星巴克在华的营销策略研究

摘　要

1971 年在美国西雅图创立的星巴克咖啡，以其精准的品牌定位、独特的咖啡文化以及新颖的服务内容与手段，屡获无数国内外消费者青睐。星巴克始终为全球消费者提供一流品质的消费体验，与此同时，也将自己的企业文化和品牌理念与咖啡完美融合。而正是这种与消费者内心产生高度契合和共鸣的文化理念，以及别具一格、深入人心的营销策略，成就了星巴克无与伦比的口碑和品牌。

本研究主要通过 PEST、SWOT、体验营销理论分析方法来分析星巴克当前的市场营销策略，在明确其优点的同时，分析出当前的不足和问题。研究结果表明，星巴克在品牌经营中服务表现优异，但其产品创新力度不足、价格调整仍需改进。据此，本研究尝试提出针对性的解决办法，如创新星巴克的经营策略、调整价格策略等，以期为国内外其他企业的发展提供借鉴。

关键词：营销策略；星巴克；品牌文化

ABSTRACT

Starbucks coffee, founded in Seattle in 1971, has been favored by numerous consumers at home and abroad for its precise brand positioning, unique coffee culture and innovative service content and approaches. Starbucks has always provided the world's consumers with the first-class quality of consumption experience, while at the same time, it also perfectly integrates corporate culture and brand concept with coffee. It is precisely this cultural concept that is highly in harmony with consumers, as well as the unique and popular marketing strategy that contributes to Starbucks' incomparable reputation and brand. However, in recent years, domestic studies on Starbucks' marketing strategies has been rare.

This paper analyzes the current marketing strategy of Starbucks through PEST, Experience Marketing, SWOT and other theoretical methods. It is found that Starbucks' outstanding performance in brand management is worthy of learning by other enterprises; the current deficiencies and problems are related to product innovation and price adjustment. Based on this, this study tries to propose targeted solutions, such as adjusting price strategies and innovating business strategies, so as to provide reference for the development of other domestic and foreign enterprises.

Key words: marketing strategy; Starbucks; brand culture

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