

Research on Starbucks marketing strategy and future development means based on 4P model

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Abstract. China is the largest developing country in the world, which determines that China is a huge potential coffee consumption market, and also determines that China is bound to become a lucky place for Starbucks. This paper for the research object, through the literature method, questionnaire survey, mathematical statistics method to analyze the marketing environment of Starbucks, combined with the analysis of 4P theory, found that the Starbucks product features, high price, offline stores, promotions to attract customers, promotion is not enough. In this regard, Author have proposed the specific characteristics of the product. In terms of improving the service level and price, the market segment is mainly based on customer demand, the channel mainly focuses on communicating with customers and improving the marketing experience, and the promotion mainly focuses on creating response measures in line with consumers. Suitable for the marketing of domestic coffee and beverage industry such as Starbucks.

1 Introduction

With the development of economic globalization and the integration of countries, coffee has entered China and developed rapidly. Since the 1990s, China's beverage industry has witnessed explosive growth, with a variety of coffee brands being diversified. International coffee organizations believe that China's coffee market will become the largest development potential market in the world.

At present, the average annual growth rate of Chinese coffee has exceeded the average growth rate of the international market, and it is growing at a high rate of almost 20% per year. It seems that the domestic coffee market is embracing a new opportunity.

After Starbucks entered the Chinese market in 1999, it has expanded continuously and developed rapidly. As the coffee industry leader, the success of Starbucks coffee cannot leave its brand marketing strategy, this paper on the basis of "4P marketing strategy", study the development status of Starbucks, summarizes the enterprise marketing strategy success, also can provide reference for the development of other coffee companies in China, the significance of this paper is here.

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2 Overview of Starbucks

Let's trace the development of Starbucks in China, Starbucks is a world chain coffee company, founded in 1971, headquartered in Seattle, Washington, is the world's leading coffee roaster and retailer. Such achievements, of course, cannot be achieved overnight. In 1987, Mr.Schultz bought Starbucks out as its chairman. Starbucks has reached a growth milestone, Management and other work is slowly getting back on track: in 1992, Starbucks is listed on Nasdaq as the first professional coffee company, This marks a major milestone for Starbucks, Its brand image began to be slowly accepted: in October 2009, Starbucks launches the confusing coffee VIA, In its sales process, Increasing market competitiveness: In 2001, Starbucks posted a \$300 million profit, Strength up a higher level: in 2016, Starbucks has the most valuable brand value in the world, # 21st: 2017, Starbucks' brand value quickly surpassed \$44.230 billion, The visibility of enterprises is further enhanced. Meanwhile, according to Internet statistics, the number of Starbucks stores has grown rapidly to more than 12,000, extending to Europe, Asia, North America and Latin America, as well as the Pacific coast. In 2024, Starbucks opened its 1000 0th store in mainland China in Guangdong, which shows the continuous expansion of Starbucks in the Asian market. In addition, Starbucks also actively participates in social activities, such as donating money and materials through the Starbucks Foundation in Beijing to support the anti-flood relief work, which reflects the corporate social responsibility of Starbucks.

3 Concept introduction of the 4P model

4P strategy is one of the classic theories in marketing. It consists of four elements: product, price, channel and promotion. It is a classic marketing framework. The 4P strategy is one of the classic theories in marketing. This theory was originally developed by the marketing scholar E. Jerome McCarthy Was proposed in the 1960s and further developed by Philip Kotler et al. The 4P theory provides a systematic method for enterprises to ensure the consistency and coordination of their marketing strategies.

Product: This P involves the characteristics, quality, design, brand name, packaging, new product development and other aspects. Enterprises need to ensure that their products can meet the needs and expectations of consumers, and they should have enough differentiation characteristics in the fiercely competitive market.

Price strategies include pricing, discounts, credit terms, payment terms, etc. Companies need to set prices based on the cost of the product, the willingness of competitors 'consumers to pay, and the company's overall pricing targets.

Channel: This P refers to the selection and management of product distribution channels, including direct sales, agents, wholesalers, retailers, online sales, etc. Companies need to establish an effective distribution network to ensure that the products can successfully reach the hands of the target consumers.

Promotion activities include advertising, promotion, public relations, direct selling, etc. Enterprises use these means to increase the popularity of products, influence consumers' purchasing decisions, and establish a good relationship with consumers.

The 4P theory emphasizes that a successful marketing strategy needs to be comprehensively considered and balanced on these four PPs.

4 Starbucks' positioning characteristics

In the process of entering a national market, Starbucks will first conduct data survey and collection, in order to fully understand and study the market conditions of the country,

consumers' ability and preference of purchase intention, as well as the customs of the country, so as to carry out accurate market positioning. This study analyzed the star, barker entered the Chinese market, before entering the Chinese market, the herbal tea, tea, coke, Sprite beverage in the Chinese market made full research and forecast, and for Chinese tea customs, developed the starbucks Chinese wind drinks, which makes Chinese consumers largely such a new drink, also like it promotes the American beverage culture [1].

Moreover, in terms of store location, Starbucks does not follow the traditional positioning principle and lie deep in the alley. Instead, it chooses large shopping malls and shops to attract passers-by to find out through various free activities. In the shop

In terms of the interior design, Starbucks has designed the store with a unique style, making those young consumers who pursue fashion feel immersive and linger on. The pursuit of fashion by this group will also become the most popular spiritual experience.

As for consumers, Starbucks is positioned as a film and television star deeply loved by young people, mainly hoping to take advantage of the driving effect of such groups, which has proved this measure to be effective. In addition, Starbucks is still among the best of its peers in terms of analyzing consumer psychology. When facing food safety problems, Starbucks especially points out the importance of food safety, which is in line with the fear of consumers in the face of such problems, and the brand value and quality of Starbucks have also been further improved.

5 Starbucks marketing strategy based on 4P model

5.1 Product strategy

First of all, Starbucks improves consumer loyalty through promotion, so that customers can feel that their money is worth it. In addition to various external tangible products, there are also spiritual products brought by Starbucks, so that every customer can personally experience the value of the products.

Second, as a leader in the coffee industry, innovation is particularly important for Starbucks. No matter how successful a brand is or what position it reaches, it must put innovation in an important position. However, Starbucks does not put product innovation in an important position. Although it makes different products and makes joint names with different IP, it has spent a lot of time on [2]. Finally, Starbucks also needs to adopt a diversification strategy. Although at present, Starbucks has many products, it is not stable and is a part of coffee that can be recognized by everyone. Therefore, when Starbucks adopts the diversification strategy, it must take coffee as the lead.

5.2 Price strategy

First, in terms of pricing, Starbucks has always been positioned as a high-end company, and the consumers he faces are mostly from the upper middle class. It is committed to creating a comfortable environment for everyone, rather than just drinking coffee. This means that Starbucks is more expensive

Second, need to determine consumer's demand. In China, Starbucks is mainly facing a small number of people. In the traditional Chinese culture, tea is often the most popular, while coffee is just a substitute. So no matter how low the price is, I don't think it will have a big impact on Starbucks.

The third is to estimate the costs. The cost of Starbucks in China is mainly imported raw materials and other domestic costs, which are roughly divided into two parts. For domestic costs, pricing often has a large impact, while the pricing industry is mainly affected by it, and

the tariff is indeed basically unchanged. Select the pricing method again. No matter what kind of pricing is chosen, a author should always take the customer's recognition of the brand value as the most important factor to consider. Starbucks adopts the psychological pricing method. Starbucks is not only selling coffee, but this consumption experience [3]. The process of tasting coffee is the process of spiritual baptism, which determines the final price, and the product itself is not so important.

5.3 Placing strategy

For Starbucks, the success of its successful positioning is chosen in the dense shopping malls in the first and second tier cities, making it difficult for competitors to enter, let alone get a share of the fierce market competition.

Starbucks is usually located in densely populated business districts, and the choice of convenient transportation is nothing more than a store that can let consumers do what they want [4]. In addition, this is also the channel strategy of Starbucks. Choose such convenient transportation, reduce transportation costs, and have an advantage in the channel in the competition.

5.4 Promotion strategy

Word of mouth communication simply refers to the communication between people to obtain cognition, he and advertising communication belong to the promotion means. Any large company attaches great importance to its own reputation, it is the name card of the enterprise, is a bridge for the enterprise to convey culture to the outside world.

Starbucks' promotion strategy is mainly word of mouth, while it spends little in advertising.

Starbucks' word of mouth is focused on those "repeat customers", because for them, it will be deeper. The customers are passing this feeling to their family and friends around them, making the number of consumers increase rapidly, and the cost is greatly reduced, thus avoiding the disadvantages of advertising communication. In addition, this word of mouth spread, for consumers, will be more credible.

6 Problems existing in Starbucks' marketing strategy

Starbucks' product innovation is far less than Luckin and Luckin launches different flavors of coffee every quarter. However, it takes a long time to complete, and there is not much innovation around cultural and creative products.

Besides, the price of Starbucks is relatively high with that of big cafes in other markets. Starbucks is committed to building high-end brands, which is difficult for it to penetrate into small and medium-sized cities, which will cause the limitation of consumer groups. Also, Starbucks is committed to creating a "third living space" outside of its workplace and residence, so the location of offline stores is highly important to online development.

7 Starbucks marketing strategy and countermeasures

7.1 Product diversification

In 2016, with the IP cultural project of the Beijing Palace Museum as the first place, it drove the "blowout" of the whole cultural and creative industry, made the rapid development of cultural and creative undertakings ushered in new opportunities, and cultural and creative

industries also showed a good momentum of vigorous development. In the future, both the innovation and reform in the field of cultural and creative development are developing rapidly, and the cultural industry has become an important key industry in the knowledge economy. The fire of Cat claw cup is enough to prove the uniqueness of Starbucks' promotion methods and the level of cultural and creative development. Starbucks should take the lead in China and make more innovations in surrounding products. Launch more cultural and creative products, not limited to coffee cups, to attract consumers' attention with novel and creative cultural and creative products and continue to provide heat to Starbucks.

7.2 Optimization of pricing strategy

In response to Starbucks' lack of flexible pricing strategy, Starbucks can combine drinks and pastries into discount packages to attract consumers' attention. Although the profit for a single product decrease, after the formation of the product portfolio, the profit can be greatly increased by increasing the sales volume [5]. For stores with unsatisfactory performance, a large number of coupons can be used to attract consumers within the business circle and improve the performance of these stores.

7.3 Strengthen online development

In view of the unbalanced development of online and offline markets, Starbucks should stop blindly expanding, and reasonably control the number of physical stores in while increasing efforts to expand the online market [6]. Expand the online market in addition to do WeChat, weibo online platform such as marketing activities, should also be in TikTok, quickly short video APP platform launched online coffee small classroom, online lottery, encourage consumers to share offline store experience in short video form of fun activities, not only can attract consumers, also can guide consumers through the form of short video to deepen the understanding of coffee culture, improve positive reputation of exposure, at the same time when receiving negative feedback, correction effect is more convenient [7]. In this way, the integrated marketing model of online publicity-offline experience-online sharing is formed, which makes the strategy better effective [8].

8 Conclusion

With the growing demand for coffee, Starbucks' development in China is bound to get better. As an approaching brand in the global coffee market, the development of Starbucks is related to the economic development of many countries. For China, Starbucks has been very successful, but with the entry of various brands of coffee, Starbucks faces more and more risks[9].

Through the objective analysis of the internal and external environment of Starbucks, this paper summarizes the different strategies adopted by Starbucks when facing different environments, as well as the existing problems of Starbucks, and puts forward its own suggestions. Through the marketing strategy adopted by Starbucks, author infer the core value of Starbucks customer experience. China is the largest developing country in the world with a large population base. With the economic development, the coffee culture is also further developing[10]. The experience marketing strategy of Starbucks can play the biggest role in China, thanks to the huge market in China. However, the problems of Starbucks in the Chinese market cannot be solved immediately, especially the development of China, which is full of thorns, which can give some inspiration to Chinese enterprises.

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