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MKTCB/574

09/10/2021

Starbucks vs. Dunkin' Donuts

Starbucks was started in Seattle 20 years after Dunkin' Donuts was established but has managed to have impressive global success in the market. Starbucks has a strong brand in the market that entices customers. It is primarily a coffee house offering a typical dining experience that coffee enthusiasts enjoy. Their locations are designed to provide the utmost comfort for the customer with a relaxing ambiance for reading and chatting with friends with a free internet bonus (Kotabe & Helsen, 2020). Starbucks has become a destination providing the customer with a very appealing premium experience. It mitigates some of the company's weaknesses, including high prices and the ability for their products to be imitated across the board.

Starbucks has become a huge brand that is well recognizable across the globe, a marketing point when entering new markets. Starbucks is seen in movies and advertised on all media platforms creating major brand awareness. The company is committed to the sustainability of the environment. It incorporates practices that support this commitment, including using biodegradable cups and straw, reducing plastic use, and using green spaces. The company started the Tata Starbucks to Empower Girls and Young Women Through Education organization that supports the education of girls and young women in India (Kotabe & Helsen, 2020). This initiative saw the brand grow marginally in the Indian market despite the company's high prices on products. Corporate social responsibility is known to create brand awareness and customer appreciation which has worked in favor of Starbucks.

On the other hand, Dunkin' Donuts has had a slow rise in the market compared to Starbucks despite having a 20-year early start in the business (Jobber & Ellis-Chadwick, 2020). Nevertheless, the company is one of the best in the market, offering coffee in a diner experience. Unlike Starbucks, Dunkin' Donuts establishments are styled after fast-food diners, which do not offer that Starbucks premium experience. Dunkin' Donuts offers hearty breakfasts, which are very appealing to its customer base. It has increased its global operations tapping into new markets. The company has a community-based strategy that offers support to the local community regarding job opportunities which increases its appeal (Jobber & Ellis-Chadwick, 2020). The company was highly reliant on the US market, and its global expansion is necessary to increase its brand awareness in the global arena and expand its market base. The company has the opportunities to offer more variety of products which will increase its market value and customer base and override its threat of intense competition from similar companies. Dunkin Donuts has also got into the rhythm of taking care of our planet and has changed its cups from polystyrene cups to paper cups in the hope of helping sustain the environment.

Consumer decision

I recently bought a computer since mine broke a couple of weeks ago. This was a necessary purchase because a working computer is essential to my daily life needs. I needed to find the best machine to support my needs. I went online to find the best brands that matched my budget. I wanted a MacBook Pro, but it was above my budget, so I had to reconsider my option. I searched for the best alternative in the HP brand laptops, and only HP Spectre came close, but it was also a bit pricey for my budget. I purchased HP Pavillion 15, which has almost the same specs as the Spectre but at lower prices. The appeal of the Spectre is that it is thin and light, but my budget did not agree with me. I made my choice based on price rather than quality which worked for me well either way. My computer serves me well despite not being what I originally wanted. Two of my colleagues have a MacBook and a Spectre, respectively, and they have the best experience with their machines. Ultimately, when we compare, my colleagues and I agree that the HP Spectre is the best model of the three based on experience.

References;

Jobber, D., & Ellis-Chadwick, F. (2020). Principles and practice of marketing.

Kotabe, M., & Helsen, K. (2020). Global marketing management.