

**A**  
**PROJECT REPORT**  
**ON**

**“A COMPARATIVE STUDY ON MARKETING STRATEGY OF**  
**STARBUCKS ANS COSTA COFFEE”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**RAKSHA R. BISEN**

Under the Guidance of

**Dr. PRAGATI PANDEY**

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**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “**RAKSHA R. BISEN**” has submitted the project report titled “**A COMPARATIVE STUDY ON MARKETING STRATEGY OF STARBUCKS & COSTA COFFEE**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. PRAGATI PANDEY**

**(Project Guide)**

**DR. AFSAR SHEIKH**

**(Co-Ordinator)**

**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**A COMPARATIVE STUDY ON MARKETING STRATEGY OF STARBUCKS AND COSTA COFFEE**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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**Academic year 2023-24**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Praveen Mustoor, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide Dr. Pragati Pandey for her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-teaching staff of the college of the college for their co-operation.

I would like to thank all those who helped me in making this project report complete and successful.

**RAKSHA R. BISEN**

**Place: Nagpur**

**Date:**

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# **CHAPTER 1**

## **INTRODUCTION**

## **WHAT IS MARKETING STRATEGY?**

A marketing strategy is a long-term plan of achieving company goals by understanding the needs of customer and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers.

With a marketing strategy, you can define how your company positions itself in the marketplace, the types of products, the strategic partners you make, and the type of advertising and promotion you undertake.

Having a marketing plan is essential to the success of any business. Read on learn how to create a successful marketing strategy for a company.

Marketing is more than just advertising and promotion – it's all about connecting with the customers. A marketing strategy sets the direction for all your products and marketing strategy related activities.

Having a marketing strategy helps keep all your activities on track.

Developing a marketing strategy involves setting goals, researching the market, developing product plan defining your marketing initiatives.

## **WHAT IS MARKETING?**

Marketing is about connecting your company with potential customers and connecting with your products. It involves understanding customer's needs. translating those needs into products and services, and then convincing customers that they need to buy those products and services.

To put it simply, and marketing is the entire cycle from identifying potential customers to satisfying those customers' needs with the product you produce.



## **INTRODUCTION**

The humble cup of coffee that cheers up mood, initiates conversation and relaxes you from a tiring day is brewing up a storm in India. The Indian ready to drink (RTD) tea and coffee market has picked up a great business in the last 5 years.

The coffee brewing industry has seen so much activity in terms of massive changes in the landscape of coffee brewing companies.

These changes range from mergers and acquisitions to changing consumer tastes and finally, to different branding strategies. These activities are expected to continue over the course of the next 10 years.

Coffee brewing industry has today been redefined, consumers today look for not only plain coffee but for constant innovations in their regular coffee, instead of a chair and table where they can sit and have coffee, they look for a place with beautiful interiors, good ambience along with a comfortable seating, a place to accommodate their fellow mates and enjoy a variety of different flavours in their coffee.



## A COMPARATIVE STUDY BETWEEN STARBUCKS AND COSTA COFFEE

One of the biggest and fastest growing industries today is the coffee industry. This industry basically includes individual cafes, hotel cafes and retail chains. In this study, we shall be focusing on the Retail Chains that belongs to the organized sector. The retail outlets share a particular brand and have similar kind of management, with standardized business procedures and practices. The major players today covering market share all over the world are Starbucks Coffee, Barista Coffee, Cafe Coffee Day, Costa Coffee, etc.

for this study, the two retailers & Starbucks Coffee and Costa Coffee are chosen because of their identical pattern of functioning and growth. They are the two major players in the coffee cafe industry, and their customers consider them both as interchangeable brands. That is why it is important to study how these brands differentiate themselves from each other, and attempt to improve brand loyalty amongst the customers.



### COFFEE V/S STARBUCKS

## **CHAPTER 2**

# **COMPANY PROFILE**

## COMPANY PROFILE

### STARBUCKS



Three friends, Jerry Baldwin, Zev Siegl and Jordon Bowker, who all had a passion for fresh coffee, opened a small shop and began selling fresh roasted, gourmet coffee beans and brewing and roasting accessories. The company did well, but things began to change in the 80s.

Leading retailer, roaster and brand of specialty coffee in the world. Sells drip brewed coffee, espresso-based hot drinks, snacks, mugs and coffee beans. Company started in 1971 in Seattle in Washington, U.S. Today Starbucks is an American global coffee company based in Seattle, Washington.

**Starbucks's logo is inspired by the sea featuring a twin-tailed siren from Greek mythology. Mission Statement**

1. "To inspire and nurture the human spirit - one person, one cup and one neighbourhood at a time."
2. This is done through their commitment to the following principles:
  - Coffee
  - Partners
  - Customers
  - Stores
  - Neighbourhoods
  - Shareholders
  - Their Coffee:

**Their Coffee:**

Believes in serving the best coffee possible - goal is to grow our coffee under the highest standards of quality using ethical sourcing practices-our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select the highest quality *arabica* beans.

**Their Stores:**

Perfect place for meeting friends and family or enjoying a quiet moment alone with a book

**Our Products:**

- 1) **Coffee:** More than 30 blends and single-origin premium: Arabica coffees.
- 2) **Handcrafted beverages:** Fresh brewed coffee, hot and iced espresso beverages, coffee and non-coffee blended beverages, Vivanno smoothies and Tazo teas.
- 3) **Merchandise:** Coffee and tea brewing equipment, mugs and accessories, packaged goods, music, books and gift items.

**Fresh Food:** Baked-pastries, sandwiches, salad, oatmeal, fruit-cups.

## Corporate Social Responsibility

- Ethical sourcing:

To develop strong, long term relationships with farmers to ensure that we buy the high-quality coffee our customers expect. By 2015, our coffee will be grown using ethical trading and responsible growing practices.

- Environmental Stewardship

100% of our cups will be reusable or recyclable and reduce our environmental footprint through energy and water conservation, recycling and green conservation.

- Community Involvement:

They firmly believe in being involved in the communities we are part of-bringing people together, inspiring change and making a difference in people's lives.

- By 2016, they plan to contribute one million volunteers' hours each year to our communities.

**STARBUCKS**

Company type:	Public
Traded as:	Nasdaq: SBUX Nasdaq-100 component S&P 100 component S&P 500 component
ISIN:	US8552441094
Industry:	Coffee shop
Founded:	March 30, 1971; 52 years ago Pike Place Market, Elliott Bay, Seattle, Washington, U.S.
Founders:	Jerry Baldwin Zev Siegl Gordon Bowker
Headquarters:	Starbucks Center, Seattle, Washington, U.S.
Number of:	38,038 (2023)
Location.	
Area served:	84 countries
Key people:	Mellody Hobson (Chairwoman) Laxman Narasimhan (CEO)
Products:	Coffee beverages smoothies baked goods sandwiches
Revenue:	Increase US\$32.25 billion (2022)
Number of:	402,000 (2022)
Employees	

## COSTA COFFEE



### History

Costa Coffee was founded in London in 1971 by the Costa family as a wholesale operation supplying roasted coffee to caterers and specialist Italian coffee shops.

Bruno And Sergio Costa set up their famous coffee roastery in Lambeth, London in 1971, supplying local caterers and Italian coffee shops with an exciting coffee, slow roasted the Italian way.

People couldn't get enough of it and by 1978 the first Costa espresso bar opened in Vauxhall Bridge Road in London. Acquired by Whitbread in 1995, it has since grown to over 2.861 stores across 30 countries.

The business has 1.755 UK restaurants, over 3,500 Costa Express vending facilities and a further 1,106 outlets overseas, including over 300 in China.

This is "United Kingdom's largest coffee brand, which entered India in September 2005 through an exclusive franchisee tie-up with Devyani International Ltd.

Andy Harrison, CEO of Whitbread PLC was quoted in an interview that Costa Coffee wants to expand to 300 outlets in India. The brand has its presence in all major cities of the country including outlets in Mumbai, Bengaluru, Delhi, Gurgaon, Noida, Pune, Agra and Jaipur. Last year, Costa opened its 100th store in India, in Mumbai.

**Mission:** To serve the best coffee in the true Italian style.

**Total number of outlets today:** 3080+

**Area Served:** Worldwide

**Products:** coffee, tea, cakes, sandwiches, smoothies

Costa coffee presently operates 90+ outlets spread across all formats covering high Street, shopping malls, Airports, Hospitals, Business Hubs and Highways. The brand has ambitious growth plan for this year and the number of outlets is expected to increase manifold in the coming years.

Costa is owned by Whitbread PLC, UK's leading hospitality company, whose portfolio also includes market-leading brands such as Premier Travel Inn, Brewers Fayre, and Beefeater. Founded in 1742, the company is listed on the London Stock Exchange and is a FTSE 100 company.

With 2000 outlets spread across 28 countries and revenues of over GBP 300 mn, Costa Coffee UK'S largest and the World's second largest international chain of Coffee Shops.

### **Costa Coffee Club**

Costa Coffee has its own loyalty scheme that is called the Costa Coffee Club. Using a Loyalty card or an app for Android phones or iPhones, members may gain points which allows them to get free coffee and other goods. Points are added whenever a purchase is made, and the card or app is presented and swiped or scanned.

### **Coffee Production**

Coffee served in a Dassimo cup. Costa Coffee has its own roastery. The blend served in retail stores is their own "Mocha Italia" it contains a blend of arabica (70%) and robusta (30%).

**COSTA COFFEE**

Trade name :	Costa Coffee
Formerly :	C. B. Costa Bros. Coffee Co. Limited (1976–1997)
Company type :	Subsidiary
Industry :	Coffee shop
Founded :	1971; 53 years ago London, England
Founder :	Sergio Costa
Headquarters :	Loudwater, Buckinghamshire, England
Number of :	Increase 3,883 (2018)
Locations.	
Area served :	Worldwide
Key people :	Philippe Schaillee (CEO)
Products :	Coffee Tea Sandwiches Sweet snacks Iced drinks.
Revenue :	Increase £1.168 billion (2016)
Net income :	Increase £153 million (2016)
Parent :	The Coca-Cola Company



## **“THE PERFECT CUP” IN FOUR “M”**

### **1. Miscela**

Blend: Costa has a unique blend we call the Mocha Italia.

### **2. Macinatura**

Grin: every cup of Costa is made from freshly ground beans; ground to the exact consistency to ensuring perfect extraction of flavors and aroma. we use the Ferrari of grinders-the Mazze- to ensure the “Perfect Cup”.

### **3. Macchina**

Machine: Costa shops use specially designed Italian espresso machines. They have been tuned and perfected over the last twenty years to achieve high volumes of perfect espresso (the heart of every coffee drink).

### **4. Manna**

Hand the skill of the hands influences the “Perfect Cup” So they undergo extensive and intensive training at our Coffee Academy to reach the excellence that’s Costa.

## COMPARATIVE ANALYSIS

The product-by-product comparison of two or more comparable products /services and analysing this comparison is known as conducting a comparative analysis.

### PESTEL analysis of Coffee

<b>Political</b>	Coffee beans are grown in developing countries. Discussions about work conditions, child labor. Also, political influence by tariffs and taxes.
<b>Economic</b>	The key business challenges for the industry as a whole firmly relate to the economic recession from 2008, as consumers become much more cautious with their discretionary spend due to the high unemployment and personal debt.
<b>Social/Cultural</b>	People spent more and more money on coffee. Customers do not only go to coffee shops to drink a coffee but also to sit down. and relax
<b>Technological</b>	Better And cheaper coffee machines are available for home usage.
<b>Environment</b>	As raise of environment awareness, coffee companies have to be concerned about the way their coffee beans are produced, the way they prepare and sell their products.
<b>Legal</b>	See Political

## **SEGMENTATION**

### **Starbucks Target market**

#### **Age: Young adults**

Nice place to relax, chat chilly music Trendy coffees which present their lifestyle

#### **Age: Middle age**

Place to calm down, relax, chat, read a book Possibility for a small (healthy) snack with a great coffee

#### **Psychographic: Coffee lovers**

Trendy. fresh, high quality new developed coffee (some: fairtrade)

#### **Psychographic: Atmosphere lovers**

A great place with good ambience

### **Costa Coffee Target Markets**

#### **1) Segmentation**

- Segmentation is done on the basis of:
- Economic
- Occupation
- Behavioural

#### **2) Target Market**

- Upper Middle Class
- Privileged Class
- Youngsters
- Professionals

### 3) Positioning

- As “Italian Coffee Markets”
- Highest standard of luxury
- The best service

### 4) Demographics

- Student and Youngsters
- Professionals
- Families
- Mature Consumers

## MARKETING MIX

### PRODUCT

Product Costa Coffee	Product Starbucks
<ul style="list-style-type: none"> <li>• Brand Name... Their brand name is their signature. The name of Costa signifies luxury, excellence and perfection all over the world</li> <li>• The image of Costa is luxury</li> <li>• The theme of Costa, from the brand logo, the colour schemes of the premises, to the entire feel of our business is warm tones and relaxing colours.</li> <li>• Service... Costa's reputation for excellence applies not only for the exceptional coffee but also the insistence on perfect service.</li> </ul>	<ul style="list-style-type: none"> <li>• Enlarge product line               <ul style="list-style-type: none"> <li>-Special coffee</li> <li>-Tea</li> <li>-Juice/Smoothies</li> <li>-Hot chocolate</li> </ul> </li> <li>• Healthy organic sandwiches, salads and pastry for vegetarians</li> <li>• Serve best product by best trained staff</li> <li>• Coffee Cups fitting to coffee choice</li> <li>• Higher product variety and quality</li> <li>• Higher product variety and quality</li> </ul>

### PRICE

Price Costa Coffee	Price Starbucks
<ul style="list-style-type: none"> <li>• The prices of all the products are comparatively higher at. But this is offset by the outstanding quality and discerning tastes at. One of the reasons for choosing the privileged and higher middle classes in the target market is the prices.</li> </ul>	<ul style="list-style-type: none"> <li>• "We don't want to be price leader – We serve more for more"</li> </ul>

## PLACE

Place Costa Coffee	Place Starbucks
<ul style="list-style-type: none"> <li>• After through research, and competitive analysis the perfect locations in terms of exposure, accessibility and competitive edge have been acquired.</li> <li>• The inventory and easy transport facilities have also been a part of the deciding factors while choosing the appropriate locale.</li> </ul>	<ul style="list-style-type: none"> <li>• High quality and well-designed furniture</li> <li>• Free WIFI to everybody</li> <li>• Children corner</li> <li>• Board that shows Starbucks suppliers</li> <li>• Board with coffee beans supplier and their “story”</li> <li>• Develop outlets in non-high street areas and developing cities</li> </ul>

## PROMOTION

Promotion Costa Coffee	Promotion Starbucks
<ul style="list-style-type: none"> <li>• Brand name is enough to must the required target market.</li> <li>• Most of the awareness will be through the word of mouth of people amongst the masses.</li> <li>• Hence the reputation is more that counts.</li> </ul>	<ul style="list-style-type: none"> <li>• Fair trade and “Green Coffee”</li> <li>• Charity</li> <li>• Product placement</li> <li>• Cross selling</li> <li>• Online or mobile Coffee-Ordering for busy people</li> <li>• New Coffee evaluation</li> </ul>

**CHAPTER 3**  
**LITERATURE REVIEW**

## LITERATURE REVIEW

### **Theme 1- The concept and significance of comparison:**

As per the view of the Drewsen, (2022) Comparison is the act of evaluation of two or more of the things, that have the identical characteristics of their products or the services they offer in the market. The comparison of the company's acts as the practical and the easiest way to ensure the high order working in the comparative ways. This is done by determining that which of the characteristic of the products offered by the different companies are similar with each other and till what extent and what all products and services are different and till what extent those vary from each other. The concept of the comparison works by bringing two or more of the things together in the physical ways for examining, and identifying similarities that are relevant enough for meeting the merits of the comparison. Comparison has different meaning in the different frameworks that it works in with the study of the comparison based on the different factors. The comparison of the companies helps in gaining the comparative advantage as it provides the useful information and management gets the help in reviewing the operations and the policies of the businesses as the whole.

On the other side the Chung, and et.al., (2021) depicted that the comparison is based on the evaluation of the similar characteristics of the products and the services of the firm but none of the business is same even if it is operating in the same fields and having the same products and offers the same services in the market. Business is not about having same of the products but it is also based on the different factors that are related to the business operations of the different firms. When the internal things are not known about any of the business than the comparison made is of no use and the things are likely to be wrong only. The concept of comparison is basically that the whenever the business or other things are compared to the other than things come on the factors like the goals, plans, staffs and structures of the companies. Keeping the things in mid like the competitor's position and their appearance in the market can draw the positions of the business in the market. Comparing the business in the positive ways may help in the find out new ideas and develop the business on to the new levels and helps in the creation of the new products.

### **Theme 2 - The factors considered at the time of comparing the organizational performance:**

Comparing Costa and Starbucks: A Business Report According to Susanto, and et.al., (2021) an organization continuously faces out the external and internal forces. These forces put the impact on the firms functioning and it drives through the organization to meet the requirements of the competitive atmosphere around the business functioning. These directly influence the organizational performance in the companies. The organizational performance means the transformation of the organizational aspects for the achieving the certain outcomes related to the performance of the organizations based on



the different factors and the factors that performance helps to study about are the relation between the minimal and effective cost (economy), differences in between the effective cost and realized output (efficiency), and in between the output achieved and achieved outcome (effectiveness). The comparison factors that influence the organizational performance are the human resources outcomes, capital market outcomes, organizational outcomes and the financial accounting outcomes of the different organizations.

The organizational performance is compared and contrasted on the basis of the different external and the internal factors. Internal environment factors that are taken under consideration at the time of the comparison in between different companies are the human resources, technical aspects, financial aspects, production departments and the marketing department are some internal factors that are seen while the time of the comparison in between the two companies. According to Kinley and Bradon (2015), the internal culture of the company needs to be good as it is highly important for effective functioning of the operations of the firm. the culture of the company is quite conducive which helps in fostering better idea and innovation in the work practices. However, there are some cons of this internal factor if it is not adequately maintained. If the culture of the company is not good than poor quality of services can be offered to the clients as employees will not be satisfied with their work roles. Talking in context of Starbucks, the culture of the company is found to be more effective as compared to Costa. This is due to the fact that the company focusses more on their workers and provides more values to them. additionally, the culture of Starbucks is also very healthy which has its own pro like motivated employees, achievement of desired goals, better productivity etc. However, sometimes it might lead to open discussion and lack of confidentiality which is not good for the effective functioning.

Some external environment factors that are seen while the comparison is done in the companies are social, political and the cultural aspects of the business environment of the company. Governmental policies and the government support to the firm in different ways and from the different governmental organizations or the parties influencing the working behaviour of the firms and impacting the performance of the organization.

**CHAPTER 4**  
**RESEARCH STUDY**

## **RELEVANCE OF STUDY**

Studying the comparison between Starbucks and Costa Coffee can provide valuable insights into the coffee industry, consumer preferences, and business strategies. It can help identify factors influencing customer choices, analyze market trends, and understand competitive advantages. Additionally, such a study may offer lessons for businesses seeking to enhance their market positioning, customer experience, and overall performance in the highly competitive coffee retail sector.

## **OBJECTIVE OF THE STUDY**

- To compare and study the 4P's, namely Product, Price, Promotion and Place, of Starbucks Coffee and Costa Coffee.
- To understand how these cafes have positioned them in order to differentiate them in the market.
- To find out the customers perceptions and preferences about both these cafes and what motivates the customer to visit these coffee houses.
- To identify the areas where both organizations are performing well and areas where they need to improve

### **NEED OF THE STUDY**

- To study with the help of research project, I will know which to Use in this:
- To study Let me know: by using which strategy is their company earning to much profit
- To study which strategy, do to use
- To study What strategy does the successful Starbucks and Costa Coffee company use?

### **LIMITATION OF THE STUDY**

- The survey is restricted to 40 respondents.
- Study has been restricted to Nagpur city only
- The study has been restricted to users of Starbucks and costa coffee only

## **HYPOTHESIS OF STUDY**

A Hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables.

A Research hypothesis is a hypothesis that is used to test the relationship between two or more variables.

The hypothesis or the result that we expect from the study might be-

### **Hypothesis 1:**

H0- Starbucks does not use better marketing strategy as compared to costa coffee.

H1- Starbucks has a better marketing strategy as compared to costa coffee.

### **Hypothesis 2:**

H0- Costa coffee is not as affordable as compared to Starbucks.

H1- Costa coffee is affordable compared to Starbucks.

# **CHAPTER 5**

## **RESEARCH METHODOLOGY**

## RESEARCH METHODOLOGY

### **Research: -**

Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie. "Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods." Inductive research methods analyse an observed event, while deductive methods verify the observed event. Inductive approaches are associated with qualitative research, and deductive methods are more commonly associated with quantitative analysis. Research is conducted with a purpose to: -

- Identify potential and new customers
- Understand existing customers
- Set pragmatic goal
- Develop productive market strategies

### **Research Methodology**

A research methodology encompasses how you intend to carry out your research. This includes how you plan to tackle things like collection methods, statistical analysis, participant observations, and more

### **Methods Of Data Collection: -**

1. Primarily Data - The primary data is that data that is collected fresh and first hand and for the first time which is original
2. Secondary Data- Secondary research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of the research.

In this research, we import the data from secondary data collection sources and primary sources also. We collected data and we will be going to collect the data from websites from Google, Wikipedia.

**CHAPTER 6**  
**DATA COLLECTION**



## **Data Collection Definition**

Data collection is defined as the procedure of collecting, measuring. And analysing accurate insights for research using standard validated techniques. A researcher can evaluate their hypothesis based on collected data. In most cases, data collection is the primary and most important step for research, irrespective of the field of study, depending on the required information. The most critical objective of data collection is ensuring that information-rich and reliable data is collected for statistical analysis so that data-driven decisions can be made for research.

### **Different methods of Data Collection: -**

#### **Primary: -**

As the name implies, this is original, first-hand data collected by the data collected by the data researchers. This process is the initial information gathering step, performed before anyone carries out any further or related research.

Primary data results are highly accurate provided the researcher collects the information. However, there's downside, as first-hand research is potentially time-consuming and expensive.

#### **Secondary: -**

Secondary data is second-hand data collected by other parties and already having undergone statistical analysis. This data is either information that the researcher has tasked other people to collect or information the researcher has looked up. Simply put, it's second-hand information. Although it's easier and cheaper to obtain than primary information, secondary information raises concerns regarding accuracy and authenticity. Quantitative data makes up a majority of secondary data.

**CHAPTER 7**  
**DATA ANALYSIS AND INTERPRETATION**

## Data Analysis & Interpretation

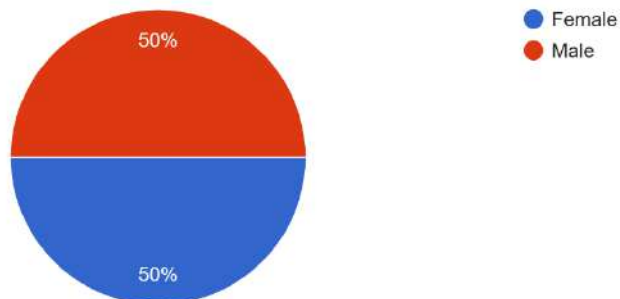
**INTRODUCTION-** Above data has been collected from 40 respondents.

The questions are asked to mixed groups of people are

### (A) GENDER WISE CLASSIFICATION OF RESPONDENTS

Sr. No	Particulars	Responses	Percentage
1	Male	20	50%
2	Female	20	50%
Total		40	100%

Gender  
40 responses



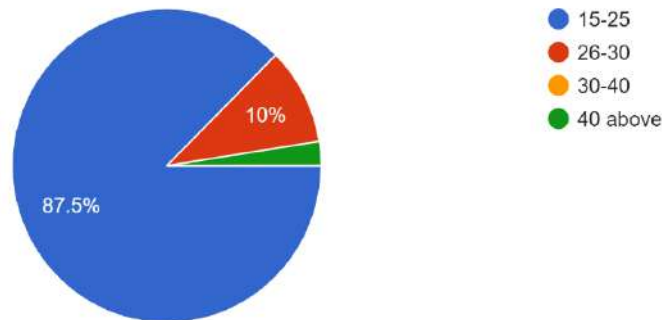
### INTERPRETATION:

From the above fig, out of 40 respondents, 50% of people are male and 50% of people are female.

**(B)AGE WISE CLASSIFICATION**

Sr. No	Particulars	Responses	Percentage
1	15-25	35	87.5%
2	25-30	4	10%
3	30-40	-	-
4	40 above	1	2.5%
Total		40	100%

Age  
40 responses

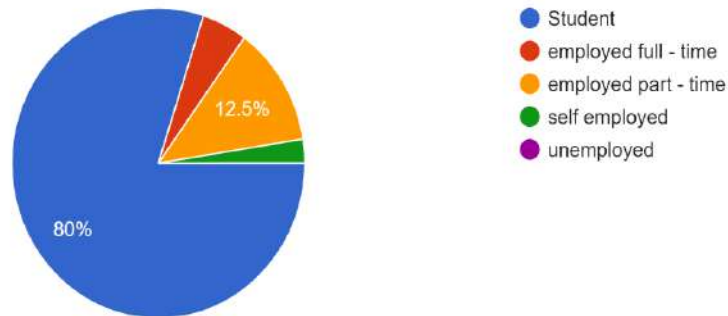
**INTERPRETATION:**

From the above fig, out of the 40 respondents, 87.5% of people are from age between 15-25, 10% of people are from age between 26-30, 2.5% people are from age between 40above and 30-40 age group people are not responded.

**(C) OCCUPATION WISE CLASSIFICATION**

Sr. No	Particulars	Responses	Percentage
1	Student	32	80%
2	Employed Full – Time	2	5%
3	Employed Part – Time	5	12.5%
4	Self-Employed	1	2.5%
5	Unemployed	-	-
Total		40	100%

Occupation  
40 responses

**INTERPRETATION:**

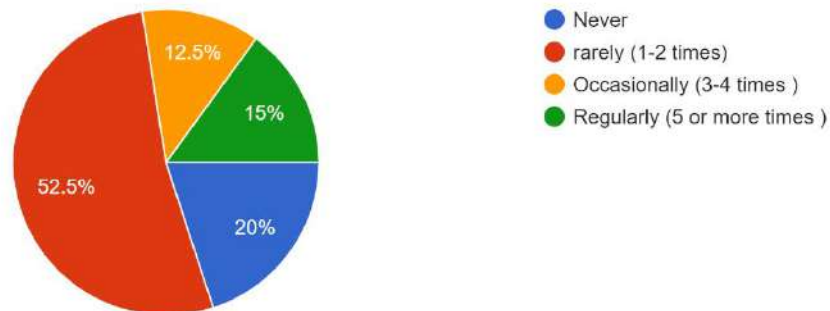
From the above fig, out of the 40 respondents, 80% of respondents are the students, 10% of respondents are employed full-time, 12.5% of respondents are the employed part-time, 2.5% of respondents are the self-employed,

Q1) How often do you visit coffee shops?

Sr. No	Particulars	Responses	Percentage
1	Never	8	20%
2	Rarely (1-2 times)	21	52.5%
3	Occasionally (3-4 times)	5	12.5%
4	Regularly (5 or more times)	6	15%
Total		40	100%

Q1) How often do you visit coffee shops?

40 responses



### INTERPRETATION: -

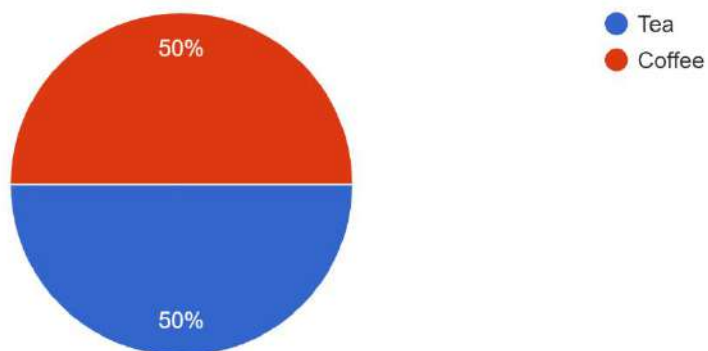
From the above fig, out of the 40 respondents, 20% of people are never visit coffee shop, 52% of people are rarely visit coffee shop, 12.5% people are occasionally visit coffee shop, and 15% of people are regularly visit in coffee shop.

Q2) What do you prefer more?

Sr. No	Particulars	Responses	Percentage
1	Tea	20	50%
2	Coffee	20	50%
Total		40	100%

Q2) What do you prefer more?

40 responses



## INTERPRETATION

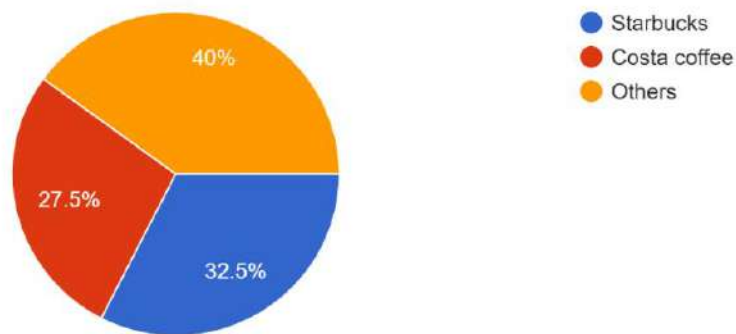
From the above fig, out of the 40 respondents, 50% of people are prefer tea, and 50% of people are prefer coffee.

Q3) Which coffee shop do you visit more frequently?

Sr. No	Particulars	Responses	Percentage
1	Starbucks	13	32.5%
2	Costa coffee	11	27.5%
3	Others	16	40%
Total		40	100%

Q3) Which coffee shop do you visit more frequently?

40 responses



### INTERPRETATION

From the above fig, out of the 40 respondents, 32.5% of people are frequently visit Starbucks, 27.5% of people are frequently visit costa coffee shop, and 40% people are frequently visit other coffee shop.

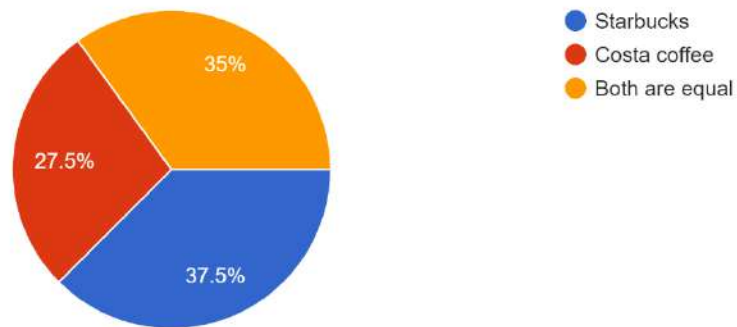


Q4) In terms of taste and quality, which Coffee brand do you prefer?

Sr. No	Particulars	Responses	Percentage
1	Starbucks	15	37.5%
2	Costa coffee	11	27.5%
3	Both are equal	14	35%
Total		40	100%

Q4) In terms of taste and quality, which Coffee brand do you prefer?

40 responses



## INTERPRETATION

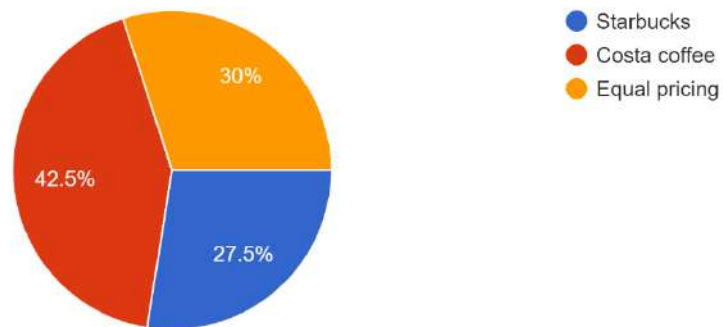
From the above fig, out of the 40 respondents, 37.5% of people are used Starbucks taste and quality coffee brand prefer, 27.5% of people are prefer costa coffee brand in taste and quality, and 25% people are prefer both coffees brand in taste and quality.

Q5) In your opinion, Which brand offers more affordable pricing?

Sr. No	Particulars	Responses	Percentage
1	Starbucks	11	27.5%
2	Costa coffee	17	42.5%
3	Equal pricing	12	30%
Total		40	100%

Q5) In your opinion, Which brand offers more affordable pricing?

40 responses



## INTERPRETATION

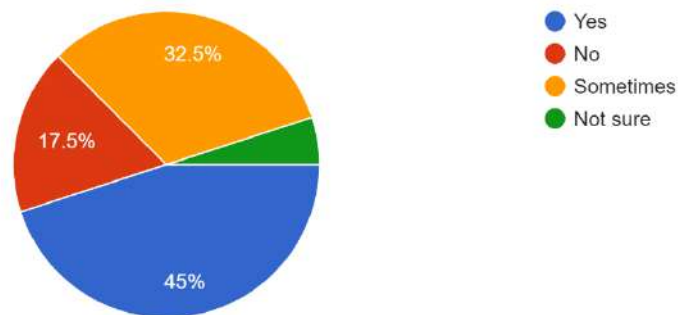
From the above fig, out of the 40 respondents, 27.5% of people are say Starbucks coffee are affordable price, 42.5% of people are say the costa coffee are affordable price, and 30% people are says the both are coffee brand is equal pricing.

Q6) Do you feel the prices of products at these coffee shops are justified by their quality and experience?

Sr. No	Particulars	Responses	Percentage
1	Yes	18	45%
2	No	7	17.5%
3	Sometimes	13	32.5%
4	Not sure	2	5%
Total		40	100%

Q6) Do you feel the prices of products at these coffee shops are justified by their quality and experience?

40 responses



## INTERPRETATION

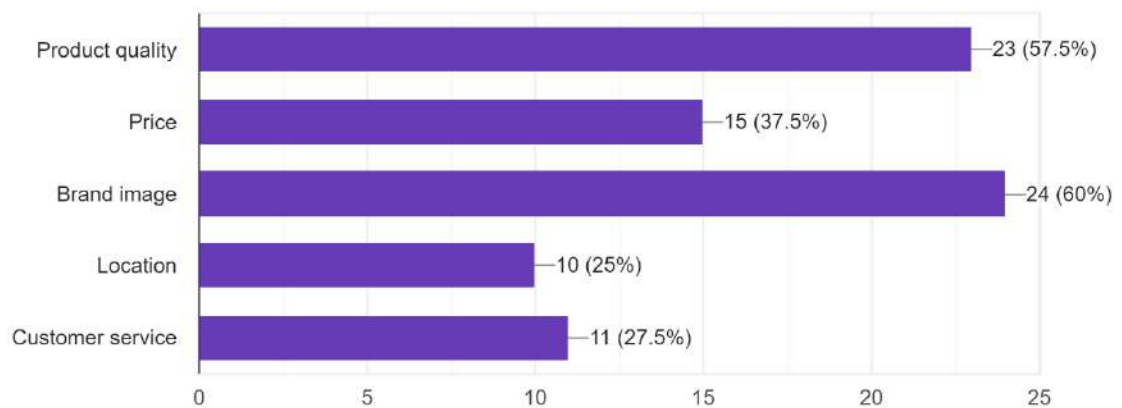
From the above fig, out of the 40 respondents, 45% of people are agree to prices of product are justified their quality, 17.5% of people are not agree to price of products justified, 32.5% people are sometimes agree to price of products justified their quality, and 5% of people are not sure for the price of product justified their quality.

Q7) What factors primarily influence your choice between Starbucks and Costa Coffee.

Sr. No	Particulars	Responses	Percentage
1	Product quality	23	57.5%
2	Price	15	37.5%
3	Brand image	24	60%
4	Location	10	25%
5	Customer service	11	27.5%
Starbucks	Starbucks	Starbucks	Starbucks

Q7) What factors primarily influence your choice between Starbucks and Costa Coffee.

40 responses



## INTERPRETATION

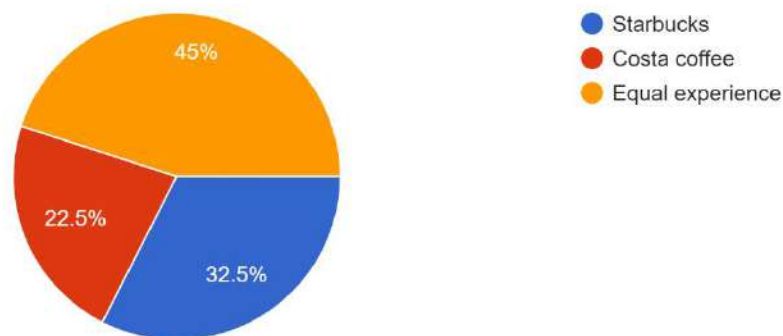
From the above fig, out of the 40 respondents, 57.5% of people are primarily influence by the product quality of Starbucks and costa coffee, 37.5% of people are price factor of Starbucks and costa coffee are influence, 60% people are influence by brand image, 25% of people are influence by location and 27.5% people are influence by customer service of both company.

Q8) Which coffee shop do you believe offers a better overall customer experience?

Sr. No	Particulars	Responses	Percentage
1	Starbucks	13	32.5%
2	Costa coffee	9	22.5%
3	Equal experience	18	45%
Total		40	100%

Q8) Which coffee shop do you believe offers a better overall customer experience?

40 responses



## INTERPRETATION

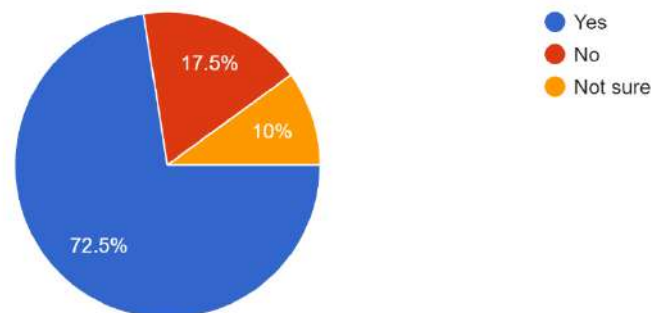
From the above fig, out of the 40 respondents, 32.5% of people are say the Starbucks offer a better customer service, 22.5% of people are say the costa coffee are offer better customer service, and 45% people are says the both are customer services are equal.

Q9) Do you feel that Starbucks and costa coffee offer relatively high prices for their coffee compared to other coffee shops?

Sr. No	Particulars	Responses	Percentage
1	Yes	29	72.5%
2	No	7	17.5%
3	Not sure	4	10%
Total		40	100%

Q9) Do you feel that Starbucks and costa coffee offer relatively high prices for their coffee compared to other coffee shops?

40 responses



## INTERPRETATION

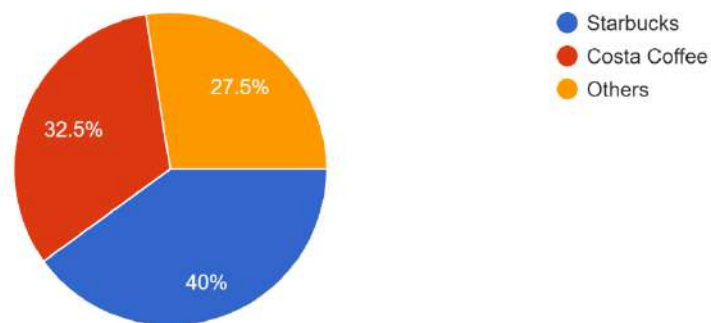
From the above fig, out of the 40 respondents, 72.5% of people are agree to the higher prices of Starbucks and costa coffee more than others, 17.5% of people are not agree of the prices of both companies more than others, and 10% people are not sure about the prices.

Q10) Are you recommending which brand to your friends and relatives?

Sr. No	Particulars	Responses	Percentage
1	Starbucks	16	40%
2	Costa coffee	13	32.5%
3	Others	11	27.5%
Total		40	100%

Q10) Are you recommending which brand to your friends and relatives?

40 responses



## INTERPRETATION

From the above fig, out of the 40 respondents, 40% of people are recommending the friends and family about Starbucks, 32.5% of people are recommending the costa coffee of friends and family, and 27.5% people are recommending the other brand to friends and family.

**CHAPTER 8**  
**FINDINGS**



## FINDINGS

Based on research objectives the researcher applied appropriate analysis and tools to know about Comparative Study on Marketing Strategy of Starbucks Ans Costa Coffee. From the analysis, the researcher found the important findings of the study. In this section the researcher presents all the findings that had been discovered by using the data are that was collected.

From the above fig, out of 40 respondents, 50% of people are male and 50% of people are female.

- 1) From the above fig, out of the 40 respondents, 87.5% of people are from age between 15-25, 10% of people are from age between 26-30, 2.5% people are from age between 40above and 30-40 age group people are not responded
- 2) From the above fig, out of 40 respondents, 50% of people are male and 50% of people are female.
- 3) From the above fig, out of the 40 respondents, 80% of respondents are the students, 10% of respondents are employed full-time, 12.5% of respondents are the employed part-time, 2.5% of respondents are the self-employed
- 4) From the above fig, out of the 40 respondents, 20% of people are never visit coffee shop, 52% of people are rarely visit coffee shop, 12.5% people are occasionally visit coffee shop, and 15% of people are regularly visit in coffee shop.
- 5) From the above fig, out of the 40 respondents, 50% of people are prefer tea, and 50% of people are prefer coffee.
- 6) From the above fig, out of the 40 respondents, 32.5% of people are frequently visit Starbucks, 27.5% of people are frequently visit costa coffee shop, and 40% people are frequently visit other coffee shop.
- 7) From the above fig, out of the 40 respondents, 37.5% of people are used Starbucks taste and quality coffee brand prefer, 27.5% of people are prefer costa coffee brand in taste and quality, and 25% people are prefer both coffees brand in taste and quality.
- 8) From the above fig, out of the 40 respondents, 27.5% of people are say Starbucks coffee are affordable price, 42.5% of people are say the costa coffee are affordable price, and 30% people are says the both are coffee brand is equal pricing.

- 9) From the above fig, out of the 40 respondents, 45% of people are agree to prices of product are justified their quality, 17.5% of people are not agree to price of products justified, 32.5% people are sometimes agree to price of products justified their quality, and 5% of people are not sure for the price of product justified their quality
- 10) From the above fig, out of the 40 respondents, 57.5% of people are primarily influence by the product quality of Starbucks and costa coffee, 37.5% of people are price factor of Starbucks and costa coffee are influence, 60% people are influence by brand image, 25% of people are influence by location and 27.5% people are influence by customer service of both companies.
- 11) From the above fig, out of the 40 respondents, 32.5% of people are say the Starbucks offer a better customer service, 22.5% of people are say the costa coffee are offer better customer service, and 45% people are says the both are customer services are equal.
- 12) From the above fig, out of the 40 respondents, 72.5% of people are agree to the higher prices of Starbucks and costa coffee more than others, 17.5% of people are not agree of the prices of both companies more than others, and 10% people are not sure about the prices.
- 13) From the above fig, out of the 40 respondents, 40% of people are recommending the friends and family about Starbucks, 32.5% of people are recommending the costa coffee of friends and family, and 27.5% people are recommending the other brand to friends and family.

**CHAPTER 9**  
**CONCLUSION**

## CONCLUSION

Costa Coffee has been able to remain one of UK's leading coffee brewing companies for more than a century now primarily because of the execution of the company's branding and positioning strategies to perfection. Add to the mix the company's dedication to high quality of service and the formula for success is at hand. Moreover, the utilization of the appropriate knowledge management tools is necessary for their products to reach out to people even in different cultures. However, certain points have to be taken into consideration by Costa Coffee regarding knowledge management tools. Since their income is relatively higher than most coffee brewing companies, the time for implementation of their chosen knowledge management tools would take longer than usual, aside from being expensive. But since the goal of Costa Coffee is towards a long-term dominance and stability in the brewing industry, then the pursuit of these promotional campaigns will be beneficial for the company in the long run.

Starbucks has appealed to such a wide target market it seems every product introduced will be an instant success (sodas, teas, ice creams, pastries). As the most innovative company, it's no surprise that the new technological addition, the Starbucks Card, boosted sales and helped growth during a time when the economy was struggling. "Starbucks went back to basics, and they've approached the basics with a science and intensity that no one has ever done before."

**CHAPTER 10**  
**SUGGESTION**

## **SUGGESTION**

Based on the foresaid findings and the observations made by the researcher during the survey, the following suggestions are made by the respondents of Nagpur district and by the researcher.

- 1) Starbucks and Costa Coffee have an extremely strong brand image but they need to work hard on improving their quality of product as taste plays a major role in coffee industry.
- 2) Starbucks and Costa Coffee should prepare its communication program in such a way that it changes customers' perception and makes it an affordable brand.
- 3) A majority of Costa outlets are located in the posh areas. Starbucks must open some outlets near residential areas in order to increase its market coverage.
- 4) Starbucks should consider a change in its delivery process. It must shift to a more convenient format where a café attendant delivers the product to the table. This change may seem insignificant but it also improves customer satisfaction.

**CHAPTER 11**  
**BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

### Newspapers:

- Times of India
- Hindustan times
- The New York times

### Websites:

- [www.ukessay.co.uk](http://www.ukessay.co.uk)
- <https://en.wikipedia.org/wiki/Starbucks>
- [https://en.wikipedia.org/wiki/Costa\\_Coffee](https://en.wikipedia.org/wiki/Costa_Coffee)



**ANNEXTURE**

## ANNEXTURE

Que 1) What is your gender?

- Male
- Female

Que 2) What is your age?

- 15-25
- 25-30
- 30-40
- 40 above

Que 3) What is your occupation?

- Student
- Employee full-time
- Employee part-time
- Self employed
- Unemployed

Que 4) How often do you visit coffee shops?

- Never
- Rarely
- Occasionally
- Regularly

Que 5) What do you prefer more?

- Tea
- Coffee

Que 6) Which coffee shop do you visit more frequently?

- Starbucks
- Costa coffee
- Others

Que 7) In terms of taste and quality, which coffee brand do you prefer?

- Starbucks
- Costa coffee
- Both

Que 8) In your opinion, Which brand offers more affordable pricing?

- Starbucks
- Costa coffee
- Equal pricing

Que 9) Do you feel the prices of products at these coffee shops are justified by their quality and experience?

- Yes
- No
- Sometimes
- Not sure

Que 10) What factors primarily influence your choice between Starbucks and Costa coffee.

- Product quality
- Price
- Brand image
- Location
- Customer service

Que 11) Which coffee shop do you believe offers a better overall customer experience?

- Starbucks
- Costa coffee
- Equal experience

Que 12) Do you feel that Starbucks and Costa coffee offer relatively high prices for their coffee compared to other coffee shops?

- Yes
- No
- Not sure

Que 13) Are you recommending which brand to your friends and relatives?

- Starbucks
- Costa coffee
- Others