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STUDY OF BRAND AWARENESS AND BRAND IMAGE OF STARBUCKS



Group: 1977

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Abstract

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Title: Study of Brand Awareness and Brand Image of Starbucks

Problem: To investigate to what extent the Swedish youths have brand awareness about the brand of Starbucks and what kind of brand perception of Starbucks as reflected by the brand association held in target customers' memories (brand image).

Purpose: Carrying with the conception of brand awareness and brand image packaged into the case of Starbucks brand, the authors aim to investigate the degree of Starbucks' brand awareness among the Swedish youths' minds (brand awareness) and the perceptions of Starbucks brand as reflected by the brand association held in target customers' memories (brand image).

Method: Primary data is collected through qualitative interviews with Swedish students of Mälardalen University in vasteras. Secondary data is collected from articles and literatures in journals and through internet.

Conceptual Model: A model of Keller about Brand Image and Brand Awareness is used as the conceptual framework of whole thesis. The relevant theories and definitions are used during the research process.

Conclusions: After the investigation we can come to the conclusion that the focal respondents' acquaintance to Starbucks brand stay on the basic level—they are able to recognize the focal brand and retrieve it when given some type of probe as a cue. Although the general spirit embedded into Starbucks is consistent with what the customers comprehend, still some commitments and symbol involved into Starbucks are ignored or misunderstood by focal respondents. The concrete explanation is concluded underneath:

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1. Introduction

The brand awareness and image of a business are vital to its success. As consumers, we don't really think about the importance of branding. We just seem to go with the flow of brand names that have become synonymous with our daily living. But the impact of a name reinforces the importance of branding when we promote our business. Think about one of the world's most popular athletic shoe companies, Nike. The importance of branding is exemplified by the fact that when we hear Nike, we think athletics and "Just Do It." A great brand name and association has catapulted Nike to the top of its industry. Along with above illustration, we could say that, to large extent, the establishment of brand contributes a lot to a positive prospect of company, especially the service business, like Starbucks.

Starbucks being one of the most valuable brands in the service field, its brand reputation is at globally recognizable level to large extent. Although the absence of physical business for Starbucks in many areas, still many people heard of its name. In other words, the absence of Starbucks' business in certain area does not mean the inexistence of the brand in the focal area.

1.1 The problem statement

Based on the importance of brand awareness and brand image to the company's surviving and carrying with the curiosity to the inexistence of Starbucks' business in Sweden which is the big importer of coffee, we manage to investigate to what extent the Swedish youths know about the brand of Starbucks (brand awareness) and what kinds perception of the brand of Starbucks as reflected by the brand association held in target customers' memory (brand image).

1.2The purpose

Carrying with the conception of brand awareness and brand image packaged into the case of Starbucks brand, we aim to investigate the degree of Starbucks brand

awareness among the Swedish youths' mind (brand awareness) and the perceptions of Starbucks brand as reflected by the brand association held in target customers' memory (brand image).

1.3 Company Side Brand Image

The brand name of Starbucks has the power of influence to other people. The reasons are like these. The coffee is a daily habit for many people and many people are affected by Starbucks's logo. It is possible to get more customers by using the brand name of Starbucks.

“Howard is the architect of the Starbucks brand and the visionary behind the unique customer experience that is at the heart of this remarkable company's success,” said Craig Weatherup, chairman of the Starbucks, “we are recommitting ourselves to what has made Starbucks and the *Starbucks Experience* so unique: ethically sourcing and roasting the highest quality coffee in the world; the relentless focus on the customer; the trust we have built with our people, and the entrepreneurial risk-taking, innovation and creativity that are the hallmarks of our success.”

Starbucks has so much to offer, importantly its locations, consumers, brand image and a distribution network. Starbucks is no longer just offering the functional benefit of coffee, but selling a lifestyle, allowing consumers to trade up and feel their aspirations for a better life. Starbucks is not merely a coffee store but rather a media property with an intrinsic value to brand partners. Starbucks has developed an emotional attachment with its customers and restoring the connections with its customers who have with Starbucks coffee, its brand, people and with its stores. (www.starbucks.com)

Starbucks' passion for doing coffee business is that it has complete focus on the customer and relationship with the customers. (www.starbucks.com) In doing so, Starbucks will rely on the continued efforts and dedication of its partners all around the world, who have and will continue to contribute so much to the Starbucks success story. (www.starbucks.com)

“Past campaigns have established Starbucks as a third place to sit and chat, while enjoying great coffee. Starbucks is about stimulating relaxation - a pick me up but in a calm environment, in other words, fast and convenient but comfortable, familiar and an inspiring discovery”, said by Craig Weatherup, chairman of the Starbucks. Starbucks strives to create an inviting, enriching experience that is stylish and elegant and that provides people with respite, time out and a personal treat. The experience is designed to enhance sensory signals. Involvement and personal interaction is the key to the Starbucks experience. Starbucks strives to be authentic and stand for something through passionate and committed employees. It promotes treating people with respect and dignity. (Excerpted from Nancy Barnett's)

For a brand to succeed, the product offerings with respect of the design process must be effective and consistent. The value proposition must be delivered according to the product attributes. (www.brandingstrategyinsider.com) Design of product and brand name both works very actively to create value proposition from which a customer can associate with. Those brands which have strong relationship with its design are most successful in their product categories and in their relative industries, such as Absolute Vodka, Intel and Starbucks (picture 4-1). The design of these products had played a significant role in the success of these brands. And also with the well brand strategy has helped these products in targeted market and segmented at right customers. (www.brandrepublic.com)



Picture 1-1

1.4 Choice of selecting the topic

The answer to the question, 'Why is Branding important?' is quite simple and straightforward. Effective branding helps in higher sales for the organization and contributes directly towards the growth of the company. This single most important factor has many companies investing time and money in improving their branding strategy so that more customers can buy their products which subsequently results in better sales and more profits. It is quite safe to say that the branding exercise is profit-driven.

The decision of focusing on brand awareness and brand image is due to the fact that nowadays we believe brand and positioning to be sometimes more important than the physical product itself, becoming the main reason why a brand is chosen among all its competitors.

The brand and image of a business are vital to its success. As consumers, we don't really think about the importance of branding. We just seem to go with the flow of brand names that have become synonymous with our daily living. But the impact of a name reinforces the importance of branding when we promote our business. Think about one of the world's most popular athletic shoe companies, Nike. The importance of branding is exemplified by the fact that when you hear Nike, you think athletics and "Just Do It." A great brand name and association has catapulted Nike to the top of its industry.

1.5 Choice of Selecting the Company

Regarding the choice of the company, after a long evaluation of alternative coffee brands in Sweden we decided to pick a coffee house shop of Starbucks which is surprising to know us that there is not even a single outlet of Starbuck. However, being the international brand, the value embedded into the Starbucks contributes huge to the company's prosperity. Therefore, we think Starbucks fits our survey perfectly.

Starbucks has built a strong brand on a quality product and a unique experience. Its brand has allowed it to transcend its core business and branch into more profitable licensing deals, which have made the moat around the business deeper. (www.starbucks.com)

Starbucks has done building a worldwide brand. It has set a new standard in the retail industry for *ubiquity*. There is a Starbucks just about everywhere you go: every mall, every airport, every block in the big city -- maybe even twice or three times a block. It's in virtually every **Barnes & Noble** bookstore. It is also in virtually every grocery store, in the form of whole beans, ice cream, or little cafés. (www.starbucks.com)

Starbucks has so much to offer, importantly its locations, consumers, brand image and a distribution network. Starbucks is no longer just offering the functional benefit of coffee, but selling a lifestyle, allowing consumers to trade up and feel their aspirations for a better life. Starbucks is not merely a coffee store but rather a media property with an intrinsic value to brand partners. Starbucks has developed a emotional attachment with its customers and restoring the connections with its customers who has with Starbucks coffee, its brand, people and with its stores. (www.starbucks.com)

1.6 The choice of researching object

After the huge data collection, we find out that there are many counties are ignored by Starbucks to open an outlet, even including Italy which is the cradle land of coffee culture. Yet, this is not the only significant market that Starbucks have avoided. Sweden is, although with a population of only nine million people, one of the major coffee drinking nations in the world together with their neighbors, Denmark, Norway and Finland. However, Sweden has, historically, been very much a filter coffee drinking nation and has also been heavily influenced by the pour and serves method used in North America.

The espresso coffee culture is today very much alive in the major cities of Sweden but not so much in the countryside. Sweden, it should not be forgotten, is a very vast and long country with very sparse populations outside the major areas. Furthermore, there are more private, individual coffee shops in Sweden than there are coffee chains. The

Italian influence became strong in the nineties, particularly in Stockholm. Therefore, Sweden became a kind of mini Italy in its espresso coffee drinking culture. There is a strong so called coffee break culture in Sweden at the work place. These breaks are very important for bringing colleagues together in working life so that many institutions have their own coffee bar. This culture automatically spills over into the society as a whole so that the Italian style coffee bar/shop concept is the norm.

1.7 Target Audience

Talking about the audience we are aiming to, we consider the company Star bucks that have to deal with the brand awareness and image of its brand, are all the local coffee houses that have to deal with branding strategies and everyone working with international marketing being our primary target. The results of our analysis can be used by this specific audience in order to have a frame of reference on which base future decisions.

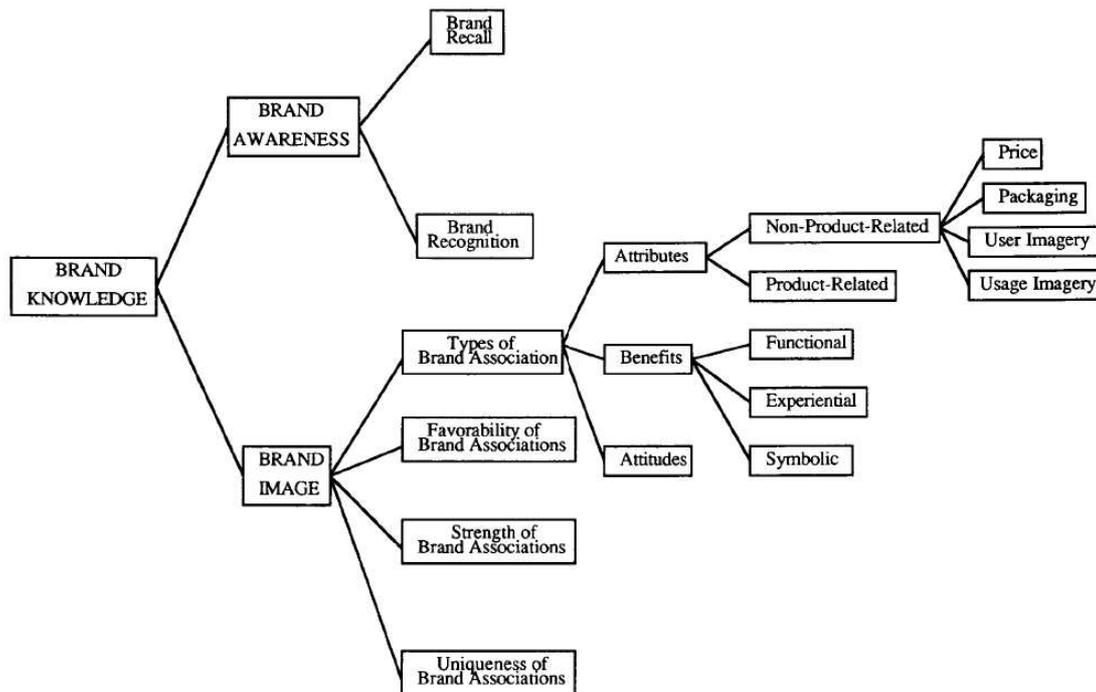
Moreover, an academic audience such as scholars and marketing students could be also interested in improving their knowledge about the chosen topic. This target group might find our work useful to deepen the familiarity with this topic, and use the paper as a starting point for further related studies.

Lastly, we wish our paper to reach the interest of the focal company itself in order to use an brand awareness of star bucks in Sweden.

2. The literature

2.1 Brand knowledge

A brand can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler 1991 p. 442). Brand knowledge can be conceptualized as consisting of a brand node in memory to which a variety of associations are linked. According to the Keller model of brand knowledge, we find out the relevant dimensions that distinguish brand knowledge and affect consumer response are the awareness of the brand (in terms of brand recall and recognition) and the favorability, strength, and uniqueness of the brand associations in consumer memory. These dimensions are affected by other characteristics of and relationships among the brand associations. For example, factors related to the type of brand association (such as its level of abstraction and qualitative nature) and the congruity among brand associations, among others, affect the favorability, strength, and uniqueness of brand associations. The structure of brand knowledge is depicted by the picture 5-1 underneath.



Picture 2-1 (Keller model)

2.2 Brand awareness

Brand awareness consists of brand recognition and brand recall performance. Brand recall relates to consumers ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory (Keller 1993). Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously (Keller 1993).

Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Baker et al. 1986; Nedungadi 1990). Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands (Jacoby, Syzabillo, and Busato-Schach 1977; Roselius 1971). Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory. (Keller 1993).

2.3 Brand image

The brand image is defined as consumer perception of a brand as reflected by the brand association held in consumers' memory. The Knowledge model described by Keller (1998) will be adapted to Starbucks case. Keller's (1998) model proposes that brand knowledge is comprised of brand awareness and brand image. Brand image is

detailed to a greater extent within the model because of its more complex nature. Brand image is said to result from the favorability, strength, uniqueness, and types of brand associations held by the consumer. Within the model, Keller (1998) depicts various types of brand associations such as attributes (product-related and non-product related), benefits (functional, experiential and symbolic) and attitudes. In particular, non-product attributes are categorized into: price, user/usage imagery, brand personality and feeling and experiences.

2.3.1 Types of brand associations

According to the definition given by Keller, attributes are those descriptive features that characterize a product or service -- what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. Attributes can be categorized in a variety of ways (Myers and Shocker 1981). Here, attributes are distinguished according to how directly they relate to product or service performance. Non-product-related attributes are defined as external aspects of the product or service that relate to its purchase or consumption (Keller 1993). Keller's model under the non-product-related attribution consists of four main categories, they are (1) price information, (2) packaging or product appearance information, (3) user imagery (i.e., what type of person uses the product or service), and (4) usage imagery (i.e., where and in what types of situations the product or service is used).

The price of the product or service is considered a non-product-related attribute because it represents a necessary step in the purchase process but typically does not relate directly to the product performance or service function (Keller 1993). Price is a particularly important attribute association because consumers often have strong beliefs about the price and value of a brand and may organize their product category knowledge in terms of the price tiers of different brands (Blatberg and Wisniewski 1989). About the user and usage imagery attributes, Keller gave a concrete explanation, that is they can be formed directly from a consumer's own experiences and contact with brand users or indirectly through the depiction of the target market as

communicated in brand advertising or by some other source of information (e.g., word of mouth). Given the explanation above, Keller exemplify the user and usage imagery respectively. Associations of a typical brand user may be based on demographic factors (e.g., sex, age, race, and income), psychographic factors (e.g., according to attitudes toward career, possessions, the environment, or political institutions), and other factors. Associations of a typical usage situation may be based on the time of day, week, or year, the location (inside or outside the home), or the type of activity (formal or informal), among other aspects. User and usage image attributes can also produce brand personality attributes. (Keller 1993)

2.3.2 Favorability of brand associations

Along with Keller's theory, associations differ according to how favorably they are evaluated. In other words, the success of a marketing program is reflected in the creation of favorable brand associations that is, consumers believe the brand has attributes and benefits that satisfy their needs and wants such that a positive overall brand attitude is formed.(Keller 1993)

However, when we imply this conception into the brand analysis on Starbucks, the evaluation of brand association should be situationally or context-depend and vary according to consumers' particular goals in their purchase or consumption decisions. An association may be valued in one situation but not another (Miller and Ginter 1979), and just as what the example offered by Keller said, speed and efficiency of service may be very important when a consumer is under time pressure but may have little impact when a consumer is less hurried. Along with this deliberation, we plan to investigate which ones are the customers' favorites under some representative or specific situations after the collection of perceptions of Starbucks brand as reflected by the brand association held in customers' memory. In other words, which associations under certain context –depend situation involved into the brand can incite customers to experience Starbucks in a responsive way.

2.3.3 Strength of brand associations.

Associations can be characterized also by the strength of connection to the brand node. The strength of associations depends on how the information enters consumer memory (encoding) and how it is maintained as part of the brand image (storage). Strength is a function of both the amount and quantity of processing the information receives at encoding (i.e., how much a person thinks about the information) and the nature or quality of the processing the information receives at encoding (i.e., the manner in which a person thinks about the information) (Keller 1993). For example, the levels-or depth-of-processing approach (Craik and Lockhart 1972; Craik and Tulving 1975; Lockhart, Craik, and Jacoby 1976) maintains that the more the meaning of information is attended to during encoding, the stronger the resulting associations in memory will be. Thus, when a consumer actively thinks about and "elaborates" on the significance of product or service information, stronger associations are created in memory (Keller 1993).

2.3.4 Uniqueness of brand associations

Since brand associations may or may not be shared with other competing brands, the essence of brand positioning is that the brand has a sustainable competitive advantage or "unique selling proposition" that gives consumers a compelling reason for buying that particular brand (Aaker 1982; Ries and Trout 1979; Wind 1982). About the approach how to express the distinction, Keller brought up that it could be communicated explicitly by making direct comparisons with competitors or could be highlighted implicitly without stating a competitive point of reference. The presence of strongly held, favorably evaluated associations that are unique to the brand and imply superiority over other brands is critical to a brand's success (Keller 1993). Yet, unless the brand has no competitors, the brand will most likely share some associations with other brands (Keller 1993).

3. Analytical model

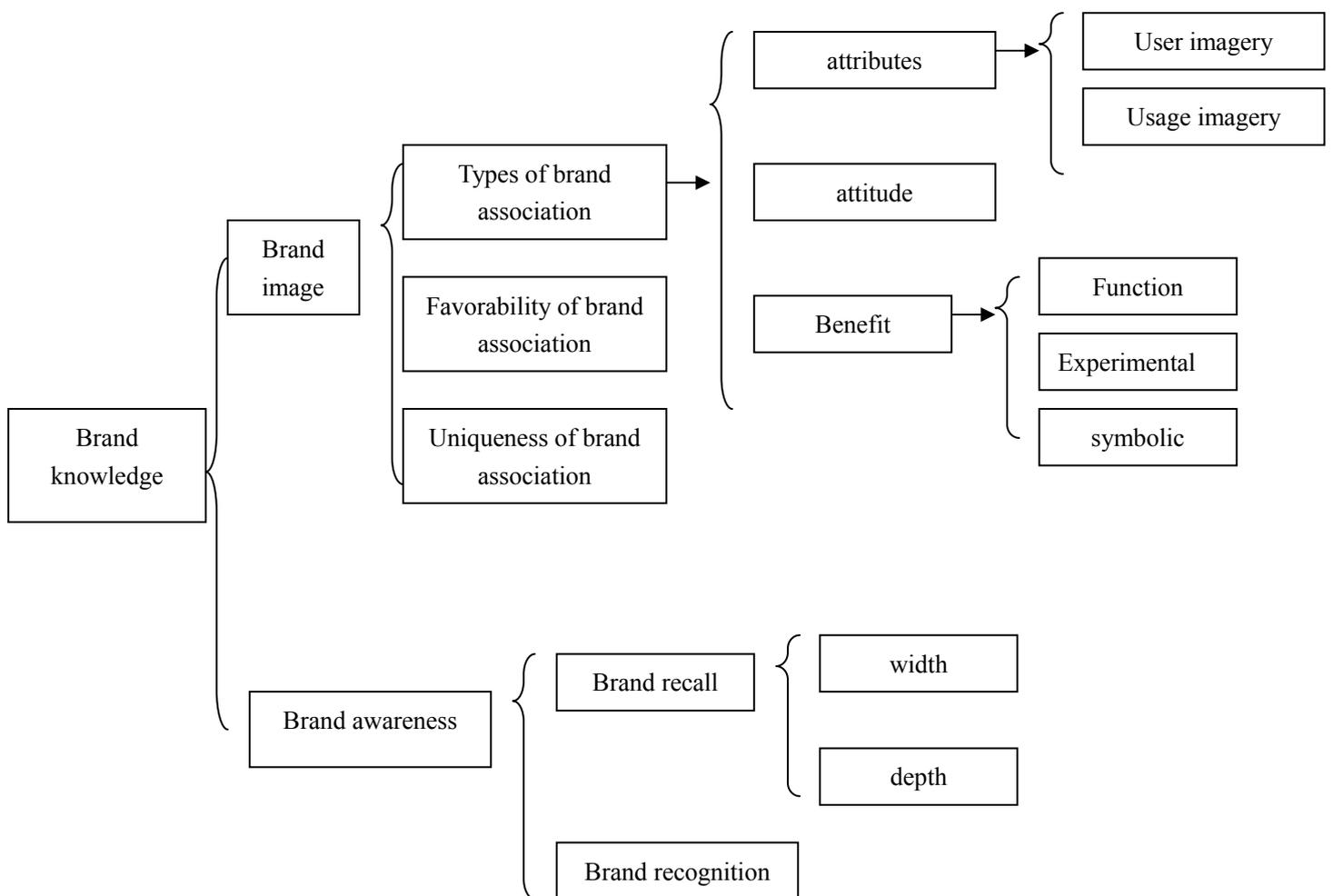
The design of analytical model follows with the original Keller model basically, and it leads our questions raised in the questionnaire, the following calculation based on the results derived from the questionnaire in the finding part, the responsive analysis to the acknowledgement in term of to what extent the Swedish youths know about the brand of Starbucks (brand awareness) as well as what kinds perception of the brand of Starbucks as reflected by the brand association held in target customers' memory (brand image).

The analytical model recast on the foundation of original one is comprised of brand awareness and brand image. Brand awareness consists of brand recall and brand recognition. Considering of the brand recall's definition, that is the consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category or some other type of probe as a cue (Keller 1998), we expand the brand recall into depth of recall (the percentage of people who know the brand) and the width of recall (the cues that lead to brand recall).

Brand image is detailed to a greater extent within the model because of its more complex nature. During the designing, we basically refer to Keller model that involves type of brand association, favorability of brand association, uniqueness of brand association, and strength of brand association. The column of type of brand association is classified into product-relate attributes and non-product-relate attributes which possess of two sub-column, user imagery and usage imager. The other two branches beneath the type of brand association are attitude and benefit which is detailed to deeper extent, like functional, experimental, and symbolic. Then except the strength of brand association, the rest two categories, uniqueness of brand association and favorability of brand association, are under consideration as well . The analytical model is illustrated in the following picture3-1.

Based on the original model, we made some necessary changes as well, one of major

modifications is the deletion of the strength of brand association. Because this issue mainly about channel through which the information enter consumer memory, then make these informaiton transfered into the brand image and stored into customers' mind(storage). in other words, it's more about the process of brand communication which is beyound our main purpose.



Picture 3-1

4. Methodology

4.1 The reason of choosing questionnaire

Considering of the thesis's purpose and the maximum ensuring of the validity and credibility embedded by database collected, we think the instrument of questionnaire suits this survey best. the main reason lies on one of the most special attribute—no bias. The researchers' own opinions will not influence the respondents to answer questions in a certain manner through the questionnaire that is characterized by uniform question presentation and no middle-man bias. However, it's impossible to achieve the goal of no-bias by some other research ways, like focus group discussion and interview, cause the verbal or visual clues expressed by the researchers would affect and guide the attitude of respondents more or less.

4.2 The selection of respondents

The 200 respondents who accepted our questionnaire regarding the brand awareness and brand image in the case of Starbucks are the Swedish students studying in MDH, since it was continent for the researchers to contact them with whom study and meet everyday to obtain the necessary information that the researchers want. What's more, according to the company annual sale report, a big proportion of profit is derived from the youths, because they belong to the most important target group, also will generate a strong consumer group for Starbucks in the future. It became natural to use students for the survey since they are nearby, representatives of selective pioneers, and thus is important to Starbucks. We also believe that students use a more critical and apply an academic way of thinking. In order to ensure the quality of answer given by the respondents, the asking whether a Swedish is the priority to do during distributing questionnaire. The entry hall and library are two main places to implement our investigation.

4.3 How to value the data

After collecting the data from the questionnaire, the next step is to calculate and do statistics by a systemic method.

The questions presenting on the questionnaire were sorted into two main categories, they are brand awareness and brand image. The assessment was through the calculation in term of how many people choose respective options, what the respondents' perspective are mainly, and based on the statistics whether the attitude toward Starbucks' entry into Sweden is positive or negative.

Regarding the rating scale question, the attainment of assessment toward the degree of satisfactory and agreement in term of the functional attitude, experimental attitude and symbolic attitude is through the measuring instrument named interval of Score.

According to the explanation given by Fisher book, a respondent who will mark "very satisfied/ very agree" will score 5, a respondent who will mark "satisfied/ agree" will score 4, a respondent who will mark "moderate" will score 3, a respondent who will mark "less satisfied/ less agree" will score 2 and a respondent who will mark "not satisfied/ not agree" will score 1. Once all the statement has been scored, then a respondent's overall score on each question can be calculated as mean. (Fisher C. 2004, page 165)

As the same taken, about the question relative to the cognitive perception in the customers' view after having a coffee in Starbucks, a respondent who mark "very happy and very relax" will score 5, a respondent who tick "happy and relax" will score 4, a respondent who mark "moderate" will score 3, a respondent who mark "less happy and less relax" will score 2 and a respondent who choose "not happy and not relax" will score 1.

The level of average scores used to describe the level of respondent's attitude will be classified at the interval range. The class of interval range was computed from the following formula:

$$\begin{aligned} \text{Interval of scores} &= (\text{Highest score} - \text{Lowest score}) / \text{Number of interval} \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

Taking this route, the meaning and score range can be illustrated in the following way:

score range	Meaning		
	Agreement perspective	Cognitive perception	Satisfactory perspective
1.00 - 1.80	"not agree"	"not happy and relax"	"Not satisfactory"
1.81 - 2.60	"Less agree"	"less happy and relax"	"Less satisfactory"
2.61 - 3.40	"Moderate"	moderate	"Acceptable"
3.41 - 4.20	"agree"	Happy and relax	"Satisfactory"
4.21 - 5.00	"Very Important"	Very happy and relax	"Very satisfactory"

If take the evaluation to the satisfactory perspective" as an example, the formula to get the score used for the evaluation of each dimension can be obtained by the following formula:

$$\text{Total Score} = (5 \times \text{the number to choose "very satisfactory"}) + (4 \times \text{the number to choose "satisfactory"}) + (3 \times \text{the number to choose "acceptable"}) + (2 \times \text{the number to choose "less satisfactory"}) + (1 \times \text{the number to choose "not satisfactory"})$$

$$\text{Score} = \text{Total Score} / \text{the total number of respondents}$$

4.4 The structure of questionnaire

The structure of questionnaire is designed accommodated with the analytical model we drafted on the base of Keller model (1993), and make sure every question is consistent with the principle of each subcategory beneath the brand awareness and brand image as much as possible. The overall structure is separated into four parts, the brand awareness, transition question, brand image and statistics.

The questions ranging from question No.1 to No.6 are under the category of brand awareness which related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. (Rossiter and Percy 1987)

The next three questions from question No.7 to No.9 , for one thing, work as the transition which brings out our focal brand smoothly. For another, they act as a filter to delete the respondents who never heard of Starbucks.

The third part ranging from question No.10 to No.19 is pertinent to the brand image which relate to the perceptions about a brand as reflected by the brand associations held in consumer memory. Brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers. (Herzog 1963)

The last part is the demographic questions with the survey of gender, degree/position and frequency of going to the coffee house.

4.5 The elaboration of questionnaire

In this chapter, we give the exact reason and explanation on how to design the questions to make them cohesive with the analytical model, and why we order the questions in such sequence.

Part 1: Brand awareness

Concretely speaking, the first question is a general survey on what the favorite drinking is when people are free. From the statistics calculated toward it, we could know to what extent people chose coffee as a relaxing drinking and how strong the coffee habit is in people's daily life. We think such elementary investigation packaged the goals mentioned above could work as the foundation for the further study on the brand awareness's expansion and brand image's optimization.

The questions ranging from No.2 to No.6 are relevant to brand awareness aiming to measure the accessibility of the brand in customer's memory, and find out to what extent the focal respondents know about Starbucks. Considering of the definition and function embedded into the brand awareness, we think the questions regarding brand awareness fit the role of being filter and to be put at the beginning of the questionnaire. Since brand awareness, particularly the brand recall, relates to consumers ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In a word these reflections toward a certain brand in customers mind are the prerequisites of brand image, namely having the respective perception of a brand when reflected by the brand association held in consumers' memory.

Concretely speaking, the questions ranging from No.2 to No.5 are cohesive with the sub-classification under the branch of brand recall. Because we think it's important to measure not only the depth of recall (the percentage of people who know the brand) but also the width of recall (the cues that lead to brand recall), especially the latter, it's important to ponder think about who, when, where and how the brand will be bought or used. Taking this route, some typical cues are defined by us, within the subcategories, consumption goals, place, and people, to investigate the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. At the same time, because afraid of the different

personal-experience could restrict respondents' thinking, we add a specific notification behind the questions said "No matter where the coffee house/bar is and whether you have been there or not".

Question No.6 is designed to research whether the focal respondents can recognize Starbucks squeezed with many other coffee brands. Along with the principle held by brand recognition—that is relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue—we decide to utilize the illustration of logos responsive different coffee brands as the cue so that attain to find out the percentage of people knowing about Starbucks.

Part 2 transition question and logo assessment

Question No.7 is designed to study focal respondents' reflection after seeing the logo of Starbucks. We think such setting is necessary, because logo is the direct and visual depiction of brand expression.

In addition, this question functions as a transition which brings out our focal brand smoothly. It ought to mention particularly that there is profound deliberation for us to put this question ahead of the following filter question (No.9). Because that we keep holding the idea that the opinions toward the logo given by the people, who heard and don't heard Starbucks, equally have valid value for our study in term of the feedback toward the focal brand. However afraid of the confusion could occurred in respondents' mind, especially for those having insufficient recognition to Starbucks, we put the picture of Starbucks logo aside to be of visual assistance instrument.

Question No.8 and No.9 have two functions. Firstly, it acts as an instrument to transit the question aiming to have a rough investigation on the brand awareness with the potential involvement of Starbucks, to the concrete and clear survey in term of brand image associate with Starbucks. Secondly, these two questions, especially No.9 work as a filter to delete the respondents who never heard of Starbucks. We think that the

settings of filter questions are necessary. Along with the concept of brand image, because, it is defined as perceptions about a brand as reflected by the brand associations held in consumer memory, and here brand associations point as some informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers. (Herzog 1963) Taking this route, we could realize that only the respondents who know about Starbucks are qualified to express their opinion on Starbucks brand image and brand association. The filter question's setting could benefit us to make sure the information's validity and credibility. Otherwise, the involvement of the results offered by the respondents who are ignorant to Starbucks brand would disorder the trend of perception given by customers to a negative or ambiguous direction, further would generate our analysis toward the brand awareness and brand image fail to implement objectively.

Part 3: Brand image

The questions ranging from No.10 to No.18 are pertinent to the brand image. The questions designed are in line with the analytical model which is simplified from the original brand knowledge model made by Keller in 1993.

The question No.10 and No.11 are designed along with the principle of *user imagery* and *usage imagery* which are underneath of the *types of brand association*. The drafting of questions and options mostly comply with definition and explanation regarding the user imager and usage imagery held by Keller. Concretely speaking, the association of a typical brand user is based on demographic factors (e.g. sex, age, and income), about usage imagery, the association of a typical usage situation is based on the type of activity could do in Starbucks. And these associations act as the options supporting the responsive focal questions.

In addition, no matter whether the respondents are used to be the customers of the Starbucks or not, we think they are qualified to identify the association of a typical brand user and usage situation. Because, according to the explanation given by Keller,

User and usage imagery attributes can be formed directly from a consumer's own experiences and contact with brand users or indirectly through the depiction of the target market as communicated in brand advertising or by some other source of information, like the word of mouth.(Keller 1993)

The question No.12 is cohesive with the subcategory of *benefits* which is under the branch of *type of brand association* as well. Along with the definition embedded into the benefits, namely what consumers think the product or service can do for them (Keller 1993), we decide to follow the sub-classification according to underlying motivations to which the brand relates (Park, Jaworski, and MacInnis 1986), they are functional benefits, experiential benefits, and symbolic benefits. In our case, the functional benefit point to the taste of physical coffee, the experiential benefit is relevant to the sensory pleasure or cognitive perception that customers feel after having a Starbucks coffee, and the symbolic benefits is relative to the personal expression to the Starbucks.

The question ranging from No.13 to No.16 depicted the column of *attitude* which is another branch of type of association. During our question drafting phase, the requirement is to achieve the congruence between the questions designed and the concepts embedded into the column of *attitude*, namely consumers' overall evaluations of a brand (Wilkie 1986). Carrying with such definition, the responsive questions designed make the *attitude* serve as an instrument to value the customers' benefits attained through allowing individuals to express their self-concepts. The type of core question consistent with above function offered by *attitude* is asked in the way that the extent to which customers think the benefits attained from the focal brand, and the rating scale is question model implied. About the selection of benefits can be valued, we decide to follow the three classification of benefits brought up by Zeithaml in 1988, namely functional benefits, experiential benefits, and symbolic benefits, then use them as the objects to assess in term of customer's responsive attitude.

The question No.17 is congruent with the conception embedded into the column named *types of brand association*. The main purpose of setting such question is to

find out what kinds of underlying associations, hiding under Swede's mind, could link with Starbucks as much as possible. The options offered for choosing are based on the basic classification of the tangible and intangible. Concretely speaking, in the Starbucks case, we package the issues of coffee taste, the hi-tech involved and accessory food into the category of the tangible. The intangible consists of in-store atmosphere, service, prestige, brand style and some other issues, like expenditure and social consciousness.

Being the extension of question No.17, the following two questions aim to ask the focal respondents to specify their *favorite of Starbucks brand association* which satisfy their needs and wants at a maximum level, as well to indicate the *uniqueness of brand association* which act as an competitive advantage without shared with other competing brands. Because of our main purpose is not focused on the comparison of the strength and weakness among bunch of brands, but on the identification of unique brand association held by Starbucks in customers' perception, we don't think it is necessary to illustrate explicitly the main competitors then have a direct comparison with competitors.

Part 4: The statistics

According to the Fisher book, the asking for the demographic questions is necessary, because that it provide a way of checking the representativeness of the people who respond to the questionnaire (Fisher). Along with this conception, we draft three demographic questions in term of gender, degree/ position and the frequency of going to the coffee house/bar. And the reason why put the statistic questions in the end is that people are more likely to answer personal questions if they have already invested time and effort in completing the rest of the questionnaire. (Fisher book)

The question No.19 is designed to dig out what Starbucks' sustainable competitive advantage or "unique selling proposition" is that gives consumers a compelling reason for buying. Based on the questionnaire result, we found out that the bias to the "global recognizable" and "U.S style" account on a main proportion in the overall selections. Such result is congruous with focal respondents' preference to the international

prestige. It ought to be mentioned particularly, out of 129 respondents view “U.S style” as the unique brand association among the overall 180 respondents who heard of Starbucks. If we package this data into the definition of uniqueness of brand association, that is unique selling proposition which is critical to a brand's success, we could anticipate in the positive way that the young Swedes’ responds to a coffee house with strong U.S style could be highly acceptant, so that under the exposure to Starbucks brand these accessible young Swedes could be the highly possible target customer group to support the Starbucks’ entry to Sweden.

What’s more, given the fact that few coffee house serve up the customers by the access of in-store wireless internet and convenient MP3 music downloading, the relatively high vote on the “modern facility” is another clue suggests that the focal respondents are more concentrated on the special attributes without sharing with other competitors. Considering of this technology-advantage held by Starbucks, it’s not weird that the number of respondents viewing the “suitable place to do business and study” as the distinctive brand association is 8 times more than the ones choosing the “place to relax”.

5. The survey of questionnaire and analysis

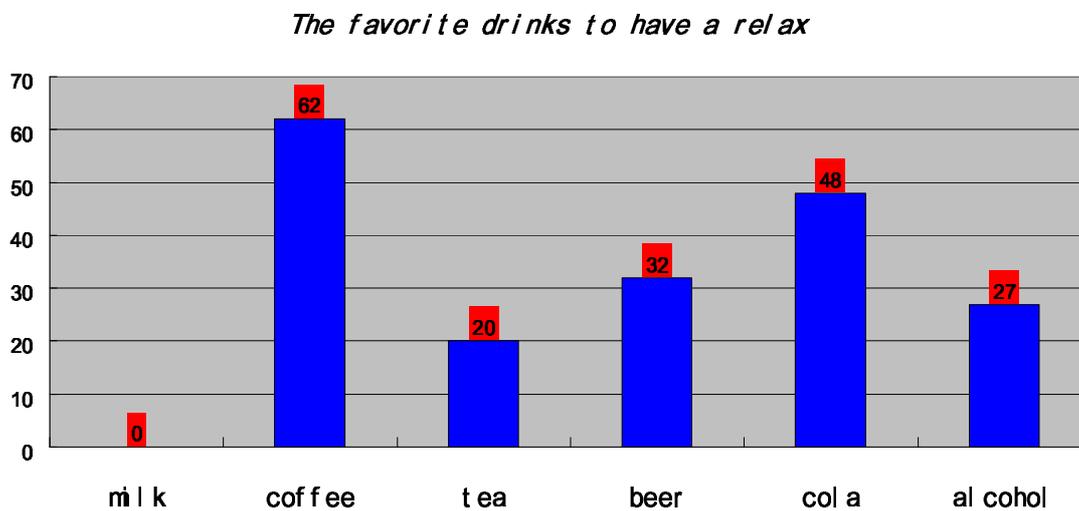
In this part, we summarized the each question with the words accompanied by the chart explanation. After doing the systematical calculation relative to each result derived from the questionnaire, the analysis based on the Keller model followed after.

5.1 brand awareness

5.1.1 survey of brand awareness

Question No.1: What's your favorite drink when you have a rest with your friends?

From the results of the respondents to this question we came to know to that 31% people go for the coffee when they are with their friends and have free time. The response rate for milk was zero and the 10% people go for tea and 16% beer and 24% for cola and only 13.5% people go for alcohol when they have free time and sit with their friends just to have good time. So the high percentage for coffee is more than any other drink. The respective chart 5-1 is illustrated underneath.



Picture 5-1

Question No.2: please name all the coffee house/bars that you can think of (no matter where the coffee house/bar is and whether you have been there or not)

In this open question, we managed to assess customers' ability to retrieve the brand from the memory when given the product category of coffee. All the coffee brands mentioned by respondents basically comprised: Starbucks, George coffee house, Whanys coffee, Global living, Granden, MC, Bomsta, Pressbyrau, Waynes coffee, Systrarna Ericsson, Brogarden. The highest frequency of being mentioned is George Coffee House (151 votes), and then followed by Global Living(82 votes), Waynes coffee(70 votes) and Starbuck(68 votes) in the down sequence.

Question No.3: please name all the coffee house/bar that you can think of that you could go with your friends or alone to relax. (No matter where the coffee house/bar is and whether you have been there or not)

In this open question, we managed to measure the customers' ability to identify the focal brand from the memory when given the cues of consumption goal. The frequency of George coffee house being mentioned still rated as the top one (120 votes), then followed by Global Living (92 votes) and Starbucks (89 votes) in the down order.

Question No.4: please name all the coffee houses/ bars that you can think of under the assumption that you are in North America. (No matter where the coffee house/bar is and whether you have been there or not)

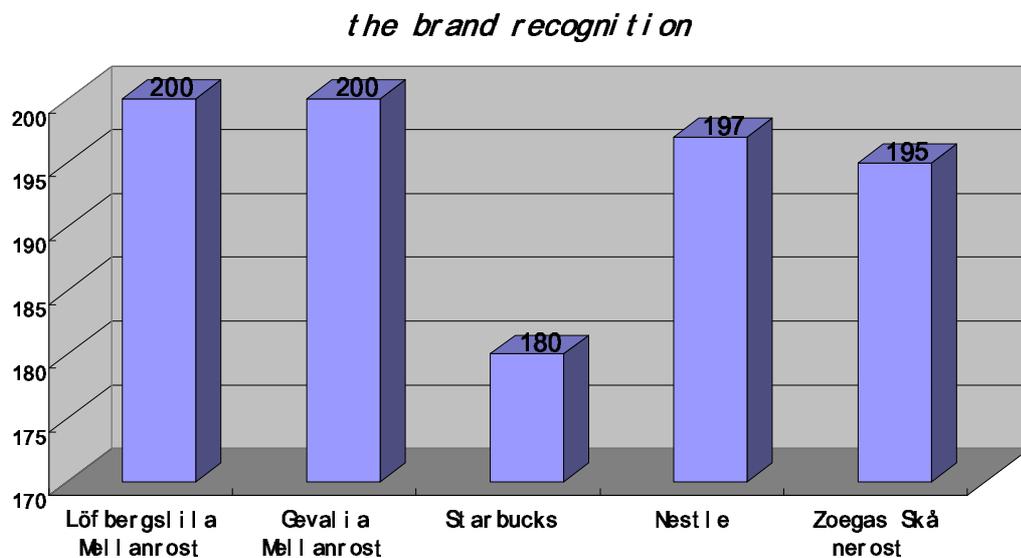
This question aimed to measure the customers' ability to identify the focal brand from the memory when given the cues of place. According our calculation, over 80% of respondents can bring Starbucks to mind under the suggestion of "North America", but except the answer said "I don't know", Starbucks is the only answer to this question.

Question No.5: please name all the coffee houses/ bars that you can think of for the young people go mostly. (No matter where the coffee house/bar is and whether you have been there or not)

This open question aimed to measure the customers' ability to identify the focal brand from the memory when given the cues of target customers. The calculation told us the Global Living is thought as the first option, which is followed by some other local coffee houses, like Granden, MC, and Waynes coffee, etc, and almost half respondents brought Starbucks to mind as answering this question.

Question No.6: Which brands in the following do you recognize?

The percentage of people who are able to recognize the testing brands is almost up to 100%, especially the absolute 100% acquaintance to the Swedish brand of Löfbergslila Mellanrost and Gevalia Mellanrost. The degree of recognition to the international brand of Nestle is better than Starbucks which has 17 votes less than the one for Nestle. The respective chart 5-2 is illustrated underneath.

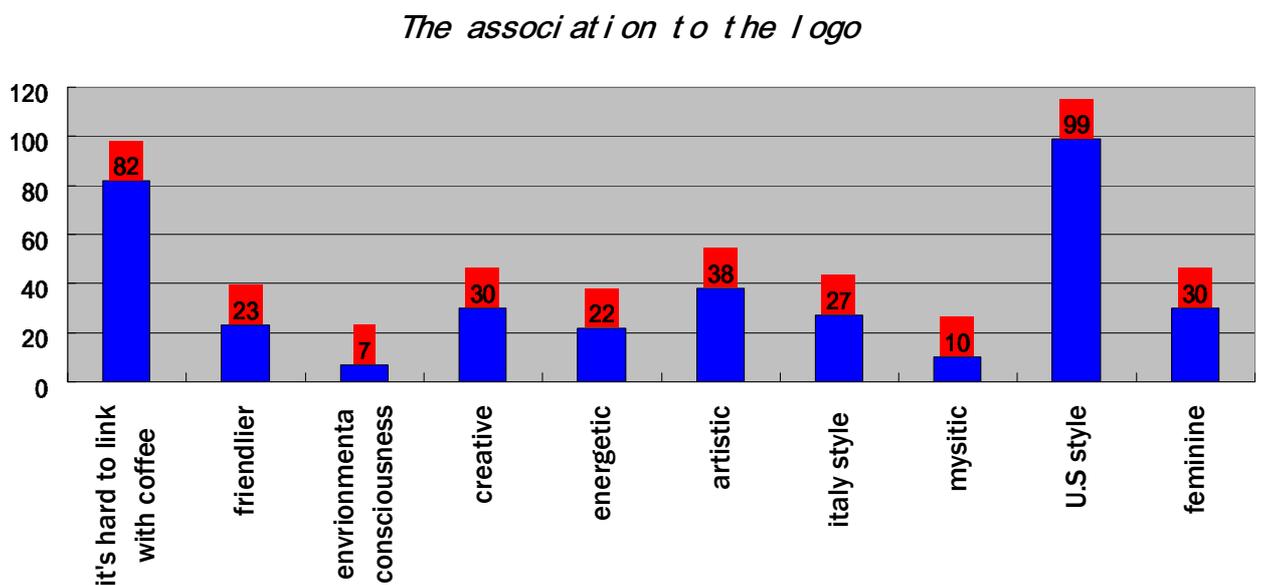


Picture 5-2

Question No.7: How do you feel about this logo labeled with the mermaid under the dark green background? (Multiple choice)

From the result of this question we came to know that out of 200 people, 99 people think of that the logo of the Starbuck is US style, while 82 people think of that the

logo of starbucks is such that it's hard to link with the coffee. 38 people think of that starbucks logo is artistic and 30 people think that the logo is creative. Only 7 people say that its very environment friendly and 10 respondents say its mystic. So we can clearly see that the majority of the respondents think that the logo is US style. The relative chart 5-3 is illustrated underneath.



Picture 5-3

Question No.8: Have you heard of Starbucks before? (If you choose NO, please skip to question No.20)

Question No.9: Have you ever been to Starbucks before?

the result of the survey indicate these two questions are illustrated underneath.

Table 8-1

	Have you ever been to Starbucks	Have you ever heard of Starbucks
YES	88 (44%)	180 (90%)
NO	112 (56%)	20 (10%)
Total	200	200

5.1.2 the analysis of brand awareness

The open questions relative to brand recall aim to measure the accessibility of the brand in customer’s memory, and find out to what extent the focal respondents know about Starbucks under different cues. According to the calculation made based on these questions, we conclude that the Starbucks brand awareness made by the focal respondents is relatively positive. Because the brand name of Starbucks was brought to respondents’ mind under every designed cue in terms of subcategories, consumption goals, place, and people, especially the extremely high percentage (80%) of being brought to mind under the cue of place—North America. What’s more, the high percentage of focal brand’s recognition, which is as high as 90%, is another clue to prove the high brand awareness toward Starbucks.

However, given the fact that Starbucks is not the first and most brand name being mentioned by focal respondents facing those cues relative to Starbucks, we have to admit that Starbucks’ popularity and degree of influence in focal respondents’ minds lags behind the local coffee houses.

From the question relative to the perception of the logo, we find out that people choosing the option of “U.S style” counts on a main proportion that amounts to 80. Such obvious bias indicated that most focal respondents defined Starbucks as the

category of international brand with strong national specialty. Another bias showed up in the option of “it’s hard to link with coffee” where over 61 votes converged. In other words, in the whole 200 respondents, over 30% of respondents held the view that the logo fail to symbolize the company and confuse the customers.

At the same time, the small and dispersive votes on the potential character and feature embedded into that mermaid logo demonstrated the focal respondents’ ambiguous understanding on the meaning of logo. Although those respondents can link different descriptions with the logo, still there is not a general trend in their minds that could set the tone of logo. Because, actually, the mermaid and the dark green background are the most distinguished elements involved into the logo, especially the distinctive green color, “it conveys both a friendlier and more upscale image, and it’s so Italian, it refers to Starbucks’ inspiration for the color.” Said by Alan Mulally, the CEO of Starbucks. However, less than 10% respondents were acquainted of such points and chose the respective options.

5.2 Brand image

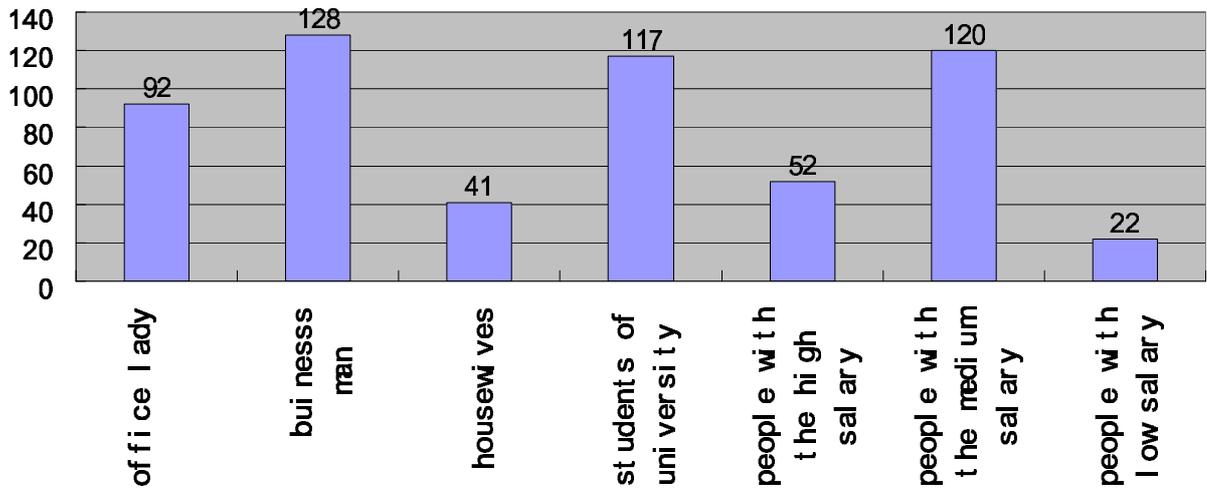
5.2.1 User and usage imagery

5.2.1.1 survey of user and usage imagery

Question No.10: In the following options, which type/types of customers do you think go to Starbucks most? (Choose one or more)

In response of asking this question we came to know that highest number of people go to Starbucks are businessmen (128), which is followed by people with the medium salary then university students which are 117 and 92 is office lady visits the star bucks. The lowest figures are 52, 41 and 22 which relates to people with high salary, house wives and people with low salary respectively. The relative chart 5-4 is illustrated underneath.

The type of customers go to Starbucks

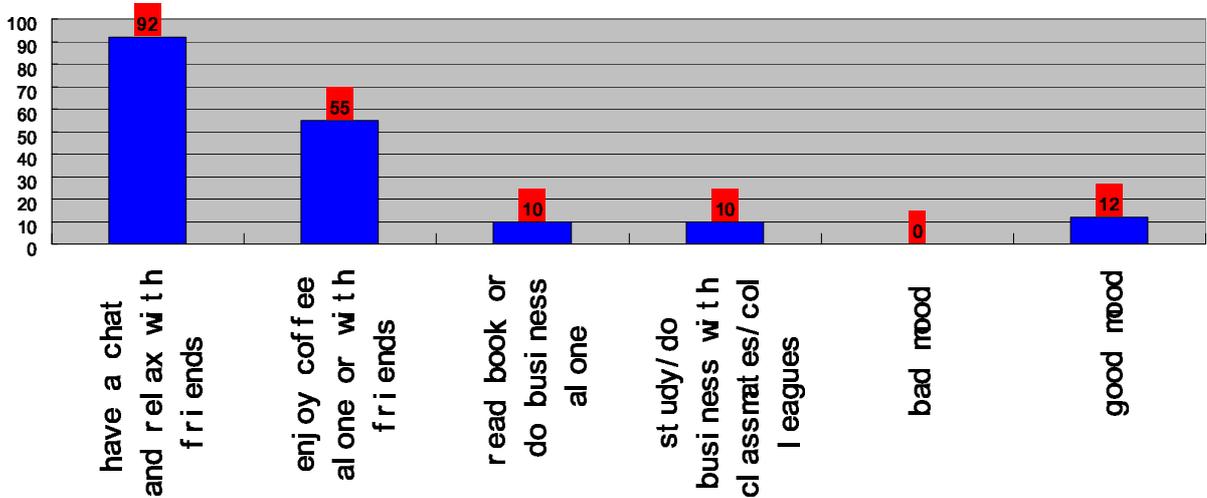


Picture 5-4

Question No. 11: When do you go to Starbucks?

When asked people about the under what situation they go to Starbucks we came to know that 92 people go to Starbucks to have chat and relax with friends. 55 people go just to enjoy coffee alone or with their friends. 12 people go when they have good mood and 10 people go to read book or do business alone and study/do business with classmates/colleagues. The concrete chart 5-5 is illustrated underneath.

when do you go to Starbucks



5.2.1.2 analysis of user and usage imagery

According to the calculation, we get a rough understanding that the focal respondents' perception to the Starbucks' target-customer matches with the real situation. Just as the "anticipation" made by respondents, the main customer type converged within the students of university, businessmen and people with medium salary. In a word, they all have had a good education, and if they do have a job, it almost certainly includes a big income as well.

The usage imagery assessment used to investigate in which situation that customers could go to Starbucks, and what the customers going there for. Over half respondents chose to go to Starbucks for "having a chat and relax with friends", which is followed by the bias to the "coffee enjoyment". Such results indicated that the focal respondents' pursuit to the spiritual relax is viewed as the main reason to go to Starbucks, and no matter whether the focal respondents have been to Starbucks or not, they consider the relax atmosphere as the direct sale-point attracting their purchasing there. Although the enjoyment of coffee itself is many people's favorite that lure them to purchase in Starbucks as well, still more respondents equate the place could getting spiritual relaxation with the Starbucks, the coffee itself is not the most distinguished element that can present Starbucks.

What's more, few people take Starbucks as a place for study and work. this demonstrates the Swedish customers are not acquainted of Starbucks' another distinction—stimulating relaxation, namely a pick me up but in a calm environment, fast and convenient but comfortable, familiar and an inspiring discovery. In other words, the conception—not only can the coffee house functions as a place to entertainment, but also could be a comfortable place to study and work—has not existed in the focal respondents' mind.

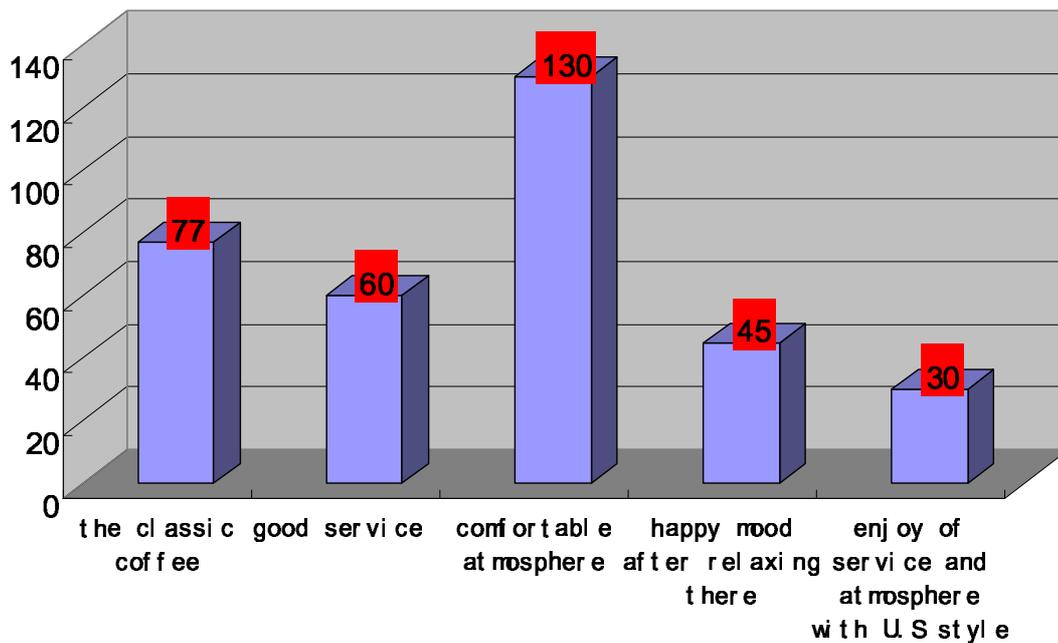
5.2.2 the benefit customers get from the brand

5.2.2.1 the survey of benefit customers gets from the brand

Question N0.12: what could you get after drinking a coffee in Starbucks?(choose one or more)

In response of this question that what type of benefit you could get after taking coffee from Starbucks we came to know that out of 77 people said that it's a classic coffee, 130 people said that we get comfortable atmosphere, out of 30 people said they enjoy the service and atmosphere with US style. And out of 45 people among the over 180 respondents who heard of Starbucks said that they feel happy mood after relaxing there. The concrete chart 5-6 is illustrated underneath.

The benefit you could get



Picture 5-6

5.2.2.2 the analysis of benefit customers gets from the brand

According to the results indicated from the questionnaire, we find out that most people viewed the “comfortable atmosphere” as the biggest achievement obtained from the Starbucks. We think the more 52 votes to “comfortable atmosphere” than to

“classic coffee” clue prove that the focal respondents concentrate more on the spiritual and emotional pleasure given by the coffee drinking in Starbucks, but not the mere coffee flavor itself.

In addition, although the “U.S style” was viewed as the most unique element (from the result of question No.19), only 17% respondents think they could get benefit from “the service and atmosphere with U.S style”. Such contradiction can indicate that the respondents’ comprehension toward the symbol of Starbucks only stay on a basic phase—recognizable. In other words, they can aware of the uniqueness and symbol embedded into the brand, but don’t consider them as the temptations to lure them to go to Starbucks, and don’t believe that could obtain the benefits derived from unique commitment held by Starbucks either.

5.2.3 Attitude of brand association

5.2.3.1 the survey of questionnaire

Question No.13: To what extent are you satisfied with the coffee in Starbucks? (if never been to Starbucks, skip to question No.15)

In the gross responds number of 200, less than half of respondents which amount to 88 have the experience of drinking coffee in Starbucks. Following with number of 88 as the benchmark, we noticed that out of 55 respondents, which account to over 62%, leaned to the adiaborous attitude toward the degree of satisfactory. The number to tick the scale of satisfactory and less satisfactory are pretty much equal, they are 20 and 13 respectively. And about the two extremes, very satisfactory and very unsatisfactory, no one chose them.

According to the formula given in the methodology part, the score we calculated out was 3.08, which fall into the category of “moderate”.

Question No.14: to what extend do you have a pleasure and relaxed mood after

having a coffee in Starbucks?

The objectives for this question are exactly as same as the previous one that is relative to the people who have been to Starbucks before. So, the sum of respondents is still 88. According to the results indicated from this question, we found out that the result is a little different with the previous one, out of 30 respondents within the gross of 88 leant to the second rank, namely “happy and relax”, which means nearly 51% of people think the expression labeled in the secondary satisfactory level can present their cognitive feeling after having a drinking in Starbucks. Another relatively big bias occurred is that nearly 34% of respondents chose the moderate. What’s more, what the same with the previous question is that none of respondents choose the two extremes.

According to the formula given in the methodology part, the score calculated out is 3.36, which belong to the “moderate” category.

Question No.15: to what extend do you agree with the expression that” Starbucks plays the roles as the third place between the home and work; it’s a part of our living.”

The qualified respondents corresponsive to this question were not confined within the cycle that must used be the customer of Starbucks, but as long as they heard of Starbucks, they are allowed to show the self-perspective. Taking this route, after subtracting the 20 people having not heard of Starbucks from the total respondents, the left 180 people are this question’s objects. About the general trend exhibited under the statistics, we could conclude that the primary direction (58%) stick to the middle level or neutralism that is out of 105 respondents among the sum of 180 chose to be moderate. The percentages of the following two lower levels are 17% and 18% respectively, and only 12 people (7%) selected the secondary grade, which scores 4.

If imply the principle of interval score into the calculation, the final score using for judging the degree of agreement is 2.53, which belongs to the category of “ less agreement”.

Question No.16: to what extent do you agree with expression “Starbucks is more than a cup of coffee, but an experience”

As same as the last question, the objects to answer this question are the people who ever heard of Starbucks, which means the benchmark limited within 180. The result derived from the questionnaire showed us almost half people (45%) chose the neutral attitude facing the expression. And number of people bias to the attitude of “less agrees” is more than the number for the “agree”, they are 14% and 19% respectively. At last, in this question, neither of the two extreme is blank, out of 32 people chose the disagreement that score 1, and 8 people ticked the extreme agreement which score 5.

Using the formula mentioned in the methodology part to judge the degree of agreement to the expression, we find out that the score comes to 2.68, which means the general attitude held by these focal respondents is “moderate”.

5.2.3.2 the analysis to the attitude of brand association

The questions ranging from No.13 to No.16 are designed to assess the focal customer’s evaluation to Starbucks in term of functional benefits, experimental benefits and symbolic benefits. According to the systematic calculation on the degree of satisfactory and agreement with the help of interval score, we obtained a profound analysis.

In the question regarding the degree of satisfactory to the taste of coffee in customers mind, what we got from the final score calculated by formula B was a “moderate” level. Taking this route, we come to the conclusion that the physical coffee offered by Starbucks just reaches a moderate level in customers’ mind, and the coffee itself is not considered as the main temptation and distinctive attribute to attract people to go there, but rather being viewed as a normal product same as the stuffs sold in others places. And such typical reflection does not match with Starbucks’ effort on the “ethically sourcing and roasting the highest quality coffee in the world”. (Craig Weatherup, chairman of the Starbucks).

From the question aiming to test focal respondents' attitude toward the drinking experience, we found out that the young Swedes who used to go to Starbucks held a "moderate" attitude. Comparing with the attitude to the coffee itself, however, the absolute score of drinking experience is higher and pretty much closer to the level of "happy and relax". Based on the above comparison, we think the focal respondents are concerned more on the drinking experience, but not merely the simple enjoyment of the coffee itself. What's more, the focal respondents' general satisfaction to a coffee house is more derived from the specific satisfaction to the drinking experience. In a word, we think the focal respondents' such reflection is cohesive with the commitment stuck by Starbucks: Starbucks is no longer just offering the functional benefit of coffee, but selling a lifestyle, allowing consumers to trade up and feel their aspirations for a better life.

The last two attitude questions are relative to the assessment of the commitment and symbol. However, the reflections responsive to these two evaluations are a little negative. Especially the attitude to the Starbucks' commitment to "play a role as the third place between the home and work, it's a part of our living", the final result indicated that most respondents held a skeptical thinking to the exaggerated expression on the Starbucks position in people's daily life. In other words, in these focal respondents' minds, Starbucks is not a so distinctive coffee house, characterized by creative coffee, customized service and comfortable atmosphere, that can't be substituted in these respondents' daily life.

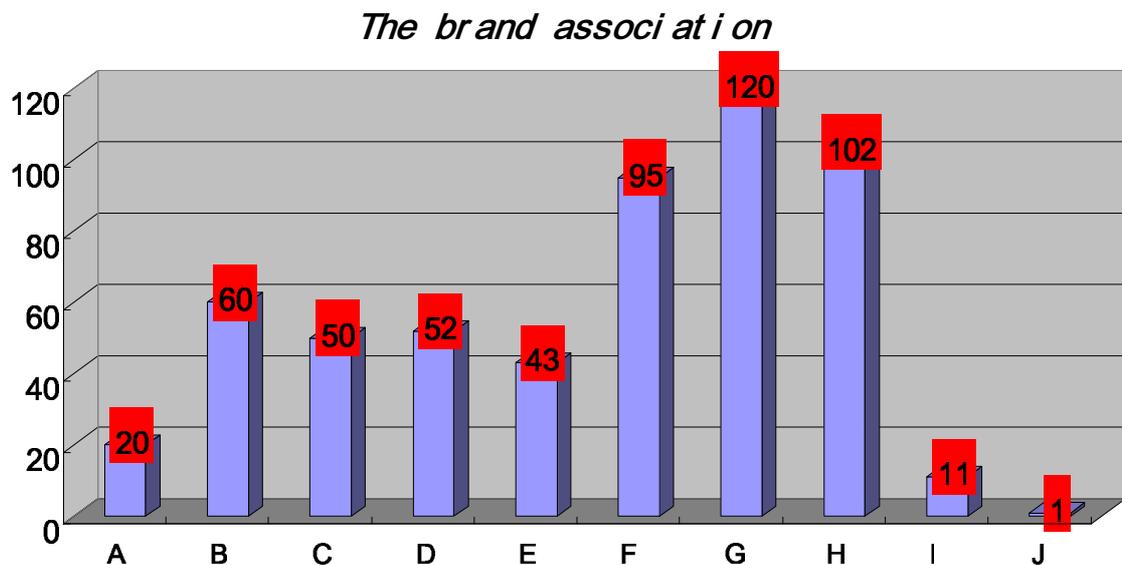
In a word, given the final scores showed through the formula B, we could conclude that the respondents' acknowledge of the Starbucks only stay on the basic level, like can recognize the brand name, have implicit fancy to the coffee and drinking experience, however few respondents have a profound comprehension to the Starbucks' symbol and commitment under the brand.

5.2.4 the types of brand association

5.2.4.1 the survey to the types of brand association

*Question No.17: What kinds of associations you can link with the brand of Starbucks?
(Multiple choice)*

In this question, the main votes converged in the option of “global recognizable” and “U.S style”, they are 120 and 102 votes respectively, and which is followed by the bias on the “modern facility”, “suitable place to relax”, “ wide range of customized coffee” and “suitable place to relax” in a down sequence. The exact figure is showed by the under chart 5-7.



Picture 5-7

A: the high classic coffee

B: modern facility

C: wide rang of customized coffee

D: suitable place to relax

E: suitable place to do business and study

F: globally standard service

G: globally recognizable

H: U.S style

I: High expenditure

J: environmental consciousness

5.2.4.2 the analysis to the types of brand association

The question No.17 is used to find out what kinds of underlying associations, hiding under Swede's mind, could link with Starbucks as much as possible. According to the results calculated from the questionnaire, we noticed that out of 120 respondents among the whole 180 people who have heard of Starbucks chose the "global recognizable", which means two thirds of respondents thought the first and primary association corresponsive to Starbucks is the "global recognizable". Therefore, we think such obvious bias indicates that the focal respondents consider Starbucks as a prestigious brand at international level. Keeping along with the statistics.

Given the number to choose "global recognizable" is more 20 hundred points than the selection of " U.S style", we could see by wearing the glass of company that, relative to the efforts to establish a brand with a specific national style, Starbucks concentrated more on how to forge its brand up to a global recognizable level which is preferred by focal respondents as well.

However, the tangible options, like the "high classic coffee", "modern facility" and the "wide range of customized coffee and accessory food", were chosen by relatively less respondents, and the exact proportion can be read in the finding part particularly. Among the three options regarding the tangible, the "modern facility" has a tiny superiority over the other two, which means degree of association with Starbucks on "classic coffee" and "customized food" is not as strong as the "modern facility" in

focal Swede's memory. Then take a deeper insight to Starbucks itself, the modern facilities accessorized with the main product-coffee have kept being considered as the sale-point by company. According to this, what we can conclude is that comparing with the common attributes characterized by tasty coffee, the unique points that differentiate with others are more likely under the focal customer's consciousness.

At last, it ought to be mentioned particularly is the extremely low percentage of the last two options: "the high expenditure" and "environmental consciousness" (using the paper cups). We are surprised to know that only few people think these linked with Starbucks. Concretely speaking, firstly about the price, even though the price tagged by the Starbucks' coffee is complained for too high in many counties, still the young Swedes are insensitive to the price, so that we think such price-insensitivity can be considered as the positive side faced by company under the assumption of Starbucks' investment in Sweden. And as to the environmental consciousness, we were shocked by the only 1 vote in this option. Because, Sweden is very outstanding in the work of environmental protection, and Swedes' consciousness to protect the environment is very strong as well. In the company's side, the Starbucks' mission statement on its official website said "it is committed to a role of environmental leadership in all facets of coffee business, and striving to buy, sell and use environmentally friendly products." We think the utilization of paper cups is exactly a direct illustration of Starbucks' environmental protection spirit. However, obviously, the consent failed to be established between company and focal customers.

5.2.5 Favorite of brand association

5.2.5.1 the survey to favor of brand association

Question No.18: In the above options, which is/are your favorite? Pleas name the code(s).

From the result of survey, it's easy to find out most respondents preferred to choose the option of "globally recognizable" and "suitable place to relax" where converged

128 and 123 votes respectively. And the relatively less votes existed on the options of “Globally standard service” and “U.S style”, there are 87 and 80 respondents respectively. And the two options without any votes are “high expenditure” and “environmental consciousness”. The exact figure is illustrated by the following table5-3, which comprised the results of next question as well.

Table 5-3

	Favorite	Unique association
The high classic coffee	50(votes)	34(votes)
Modern facility, such as wireless internet and MP3 music downloading	63	78
Wide range of customized coffee and accessory food	58	12
Suitable place to relax	123	6
Suitable place to do business and study	33	45
Globally standard service	87	64
Globally recognizable	128	155
U.S style	80	129
High expenditure	0	30
Environmental consciousness (using the paper cups)	0	8

5.2.5.2 the analysis to the favorite of brand association

The question No.18 is designed to evaluate which brand attributes and associations that satisfy the focal respondents mostly. The results we collected indicate that most

selections converged in the options “suitable place to relax” which is voted by 123. From the respondents’ such obvious preference to the “suitable and relax atmosphere”, we could find out that the commitment conveyed by Starbucks that “the Starbucks brand core identity was less about engineering a great cup of coffee than about providing a great coffee experience” is received by focal respondents positively to some extent.

Comparing with the relatively low number held by the option of “classic coffee” or “wide range of customized food”, we find out that the superiority of intangible is considered as the more important criteria to judge a good coffee house by customers. If we imply MacKenzie’s theory—consumer perceptions of the favorability of an attribute is both conceptually and empirically related to attribute importance—we could summarize a phenomenon: Swedish customers make light of the importance the physical products offered by coffee house to some extent, but rather focused on the drinking experience more. This attitude is congruous with the commitment insisted by Starbucks: Starbucks is no longer just offering the functional benefit of coffee, but selling a lifestyle, allowing consumers to trade up and feel their aspirations for a better life.

At the same time, the quite high favor to the “global recognizable” and “global standard service” illustrate that large proportion of focal respondents adore of the brand characterized by prestigious at a global level. As the same taken, according to MacKenzie’s theory, that is consumers are unlikely to view an attribute or benefit as very good or bad if they do not also consider it to be very important, what can be indicated from the young Swedes’ preference is their intension to attach more importance to the degree of prestigious.

5.2.6 Uniqueness of brand association

5.2.6.1 the survey to Uniqueness of brand association

Question No.19: In the above options, which is/are the Starbucks unique associations you think that other coffee brands don't have? Please name the code(s).

According to the above table, it's easy to notice that out of 155 respondents among the overall 180 people who heard of Starbucks before viewed the "U.S style" as the most unique association, and could present Starbucks mostly. Then the votes converged into the "Globally recognizable", which is as many as 129. The least one is the selection of "Suitable place to relax", where only 6 respondents chose.

5.2.6.2 the analysis to Uniqueness of brand association

The question No.19 is designed to dig out what Starbucks' sustainable competitive advantage or "unique selling proposition" is that gives consumers a compelling reason for buying. Based on the questionnaire result, we found out that the bias to the "global recognizable" and "U.S style" account on a main proportion in the overall selections. Such result is congruous with focal respondents' preference to the international prestige. It ought to be mentioned particularly, out of 129 respondents view "U.S style" as the unique brand association among the overall 180 respondents who heard of Starbucks. If we package this data into the definition of uniqueness of brand association, that is unique selling proposition which is critical to a brand's success, we could anticipate in the positive way that the young Swedes' responds to a coffee house with strong U.S style could be highly acceptant, so that under the exposure to Starbucks brand these accessible young Swedes could be the highly possible target customer group to support the Starbucks' entry to Sweden.

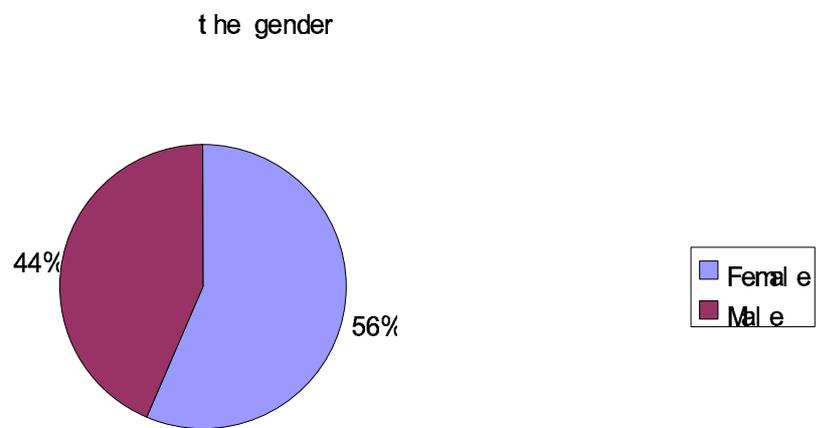
What's more, given the fact that few coffee house serve the customers by the access of in-store wireless internet and convenient MP3 music downloading, the relatively high vote on the "modern facility" is another clue suggests that the focal respondents are more concentrated on the special attributes without sharing with other competitors. Considering of this technology-advantage held by Starbucks, it's not weird that the number of respondents viewing the "suitable place to do business and study" as the

distinctive brand association is 8 times more than the ones choosing the “place to relax”.

5.3 statistics

Question No.20: the gender

In our whole questionnaire the gender ratio is 56% are females and 44% people are males. The visual chart picture 5-8 is shown underneath.

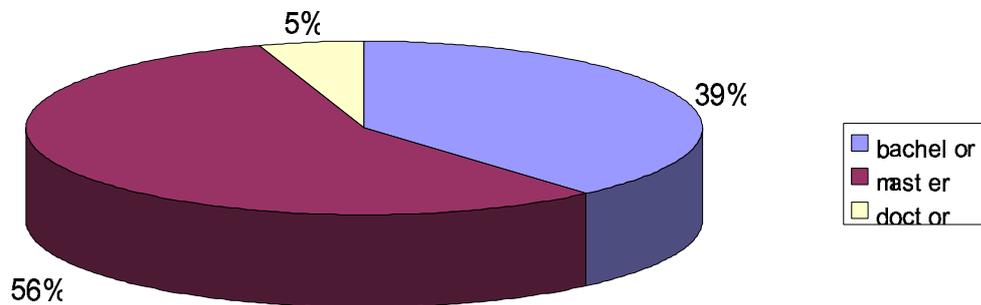


Picture 5-8

Question No. 21: Degree/position:

In our questionnaire survey the respondents the level of education was 39% are bachelors, 56 % are masters and 5% are doctoral level students. The visual chart picture 5-9 is shown underneath.

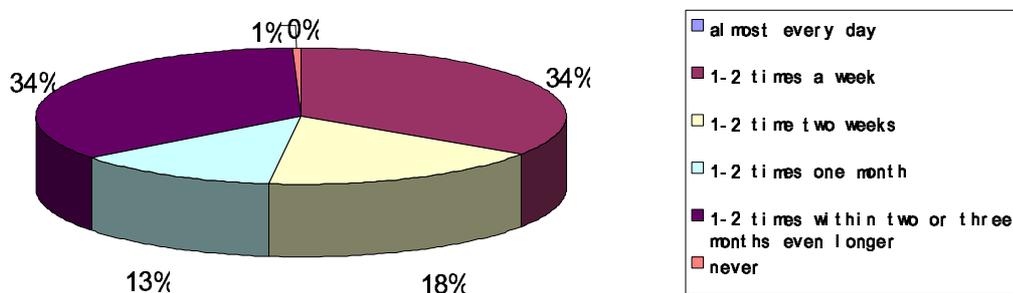
The educational degree



Question No.22 how often do you go to the coffee house/bars?

For this question we came to know from the answers of the respondents that 34 % people go to coffee house in Vasteras one or two times a week, 18 % people go to coffee one or two times in two weeks. 13% people go for coffee in one month while majority of the people i.e. 34 % go to coffee house in one or two times with in two or three months or even longer time. The visual chart picture 5-10 is shown underneath.

The frequency of going to coffee house



Picture 5-10

6. Conclusion

After the investigation to what extent the young Swedes know about the brand of Starbucks (brand awareness) and what kinds perception of the Starbucks brand as reflected by the brand association held in target customers' memory (brand image), we can come to the conclusion that the focal respondents' acquaintance to Starbucks brand stay on the basic level—they are able to recognize the focal brand and retrieve it when given some type of probe as a cue. Although the general spirit embedded into Starbucks is consistent with what the customers comprehend, still some commitments and symbol involved into Starbucks are ignored or misunderstood by focal respondents. The concrete explanation is concluded underneath:

High recognition to the brand

According to the calculation made based on the questionnaire, we conclude that the Starbucks brand awareness made by the focal respondents is relatively positive. Because the brand name of Starbucks was brought to respondents' mind under every designed cue in term of subcategories, consumption goals, place, and people, especially the extremely high percentage (80%) of being bethought under the cue of place—North America. What's more, the high percentage of focal brand's recognition, which is as high as 90%, is another clue to prove the high brand recognition toward Starbucks.

Ambiguous comprehension to the logo

Although almost half respondents connect Starbucks logo with American style, still over one quarter consider the logo is hard to link with coffee, they think this logo fail to symbolize the company and confuse the customer as well.

Benefits ≠Uniqueness

Although the “American style” was viewed as the most unique element (from the result of question No.19), only 17% respondents think they could get benefit from “the service and atmosphere with U.S style”. Such contradiction can indicate that the respondents' comprehension toward the symbol of Starbucks only stay on a basic phase—recognizable. In other words, they can aware of the uniqueness and symbol

embedded into the brand, but don't consider them as the temptations to lure them to go to Starbucks, and don't believe that could obtain the benefits derived from unique commitment held by Starbucks either.

Coffee is not as attractive as the spiritual atmosphere inside

In the question regarding the degree of satisfactory to the taste of coffee in customers mind, what we got from the final score calculated by formula B was a "moderate" level. At the same time, the absolute score of drinking experience is higher and pretty much closer to the level of "happy and relax". Taking this route, we come to the conclusion that the physical coffee offered by Starbucks just reaches a moderate level in customers' mind, and the coffee itself is not considered as the main temptation and distinctive attribute to attract people to go there, but rather being viewed as a normal product same as the stuffs sold in others places. Focal respondents are concerned more on the drinking experience, but not merely the simple enjoyment of the coffee itself. What's more, the focal respondents' general satisfaction to a coffee house is more derived from the specific satisfaction to the drinking experience.

Any local coffee house can substitute Starbucks

According to the hesitation held by respondents facing the expression that " Starbucks play a role as the third place between the home and work, it's a part of our living", even though it's the commitment and symbol that conveyed by Starbucks itself, it indicated that most respondents held a skeptical thinking to the exaggerated expression on the Starbucks position in people's daily life. In other words, in these focal respondents' minds, Starbucks is not a so distinctive coffee house, characterized by creative coffee, customized service and comfortable atmosphere, that can't be substituted in these respondents' daily life.

Consensus to the brand uniqueness

In the question designed to dig out what Starbucks' sustainable competitive advantage or "unique selling proposition" lure customers to purchase, the bias to the "global recognizable" and "U.S style" account on a main proportion in the overall selections.

In other words, most respondents accept the Starbucks' style of being international and U.S style

Ignorance of company's commitment on the environmental protection

The only one vote to the environmental friendly in the assessment of brand association indicate the customers perception to Starbucks brand fail to connect with the such issue, even though the environmental consciousness is conveyed by company strongly (the Starbucks' mission statement on its official website said "it is committed to a role of environmental leadership in all facets of coffee business, and striving to buy, sell and use environmentally friendly products.")

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APPENDIX-

Questionnaire

Questionnaire

1. What's your favorite drink when you have a relax with your friends? (choose one or more)
 A. milk B.coffee C.juice D.tea E. beer F. cola G. alcohol
2. Please name all the coffee house/bar that you can think of. (No matter where the coffee house/bar are and whether you have been there or not) **brand recall: subcategory**

3. Please name all the coffee house/bar that you can think of that you could go with your friends or alone to relax.(no matter where the coffee houses/bars are and whether you have been there or not) **brand recall: consumption goal**

4. Please name all the coffee house/bars that you can think of under the assumption that you are in North America. (no matter where the coffee houses/bars are and whether you have been there or not) **Brand recall: place**

5. Please name all the coffee house/bars that you can think of for the young people to go mostly (no matter where the coffee houses/bars are and whether you have been there or not). **brand recall: people**

6. Which brands in the following do you recognize? **Brand recognition**



A



B



C



D



E



F

7. How do you feel about this logo labeled with the mermaid under the dark green background?(multiple choice) **logo**

- A. It's hard to link with coffee
- B. friendly
- C. Environmental consciousness
- D. Creative
- E. Energetic
- F. Artistic
- G. Mystic
- H. Casual
- I. U.S style
- J. Feminine



8. Have you heard of Starbucks before? (If you choose NO, please skip to question No.20)**transition question**

- A. yes
- B. No

9. Have you ever been to Starbucks before? **Transition question**

- A.YES
- B.NO

10. In the following options, which type/types of customers do you think go to Starbucks most? (choose one or more) **types of brand association-attribute-user imager**

17. What kinds of associations you can link with the brand of Starbucks?(multiple choice) **types of brand association**

- A. The high classic coffee
- B. Modern facility, such as wireless internet and MP3 music downloading
- C. Wide range of customized coffee and accessory food
- D. Suitable place to relax
- E. Suitable place to do business and study
- F. Globally standard service
- G. Global recognizable
- H US style
- I. High expenditure
- J. Environmental consciousness (using the paper cups)

18. In the above options, which is/are your favorite? Pleas name the code(s). **favorability of brand association**

19. In the above options, which is/are the Starbucks unique associations you think that other coffee brands don't have? Pleas name the code(s). **unique of brand association**

20. The gender **statistics**

- A .Female B. Male

21. Degree/ position **statistics**

- A. bachelor B. master C. doctor D. clerk F. Teacher

22. How often do you go to the coffee house/bars? **statistics**

- A. almost every day B. 1-2 times a week C. 1-2 times two weeks
- D. 1-2 times one month E. 1-2 times within two or three months even longer.