

Customer Experience for Corporate Social Business Development Towards Starbucks with Special Reference to Chennai City.

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ABSTRACT

The confident experienced customer is a central part of a successful company. This is the acceptance of the Starbucks company customers are more appreciative of their service. This study simulated the rate of Starbucks coffee as a brand vital role in obtaining improved company performance, like sales. The customer is highly satisfied based on their experience to develop a relationship with Starbucks. The research was conducted in which primary data was collected from 150 people who had visited the Starbucks. This study concludes that Starbucks could substantially pay attention to the variables to have profitability in the market. The suggestions given in this study will improve the overall growth of the company. Finally, Starbucks is performing well in terms of performance and it is satisfactory.

Keywords: Customer experience, Starbucks, Profitability, Growth

INTRODUCTION

The central point and all marketing activities is revolving the customer. The produce of manufactures is consumer wants to produce the quality of products. As the customers experience is differ from person to person, consequence of certain economic forces creating the desires or wants, which can be satisfied by the company.

Now a days, the world business is began with shift of focus, usually focus on maximation profit, the balance of three aspects; people, planet and profit. First of all, the company have to engaging the activities gain their goods reputation their eye of shareholder. The performs of the Starbucks has variety of corporate social responsibilities activities; ranging from environmental program, ethical standard for community.

STARBUCKS ENVIRONMENT DEVELOPMENT

Starbucks began with successful in 1990s, many of them noted it wasn't simply about the coffee, but their company has been focused on their atmosphere, quality coffee customer satisfaction and environment. Starbucks to be a place where people have drink and friends or maybe a one sip of a coffee.

THE PLACE AND DISTRIBUTION OF STARBUCKS

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The place and distribution strategy is a component of the marketing mix that plays a vital role in the success of any business. The location of the business operates the crucial factor.

Starbucks' place has played a huge role in the success of the chain stores. It has more than 25,000 stores in around 83 countries across the world. Starbucks offered the maximum number of products at their stores. However, they also have the following chains of distribution for their products.

- ❖ Coffeehouses
- ❖ Retailers
- ❖ Mobile applications
- ❖ Starbucks highly influences on the design and environment of its coffee where customers enjoy a premium experience. They open their stores at "it" places like Malls and Popular Markets.

- ❖ Starbucks also sells their commodities with different brands and retailers.
- ❖ The company also has an e-commerce presence integrated with electronic payments.

OBJECTIVE OF THE STUDY

- ❖ To know the customer experience towards Starbucks in Chennai.
- ❖ To study the customer satisfaction level of Starbucks in Chennai.
- ❖ To analyse the consumers preference for coffee in Starbucks.

SIGNIFICANCE OF THE STUDY

- ❖ To research expedient their experiences of customers.
- ❖ To analyses the experiences based on key deliverables.
- ❖ Gains insight into customer expectations towards Starbucks.

REVIEW OF LITERATURE

Annisa Paramaswary & Aslam (2023) in their study, determining the number of samples, the researcher first collected data on 30 people who used the product at random people having the intention to purchase Starbucks products because of the attractiveness of green marketing products and the good service offered.

Aditya shastri (2023) in his Starbucks offered their products like Starbucks has also initiated a new seasonal whole-bean coffee, Starbucks Diwali blend, for their consumers across the country and select global markets. The latest magnificent blend is hand-picked and sourced from Tata Estates in Karnataka and Tamil Nadu.

Rudresh Pandey, Varsha Ganatra (2021) This paper concentrated on survey on customer satisfaction and experiences of Starbucks products. A questionnaire survey was conducted and answered by 105 respondents. The survey form was distributed into two sections: demographic and questionnaire.

Soniya Maharajan (2019) The thesis studies the factors that influence customer satisfaction and loyalty. The thesis project examines customer satisfaction. Various methods that have been universally used to measure customer satisfaction and the outcome results of having trustworthy customers are presented.

RESEARCH METHODOLOGY

The information of the research is collected from the primary data and secondary data. The primary data was collected from the using structured questionnaires through personal contacts. The secondary data was collected from the journals, websites and books. This project is defined to identify the customer experience for corporate social business development towards Starbucks in Chennai.

SOURCES OF DATA

- ❖ **PRIMARY DATA:** Collected directly from the 150 respondents with help of a questionnaire.
- ❖ **SECONDARY DATA:** Websites and journals, published reports and articles.

RESEARCH DESIGN

- ❖ **TYPE OF RESEARCH:** Customer Experience for corporate social business development towards Starbucks in Chennai.
- ❖ **PERIOD OF STUDY:** 2 months
- ❖ **SAMPLING METHOD:** Convenience Sampling Method
- ❖ **SAMPLING AREA:** Chennai
- ❖ **SAMPLING SIZE:** 150
- ❖ **TOOLS USED FOR ANALYSIS:** Chi – Square, Spearman’s Rank Correlation, Simple correlation.

LIMITATION OF THE STUDY

- ❖ The limitation of this study is Chennai City.
- ❖ The study is an opinion survey.
- ❖ The result fully depends on the information given by the 150 respondents.

DATA ANALYSIS AND INTERPRETATION

H_0 – There is no significant association between the region of the respondents and their preference for coffee in Starbucks.

H_1 – There is significant association between the region of the respondents and their preference for coffee in Starbucks.

1. Chi Square Test

| | Value | df | Asymptotic significance (2 - sided) |
|----------------------------|---------------------|----|-------------------------------------|
| Pearson chi- square | 14.987 ^a | 12 | .242 |
| Likelihood Ratio | 16.660 | 12 | .163 |
| N of valid cases | 150 | | |

13 cells (65.0%) have expected count less than 5. The minimum expected count is 12.

FINDINGS

The above table shows that p value is greater than 0.05, so the null hypothesis is accepted, which means there is no significant association between the region of the respondents and their preference for coffee in Starbucks.

2. Spearman's Rank Correlation

TABLE FOR THE OBSERVED VALUE OF FACTORS REGARDING THE SATISFIED WITH THE CUSTOMER SATISFACTION LEVEL OF STARBUCKS

| FACTORS | NO. OF. RESPONDENTS | RANK (X) |
|---------------------|---------------------|----------|
| STRONGLY SATISFIED | 52 | 2 |
| SATISFIED | 86 | 1 |
| NETURAL | 40 | 3 |
| DISSATISFIED | 20 | 4 |
| HIGHLY DISSATISFIED | 2 | 5 |

TABLE FOR THE OBSERVED VALUE REGARDING THE AWARE TO THE CUSTOMER EXPERIENCE TOWARDS STARBUCKS

| FACTORS | NO. OF. RESPONDENTS | RANK (Y) |
|---------------------|---------------------|----------|
| STRONGLY SATISFIED | 34 | 3 |
| SATISFIED | 80 | 1 |
| NETURAL | 63 | 2 |
| DISSATISFIED | 20 | 4 |
| HIGHLY DISSATISFIED | 3 | 5 |

CALCULATION FOR SPEARMAN'S RANK CORRELATION

| Rank (X) | Rank (Y) | D= X-Y | D ² |
|----------|----------|--------|----------------|
| 2 | 3 | -1 | 1 |

| | | | |
|---|---|--------------|----------|
| 1 | 1 | 0 | 0 |
| 3 | 2 | 1 | 1 |
| 4 | 4 | 0 | 0 |
| 5 | 5 | 0 | 0 |
| | | TOTAL | 2 |

FORMULA FOR SPEARMAN'S RANK CORRELATION:

$$\begin{aligned}
 P &= 1 - 6 \sum d^2 / n(n^2-1) \\
 &= 1 - 6(2) / 5(5^2-1) \\
 &= 1 - 12 / 5(25-1) \\
 &= 1 - 12 / 120 \\
 P &= 0.9
 \end{aligned}$$

FINDINGS

Also, $r = 0.9$ indicates a high positive correlation between the satisfied with the present sales and incentives provided by Starbucks.

3. simple correlation

TABLE FOR CONSUMERS PREFERENCE FOR COFFEE IN STARBUCK.

| | Quality | Cleanliness | Taste | Advertisement | Easy availability |
|------------------|---------|-------------|-------|---------------|-------------------|
| MALE (X) | 59 | 22 | 52 | 11 | 6 |
| FEMALE(Y) | 70 | 34 | 37 | 7 | 2 |

CALCULATION FOR SIMPLE CORRELATION FOR CONSUMERS PREFERENCE FOR COFFEE IN STARBUCK

| MALE ($\sum X$) | FEMALE($\sum Y$) | $\sum X^2$ | $\sum Y^2$ | $\sum XY$ |
|----------------------------------|----------------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| 59 | 70 | 3481 | 4900 | 4130 |
| 22 | 34 | 484 | 1156 | 748 |
| 52 | 37 | 2704 | 1369 | 1924 |
| 11 | 7 | 121 | 49 | 77 |
| 6 | 2 | 36 | 4 | 12 |
| $\sum X = 150$ | $\sum Y = 150$ | $\sum X^2 = 6826$ | $\sum Y^2 = 7478$ | $\sum XY = 6891$ |

$$\begin{aligned}
 \text{Formula for simple correlation} &= \sum XY / \sqrt{\sum X^2 * \sum Y^2} \\
 &= 6891 / \sqrt{6826 * 7478} \\
 &= 0.9
 \end{aligned}$$

FINDINGS:

The above analysis shows the value more than 0.5 is said to be highly correlated and the value for this correlation 0.96 hence, so it is highly correlated.

SUGGESTION

- ❖ Starbucks should pay attention to its competitors and study their success in India thoroughly. Initially, the brand should value customers' comments or words of mouth to offer more suitable options. By properly using

their official accounts online, Starbucks will learn India customers' behaviours, which gives instructions to the research and developing departments.

- ❖ To improve Starbucks products and paying attention to customer feedback will help Starbucks improve customer satisfaction is correct because customers provide feedback on their preferences and areas that should be improved.

CONCLUSION

Based on the research problems that the products of Starbucks are witnessing the customer experience decreases year by year, this paper makes an in-depth analysis of an American coffee brand giant that does not conform to the trend of the times and fail to meet the taste needs of most customers, and customer satisfaction decreases year by year, this paper makes an in-depth analysis of Starbucks. In short, Starbucks needs to take marketing publicity and other means further to stabilize its market position and improve customer satisfaction and loyalty.

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