Marketing Strategies for Coffee Shops: Effective Approaches for Customer Retention

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# Rationale

# A delicious cup of coffee to start a day is always a way for us to relax before facing another tiring day, A cup of coffee while finishing mountains of work or simply spending time and bonding with your friends to relax. Resulting in a rapidly growing coffee shop industry. However, Retaining customers sets up a consumer devoted to a particular business and repurchases or employs the business's services. This study aims to know what owners' most used and effective aspects to engage and achieve customer retention coffee shops have never been out of style. The business is increasingly gaining favor from geographically diverse groups of consumers. According to the [International Journal of Hospitality Management](https://www.sciencedirect.com/journal/international-journal-of-hospitality-management), The 9.1% global sales growth between 2014 and 2015 has proven the rapid expansion of this sector in the international market (Rompaey, 2016). Kotler and Keller (2009) assert that the main factor needed to create a really strong brand is consumer loyalty. Consequently, a "systematic and well-assisted growth of loyalty behaviors among their customers" is something that many organizations earnestly hope to achieve (Alok and Srivastava, 2013, p.140). While marketing strategies are important, other factors such as product quality, customer service, and location also play crucial roles in sustaining business operations. Ignoring these aspects could lead to limited success in the long run. Therefore, it is essential for coffee shop owners to not only focus on marketing strategies but also on maintaining high standards in product quality and customer service. Additionally, choosing a prime location that attracts a consistent flow of customers is vital for long-term success in the competitive coffee industry. By addressing all these factors and implementing effective marketing strategies, coffee shop owners can ensure the sustainability and growth of their business in the long run. Although it is well established that employee satisfaction affects customer service standards, few studies have been done on how much employee contentment affects customers' retention in coffee shops. Understanding how elements like bonuses, the work environment, and staff morale impact customer service efficiency, Furthermore, customer retention is lacking in studies. Research in this field may show how raising satisfaction among workers can improve customer relations and create more loyalty, as well as giving coffee shop owners new approaches to improve the experiences of both their staff and consumers.

# Research Paradigm

# INDEPENDENT VARIABLE DEPENDENT VARIABLE

**Customer Retention**

a. Customer Satisfaction

b. Customer Loyalty

c. Customer Value

**Owner’s Strategies**

a. Food Quality

b. Service Quality

c. Facility

d. Price Range

# Statement of the Problem

# Coffee shop owners find it difficult to remain in business because of intense competition and the vagaries of customer preferences. The following questions seek to be answered:

1. How do owners compete with other coffee shop owners in terms of:

a. Food Quality:

b. Service Quality;

c. Facility; and

d. Price Range?

2. What strategies do owners do for customer retention in terms of:

a. Customer Satisfaction:

b. Customer Loyalty; and

c. Customer value?

3. How do coffee shop owners use customer feedback and data analytics to adapt to changing consumer preferences?

4. What role does brand identity play in helping coffee shops attract and retain customers in a competitive landscape?

5. How do coffee shop owners address the challenges posed by new entrants?

# References

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