

# Work Introduction

## Analysis of Consumer Perception, Customer Satisfaction, and Loyalty towards Coffee Industry Leader "Starbucks"

### Research Objective

This study aims to explore and understand the development process of Starbucks, analyze its marketing strategies, examine the Starbucks brand image, investigate customer satisfaction and loyalty towards Starbucks, and provide recommendations based on the research findings for industry practitioners. When it comes to a high-quality coffee brand, Starbucks is generally the first brand that comes to mind. In modern society, people often face high work pressures and develop a habit of staying up late, which leads to a reliance on coffee. The aroma of coffee has a stress-relieving and refreshing effect, making it a popular beverage and even a necessity. Our team conducted a 4C analysis, 4P analysis, SWOT analysis, and IPA analysis to provide recommendations for businesses. We also conducted an online questionnaire survey to understand consumers' direct thoughts about the product and proposed specific suggestions.

### Questionnaire Survey



### Recommendations

- While maintaining quality, strict cost control should be implemented to increase profitability.
- Continue to maintain the product manufacturing model and explore variations in raw materials or flavors to increase non-coffee offerings.
- Find more environmentally-friendly recycled materials to fulfill corporate social responsibility.
- Segment the consumer market.