

In this analysis, we examined a sample Starbucks customer survey to define customer segments, evaluate the overall customer experience, and compare behaviors between customers who use the Starbucks App and those who do not.

Customer Segments

The survey sample was overwhelmingly young. About 75–80% of respondents were between 20 and 29 years old, with a smaller portion in the 30–39 and 40+ categories.

Gender distribution leaned female but not drastically, women made up a slight majority of respondents.

In terms of occupation, the largest groups were:

- Students
- Employed adults

Income skewed toward the lower end:

- A significant share earned less than RM25,000
- Many others fell between RM25,000–RM50,000 and RM50,000–RM100,000
- Only a small number reported incomes above RM150,000

Geographically, most respondents lived more than 3 km from the nearest Starbucks, with the next largest group living 1–3 km away.

Customer Behavior

Most customers visit Starbucks rarely to weekly, with only a few daily visitors.

Spending was consistent:

- Most respondents spent less than RM20 per visit
- A smaller group spent RM20–RM40
- Very few exceeded RM40

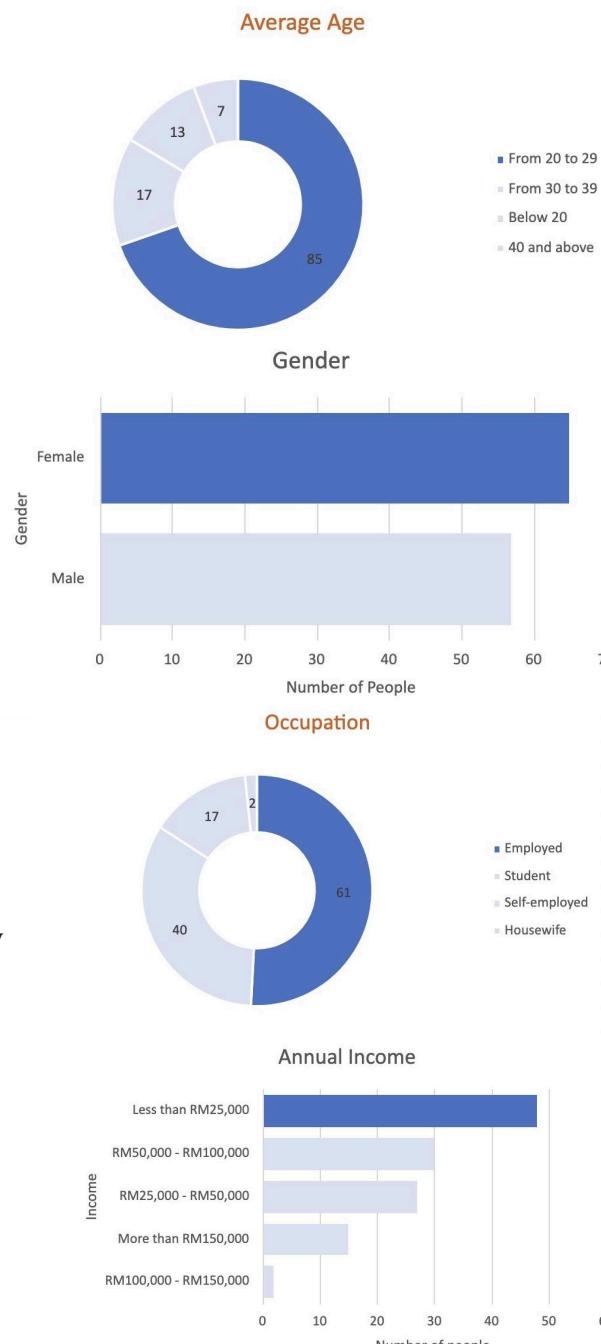
The dominant consumption modes were takeaway and dine-in.

Time spent in-store was typically under 30 minutes to 1 hour, depending on the person.

App Usage

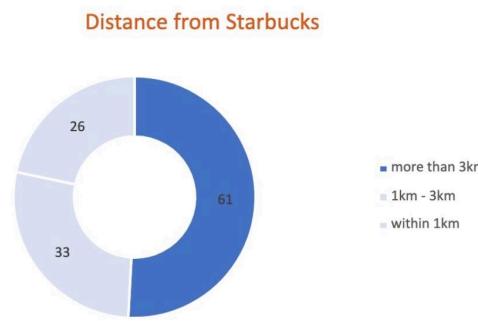
A key insight is that a majority of respondents do not use the Starbucks App.

Those who do use it tend to:



- Visit slightly more frequently
- Engage more with promotions
- Give higher ratings on certain experience factors such as service and ambiance

This suggests the app may already be attracting higher value or more engaged customers.



Customer Experience Ratings

Across the board, the average ratings ranged between 3 and 4 out of 5, showing a generally positive but not exceptional experience.

Key averages:

- Quality: mostly 3–4
- Price: often rated 2–3, meaning customers feel Starbucks is expensive
- Promotions Importance: frequently rated 4–5 → people strongly care about sales & deals
- Ambiance: generally 3–4
- WiFi: mixed, often around 3
- Service: mostly 3–4
- Likelihood to meet/hangout: 2–4 range

Drinks and service are solid, pricing feels high, and promotions matter a lot, and ambiance and WiFi have room to improve.

Key Insights & Recommendations

1. Target Younger Customers More Directly

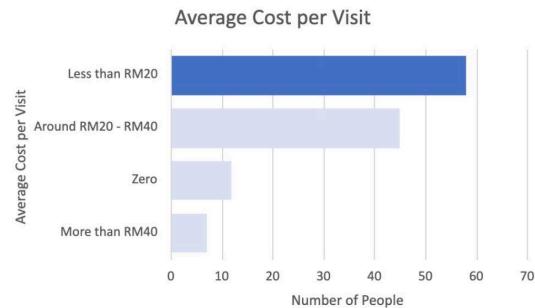
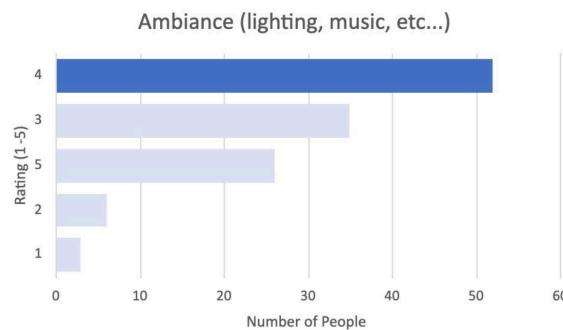
Since the sample is heavily 20–29-year-olds, Starbucks should align promotions, digital ads, and app incentives with younger adults.

2. Promote the Starbucks App More Aggressively

Because most respondents don't use the app, Starbucks is missing a major opportunity to increase retention.

Strategies:

- In-store QR codes for quick downloads
- App-exclusive discounts
- Student/young-adult targeted offers
- Push notifications for nearby store deals



-Leverage Promotions

Promotions were consistently rated as very important (4–5).

Ideas:

- Reward milestones through the app
- Bundled deals (drink + pastry)

-Improve Ambiance & WiFi

Ratings suggest that improvements could positively affect time spent in stores, social visits, and work-related visits.

Ideas:

- More comfortable seating
- Quiet study/work areas
- Better WiFi consistency
- Ambient music control

-Highlight Value Instead of Price

Since price is one of the lowest-rated categories, Starbucks should:

- Emphasize customization
- Create budget friendly drinks or bundles
- Use the app to show personalized pricing