration, and adopting emerging tools like augmented reality and geo-targeted promotions will allow Starbucks to deepen its customer relationships and maximize campaign performance. By aligning its advertising strategies with evolving market dynamics and consumer preferences, Starbucks can continue to grow its brand loyalty and market influence across regions.

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