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A Study on Consumer's Buying Behaviour on Starbucks India at Coimbatore City

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Abstract:

Consumer purchasing behaviour is critical in developing efficient marketing tactics, particularly in the highly competitive food and beverage business. Starbucks, a worldwide famous premium coffee brand, has effectively differentiated itself by providing high-quality products, a distinct retail environment, and an exceptional customer experience. The purpose of this study is to examine consumer purchasing behaviour towards Starbucks, with a focus on factors impacting purchase decisions, customer happiness, brand perception, and repeat purchasing behaviour. The study relies on both primary and secondary data. Using a structured questionnaire distributed via Google Forms, 100 Starbucks consumers from urban, semi-urban, and rural areas provided primary data. Secondary data were acquired from books, journals, research articles and online sources about consumer behaviour and marketing methods.

Data analysis and interpretation were conducted using statistical procedures such as basic percentage analysis, Rank analysis. The data show that product quality, brand image, and store atmosphere are the most important elements influencing consumer purchasing decisions at Starbucks. The conclusion emphasizes that Starbucks enjoys great brand loyalty and customer happiness, which are mostly driven by experience-based marketing rather than promotional offers. According to the report, adding low-cost combos, improving loyalty programs, and delivering region-specific products can all help to boost customer engagement and long-term growth.

Keywords: **Consumer buying behaviour, Customer preference, Brand loyalty, Purchase decision, Customer satisfaction, Brand image, Marketing strategies.**

INTRODUCTION

Consumer purchase behaviour refers to an individual's decision-making process and activities when selecting, acquiring, and consuming goods and services. Understanding consumer purchasing behaviour has become critical for firms seeking to attract and retain customers in the highly competitive food and beverage market. Starbucks, a global coffeehouse brand, has created a significant presence in major locations such as Coimbatore by providing exceptional coffee, a welcoming store environment and a one-of-a-kind customer experience. Several factors influence Starbucks customer's purchase behaviour, including product quality, pricing, brand image, service quality, store location, and lifestyle preferences. Additionally, emotional and social elements, such as brand loyalty and peer influence, play an important part in molding customer's purchasing decisions.

In Coimbatore, changing lifestyles, rising disposable income, and increased exposure to global brands have all contributed to Starbucks growing popularity across various customer segments. Customers visit Starbucks for more than just beverages, they also come to socialize, work, and rest, which influences how frequently they return. Demographic characteristics like age, gender, income level, occupation and educational background have a substantial impact on customer preferences and purchase behaviours. Young professionals, students, and urban families make up a large proportion of Starbucks customers in Coimbatore. As a result, researching the factors that influence purchase behaviour, assessing visit frequency, and knowing demographic characteristics of Starbucks customers will aid in discovering knowledge of customer expectations and preferences. This study aims to provide a comprehensive understanding of consumer purchasing behaviour towards Starbucks in Coimbatore, which can be used to support successful advertising strategies and improve customer satisfaction.

STATEMENT OF THE PROBLEM

The Starbucks growing popularity in Coimbatore, there is insufficient data on the elements that influence consumer purchase behaviour. Customer's visit frequencies and purchasing decisions vary depending on their lifestyle, tastes and demographic features. However, these variations have not been thoroughly investigated in the local context. A lack of clear insights on customer behaviour and visit patterns may limit the effectiveness of marketing and service strategies. As a result, this study looks into the elements that influence Starbucks customer's purchasing habits, frequency of visits, and demographic profiles in Coimbatore city.

OBJECTIVES

1. To study the demographic aspects of Starbucks customers.
2. To analyse the frequency of visits and satisfaction of Starbucks.
3. To study factors influencing purchasing behaviour of Starbucks.

SCOPE OF THE STUDY

The scope of the study is limited to Starbucks consumers in Coimbatore, with a focus on studying their purchasing habits. The study looks at the primary factors impacting purchasing decisions, the frequency of visits to Starbucks locations, and customer demographics such as age, gender, income, and occupation. A structured questionnaire was used to collect primary data from chosen respondents. The findings are designed to provide insights into local consumer behaviour and promote better marketing and customer engagement tactics, but they may not be applicable beyond Coimbatore.

RESEARCH METHODOLOGY

i. Sources of Data

The study uses both primary and secondary data

ii. Data Collection Method

- **Primary Data**

Primary data was collected from Starbucks customers using a standardized questionnaire distributed via Google Forms. The questionnaire asked closed-ended questions about store atmosphere, brand perception, product preferences, customization, customer happiness, and repeat purchase behaviour, assuring reliable and relevant firsthand data.

- **Secondary Data**

Secondary data sources included books, journals, research articles, company websites, magazines, and online resources about consumer buying behaviour and the food and beverage industry. These resources provided theoretical support and context for the investigation.

iii. Area of the study

The study focuses on Starbucks locations in Coimbatore, to examine consumer purchasing habits, visit frequency, and demographic profiles to better understand customer preferences and affecting variables.

iv. Sampling size

The study includes 100 respondents from Coimbatore district's urban, semi-urban, and rural areas to analyse differences in Starbucks customer purchasing behaviour and visit frequency.

v. Period of study

November 2025 – January 2026

vi. Statistical tools of the study

- Simple percentage analysis
- Rank

LIMITATIONS OF THE STUDY

- The Result is based on the Sample which is Collected using convenient sampling method
- The study involved 100 respondents from urban, semi-urban, and rural areas, thus the findings may not represent all Starbucks customers.

LITERATURE REVIEW

The Study **"Impact of Advertising on Consumer Brand Preference Towards Starbucks in Coimbatore city"** by **Dr. M. Ramya and Mrs. Kalaivani R (2025)**[1] the authors analysed the role of advertising in influencing consumer brand preference. It focused on Starbucks traditional and digital advertising platforms. A descriptive study design was chosen, with data collected via a structured questionnaire and supplemented by secondary sources. The study found that digital advertising, including social media and influencer marketing, had a bigger impact than traditional media. Promotional offers were also proven to be successful at attracting consumers. The study emphasizes the role of digital advertising in

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increasing brand preference and customer engagement.

The Study **"Influencing Variables of Customer Brand Advocacy for Starbucks"** by **Angela Eunike Fortunatus and Margaretha Pink Berlianto (2025)[2]** examined the influence of green marketing and brand image in affecting customer purchasing behaviour. The study used a quantitative descriptive research design, collecting primary data from 100 Starbucks consumers via structured questionnaires. The data demonstrated that green marketing alone had no significant influence on purchasing decisions, whereas brand image had a big favourable impact. However, the combination of green marketing and brand image had a considerable impact on customer purchasing behaviour. The study found that sustainability measures are more effective when combined with a strong brand image and excellent communication.

The Study *"***Impact of Consumer Behaviour on Purchase Decisions of Starbucks Customers***"* by **Aisyah Budiarti, Imaan Hamzah, and Norhidayah Binti Azman (2024)[3]**, examined the factors impacting purchasing decisions among Starbucks customers at MSU Alam Shah in Malaysia. The study used a quantitative research approach, collecting primary data from 355 respondents via structured questionnaires sent through Google Forms. The findings showed that psychological, economic, and social factors had a major impact on purchasing decisions. Word-of-mouth communication and brand trust have a significant favourable impact on customer purchasing behaviour. Starbucks consistent product quality and good reputation helped to establish brand trust. The study revealed that improving customer involvement and trust is critical for influencing purchasing decisions and establishing long-term consumer loyalty.

The Study **"Impact of Sensory Marketing on Customer Purchase Decisions at Starbucks Manado"** by **Dusauw R. E., Mangantar M., and Pandowo M. (2023)[4]**, examined the effect of sensory marketing on customer purchasing behaviour. The study used a qualitative research approach, with primary data obtained through in-depth interviews with 20 regular Starbucks customers. According to the findings, sensory aspects such as store layout, interior design, background music, product flavour, and coffee scent have a major influence on customer mood, comfort, and purchase decisions. Taste and scent were among the most important aspects in increasing brand recognition and driving repeat purchases. According to the study, sensory marketing gives Starbucks a competitive advantage since it increases customer happiness, emotional attachment, and brand loyalty.

The Study **"Impact of Marketing Strategies on Consumer Purchase Decisions Towards Starbucks"** by **Deekshitha L., Sinchana N. A., Dr. C. K. Suresh, and Dr. Patcha Bhujanga Rao (2023)[5],** the authors examined how various forms of marketing influence customer purchasing decisions. The study used a descriptive research approach to collect primary data from 40 participants via structured questionnaires, supplemented by secondary sources. The findings found that branding, loyalty programs, promotions, advertising, and social media presence all had a major impact on consumer purchasing decisions. Celebrity endorsements and promotional offers were found to positively influence customer choices, with some neutral replies indicating room for improvement. The study revealed that improving social media engagement, personalizing loyalty programs, and implementing integrated marketing communication methods are critical for increasing brand awareness, consumer happiness, and long-term loyalty.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

TABLE 1.1

DEMOGRAPHIC CATEGORY OF THE RESPONDENTS

DEMOGRAPHIC CATEGORY	SUB-CATEGORY	PERCENTAGE(%)
Gender	Male	46
	Female	54
	Others	0
	Below 18 years	10

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Age Groups	18-30 years	66
	31-40 years	14
	Above 41 years	10
Qualification	No formal education	2
	School	6
	Diploma	22
	Undergraduate	54
	Postgraduate	16
Occupation	Self-employed	14
	Professional	36
	Government employee	20
	Private employee	18
	Others	12
Area	Urban	60
	Semi-Urban	30
	Rural	10

Interpretation

The above Table 1.1 Shows that, the demographic profile shows a slightly female-dominated sample (54%), with men accounting for (46%). The population is largely young, with a substantial majority of people aged 18 to 30 (66%), indicating a young and possibly active workforce, while other age categories are evenly represented. Educationally, the respondents are well qualified, with more than half (54%) being undergraduates and a significant proportion (16%) being postgraduates, indicating a rather high level of educational attainment. Professionals make up the largest occupational group (36%), followed by government (20%) and private employees (18%), suggesting consistent employment patterns. A majority of respondents (60% are located in cities), with a smaller proportion in semi-urban (30%) and rural areas (10%), indicating an urban-centric sample.

Majority (54%) of the respondents are Female, Majority (66%) of the respondents are 18 to 30, Majority (54%) of the respondents are Undergraduate, Majority (60%) of the respondents are Urban, Most (36%) of the respondents are Professional.

CHART 1.1

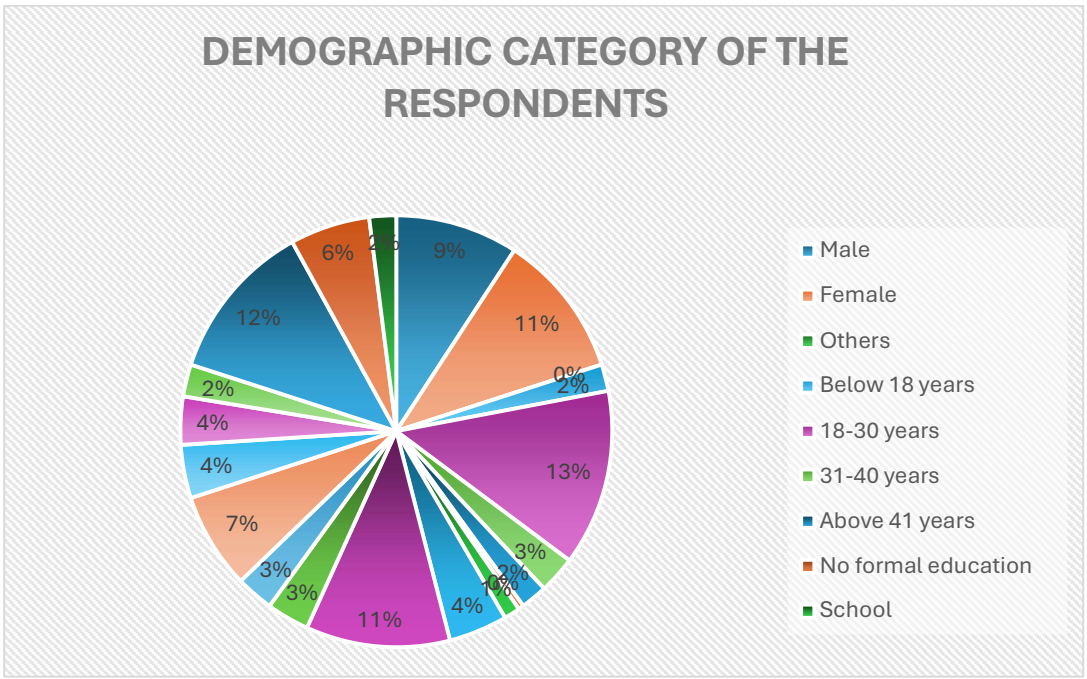

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TABLE 1.2
FREQUENCY OF VISIT TO STARBUCKS

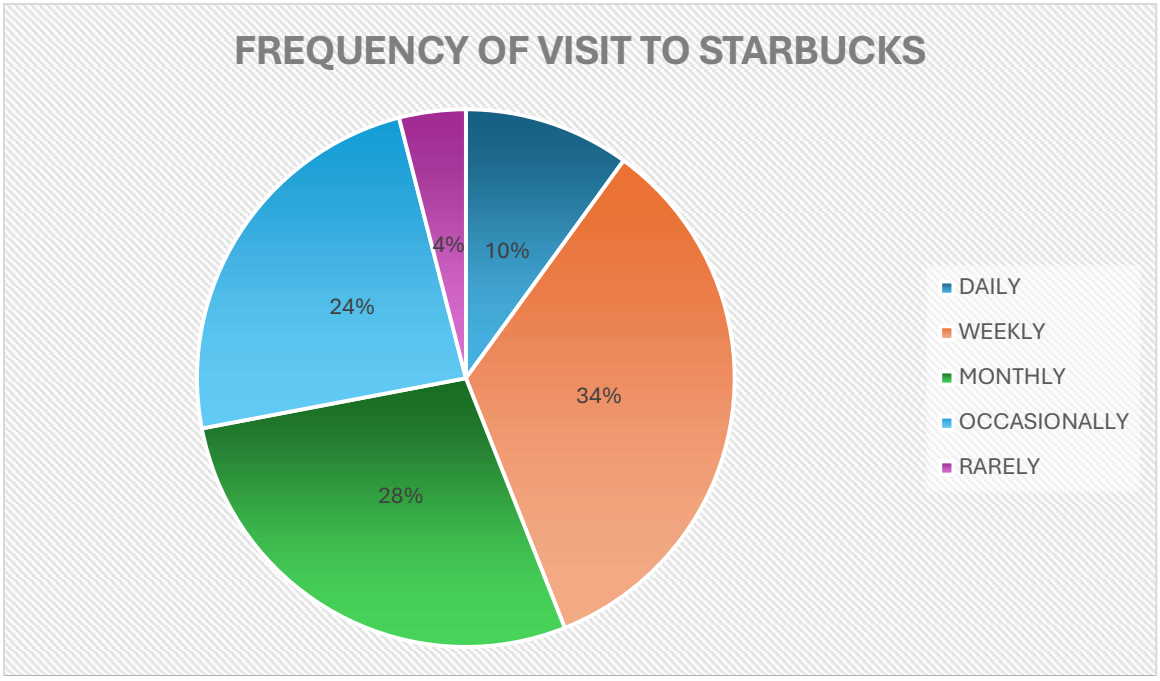
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Daily	10	10
Weekly	34	34
Monthly	28	28
Occasionaly	24	24
Rarely	4	4
Total	100	100

Interpretation

The above table 1.2 shows that, most of the respondents (34%) visit Starbucks on a weekly basis, followed by monthly (28%) and infrequently (24%). Starbucks is primarily preferred for frequent yet infrequent visits, as just (10%) of customers visit every day and 4percentage rarely.

Most (34%) of the respondents are Weekly

CHART 1.2



RANK ANALYSIS

TABLE 1.3
FACTORS INFLUENCING BUYING BEHAVIOUR

FACTORS	NO OF RESPONDENTS	RANK
Quality of Beverages	30	II
Brand Image	26	III
Store Ambience	38	I
Price	6	IV
Promotional Offers	0	V

Interpretation

The above table 1.3 shows that, Store ambience is ranked first (Rank I) as the most influential aspect for customers, followed by beverage quality (Rank II), demonstrating its value. Brand image is ranked third (Rank III), indicating a moderate influence on customer choice. Price is ranked fourth (Rank IV), implying it is less

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significant than experience and quality. Promotional offers are ranked last (Rank V), indicating that they have little influence on customer choices.

Most (38%) of the respondents are Store ambience.

FINDINGS

- According to the demographic data (66%) of respondents are between the ages of 18 and 30, (54%) are undergraduates, and (60%) are from cities, indicating that Starbucks mainly targets young, educated, urban customers.
- The most of respondents (34%) frequent Starbucks on a weekly basis, making it the most popular visit frequency.
- With 38% of respondents, store ambience is the most influential factor determining purchasing behaviour, and it is ranked first (Rank I), showing that buyers place a high value on the overall store atmosphere.
- According to the occupation-wise findings, (36%) of respondents are professionals, followed by (30%) students, demonstrating that Starbucks is more popular among working professionals than other occupations.
- A gender-wise study finds that a larger percentage of respondents are men (56%) than women (44%), indicating a little higher level of Starbucks use among men.

SUGGESTIONS

- Starbucks should continue to improve beverage quality by focusing on consistency, freshness and innovation in order to preserve customer happiness and repeat purchases.
- To improve its global reputation, the organization might invest in excellent branding, narrative and customer interaction efforts.
- Since customers prioritize experience over price, Starbucks should improve store atmosphere and comfort, such as seats, lighting, and layout, to improve the whole in-store experience.
- Although pricing is not the most important consideration, Starbucks may launch value based combo offers or limited-time bundles to entice price-conscious customers while maintaining its premium positioning.
- Starbucks can increase customer loyalty and visit frequency by improving loyalty programs, personalization, and customer connection initiatives based on their preferences.

CONCLUSION

This Study concludes that sensory aspects have a greater influence on consumer purchasing behaviour toward Starbucks in Coimbatore than price based considerations. The findings indicate a high level of customer satisfaction, indicating that the brand is acceptable and that consumers perceive it positively. Beverage quality was identified as the most influential element in purchasing decisions, followed by brand image and store atmosphere, underlining the importance of product excellence and a pleasant in store experience. Customers are willing to spend more because they value quality, comfort, and brand awareness. Overall, Starbucks has established itself as a popular coffee brand in Coimbatore, and by continuing to prioritize quality, customer experience, and brand engagement, it can build consumer loyalty and sustain long term growth.

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