Implications of Green Marketing Strategies towards Sustainability Development With Respect To Tata Starbucks India Private Limited

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Abstract

This study focuses on the impact of green marketing on client experience within TATA Starbucks India Private Limited. It hypothesizes that green marketing strategies were implemented to enhance the company's brand image, customer relations, and supply chain operations. The research aimed to understand how these strategies influenced the business's sustainability and market viability from both customer and stakeholder perspectives. Data collected through interviews and surveys demonstrated that TATA Starbucks effectively leveraged consumer value positioning by emphasizing sustainable practices. The company's products were perceived as aligned with environmental standards, meeting consumer expectations and industry norms. Positive feedback indicated strong customer support for TATA Starbucks environmental initiatives, contributing to improved brand image and customer experience. The findings confirmed that TATA Starbucks green marketing practices positively affected user experience and customer satisfaction. Additionally, the work provided valuable corporate experience, bridging theoretical knowledge with practical skills.

Keywords: TATA Starbucks India Private Limited, Green Marketing, Sampling,Regression.

1. Introduction

TATA Starbucks Private Limited comes under the retail coffee industry. They encountered a massive growth constraint in 2009 due to the global recession and fluctuating customer decisions. Revenue in the United States declined 7.1%, due to which customers were spending considerably less on eating outside food. Before that Retail Coffee Industry experienced constant progress. From 2008 to 2014, the industry was expected to grow at an annualized rate of 0.8% and expected to grow at an annualized rate of 3.9% over the next 5 years. This improving economy will substantially impact driving the growth of the retail coffee industry. Tata Starbucks Pvt. Ltd. has a market share of 41% as of 2020 and dominates the sector. The retail Coffee industry is established with almost reaching saturation stage. TATA Starbucks and Dunk in brands take up to 61% of market share, which gives them the command over setting up market trends in the industry. The industry has a lot of demand for the finest coffee, which is largely driven by factors such as disposable income, income, demographics and pricing of coffee. One of the critical factor in the industry for examining the demand is per capita coffee consumption. This is having a

strong positive impact on the revenue generated in the market and is expected to double by 2023.

Coffee beans are an important input for this industry, as prices of coffee beans are volatile it affects market costs and profitability margins. Also, people being health cautious also determine the demand in the industry. Starbucks was established in 1971 at a place called Seattle, United States. They are experts in premium retail coffee market. They have employed over 383000 people across 33833 stores across 80 countries. They also market their brand with different brand names within the company portfolio. As of 2021 their revenue is of $29.06B. Tata Starbucks has focused on 4 areas where scale and commitment have the most significant impact:

1. Establishing coffee as a sustainable agricultural product by doing the work associated with improving millions of people across the globe.

2. Running and Strengthing the most significant global green marketing/retail business by decreasing the natural impression and influencing the community to do the same.

3. Supporting an open door via schooling, preparation & business.

4. Strengthening people groups by inviting everyone and affecting issues that matter.

Sustainability development goals and Green marketing, which emerged in Europe in the early 1980s when some commodities were identified as being harmful to the earth's atmosphere, is the practise of promoting environmentally safe or beneficial products. As a result, new "green" products that were less harmful to the environment were introduced. The concept gained momentum in the United States and has subsequently grown in popularity. Green marketing involves a wide range of components, including ecologically safer goods, recyclable and biodegradable packaging, energy-efficient procedures, and enhanced pollution controls. Recycling paper packaging, phosphate-free detergents, reusable cleaning product containers, and plastic-free bottles have all resulted from green marketing.

Businesses are beginning to change their own views and practices in an effort to alleviate customer concerns as today's customers become more environmentally conscious. Green marketing is becoming increasingly important to organizations as a result of customers genuine worries about the planet's scarce resources. Businesses are communicating to customers that they share their worries by implementing green marketing tactics to preserve resources in manufacturing, packaging, and operations. This increases their consumer trust.

1.1 The Marketing Strategies for Green Marketing

Companies have used the word "Green" in their marketing extensively, including in terms of green marketing, green consumers, green products, a green supply chain, green supply chain, green services, green retailing, and many more. It is crucial in educating customers about the environmentally friendly features of the goods and services. Many businesses emphasise their social responsibilities by outlining their initiatives to become more environmentally friendly and by publicising their green claims through corporate marketing. These environmentally friendly advertising discuss the connection between a product and its biophysical environment. It promotes an image of a business or its products as being environmentally friendly, with packaging and recycling having the least negative effects on the environment.

Green Marketing, otherwise known as Environmental Marketing, satisfies the requirements of humans while causing, when compared with other means of marketing, fairly little negative or no harmful effect on the natural environment. The limited natural resources of the earth have to be used cautiously to satisfy human needs causing negligible environmental damage. Otherwise, mankind will face the consequences of environmental degradation. The problem statement here is to check how Green Marketing Practices are having an impact on user experience by TATA Starbucks Private Limited.

2. Literature Review

Guan-Yi Lin, Pei-Hsuan Tsai and Yu-Lin Zheng (2020): Scientists, in their composition entitled - "Investigating the impact of Starbucks' green showcasing on shoppers' buy choices according to customers' viewpoint", This study adds to the ongoing writing by developing a model to assess what utilizing green promotion to advance brand picture means for customers' buy goals. Discoveries can act as a kind of perspective for firms looking to work on the substantial impacts of their green showcasing methodologies.

2. Shaila Basamah, Livia Windiana, Via Rizky Kurniasih and Ary Bakhtiar (2020): Analysts in their original copy entitled - "The Effect of Green Marketing toward the Consumers Buying Interest of Starbucks Coffee Mediated By Brand Image", the creators present that the object of the examination was the brand picture (X1), green promoting (X2) and purchasing interest(Y). The information was investigated utilizing subjective examination, unwavering quality test investigation, and way examination. Green Marketing affected Brand Image.

3. Monica Rizka Forma Nastiti, Farida Indriani (2020): Scientists, in their composition entitled - "the effects of green promoting mindfulness on buy expectations of Starbucks in Semarang", This exploration means to look at the view of corporate social obligation and item picture as an interceding variable in the purchaser green showcasing mindfulness variable. The object of the exploration is 120 shoppers of Starbucks Indonesia items in Semarang City who had bought Starbucks items over two times every month, and the information is broken down utilizing IBM SPSS 22 program.

4. Rajesh Kumar Nair, Rupesh Sinha, Sheryl George Crasto, Khor Wee Kian. (2020): Scientists in their original copy entitled - "The impact of Starbucks Marketing Campaigns on Consumer Buying Behavior", the specialists expect to research to comprehend the impact and effect of Starbucks Marketing efforts through different channels on its clients. Starbucks is a worldwide espresso and bites brand which is settled in America. Great administration of its advancement timetable is one of the essential purposes for the organization's prosperity. This is likewise the principal motivation behind why Starbucks has had the option to further develop its store deals.

5. Fasihah Binti Wook Baharudin, Yusyafizal Bin Mohd Yusop and Sabrena Khanum Binti Nawab Zadah Khan (2018): Scientists in their composition entitled - "Starbucks Market Segmentation and Targeting", the specialists here have advised about Starbucks division and focusing on comprise of a promoting choice in distinguishing the proper gathering among the overall population of future clients for the business. The target market is quite possibly the main advertising choice for most organizations. The point of this research paper is to recognize the market fragments and focuses on Starbuck Coffee Company.

6. Shruti Garg and Vandana Sharma (2017): Scientists, in their composition entitled - "Green Marketing: An Emerging Approach to Sustainable Development", the creators have depicted that green showcasing is a methodology that tends to the worry about advancing and protecting the regular habitat. The thoughts of green promotion like planning green items, carrying out a green production network, bundling, evaluating and publicizing are useful to society and to the climate all in all. Green showcasing is seen to be an instrument for manageable improvement as contamination levels are deteriorating step by step.

7. Dr. Bilal Mohammad Eneizan, Assoc. Prof. Dr. Kalsom Abd. Wahab, Dr. Zainon M.S and Dr. TareqFayeqObaid (2016): Scientists in their original copy entitled - "Earlier examination on green showcasing and green promoting methodology: a basic examination", the creators here have surveyed a couple of concentrates on the green promoting technique which has been done in evolved and emerging nations, likewise exploring the impact of green advertising and green advertising procedures on firm execution (monetary and non-monetary). The basic examination demonstrated that little exploration had been finished on the connection between green showcasing and firm execution. This study gives a plan to the scientists about how these two methodologies could be consolidated.

8. Bilal Mohammad Eneizan, Assoc. Prof. Kalsom Abd. Wahab, Dr. Ummi Salwa Ahmad Bustaman. (2015): Scientists, in their composition entitled - "Impacts of green showcasing system 4ps on firm execution", they specialists here suggested that examination of the four variables, which are (green item, value, conveyance and advancement) impact the organizations' presentation. As green showcasing methodology turns out to be progressively more vital to firms sticking to a triple-main concern execution assessment, this paper looks to more readily comprehend the job of the "green promoting blend".

9. Wong FuiYeng and Rashad Yazdanifard. (2015): Scientists, in their original copy entitled - "Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products", the creators have examined green promotion and its maintainability as well as the devices and showcasing the blend of green showcasing. The natural issue is a hotly debated issue these days as pretty much every nation's administration and society has begun to be mindful of these issues. The green customer and marking are likewise talked about, which makes sense in drawing in additional purchasers.

10. M. K. Sharma, Neha Pandey, Rubina Sajid. (2015): Specialists in their composition entitled - "Green Marketing: A Study of Emerging Opportunities and Challenges in Indian Scenario", the creators here assumed that green showcasing is the promoting of items which are naturally protected. The paper is an endeavour to give a stage to comprehend the mindfulness level, their insight, and the boundaries considered for purchasing the green items. Green promoting rehearses are expected for the presence of mankind. There is a critical need to teach and make mindfulness among the customers about the green climate.

11. Johnny Hu (2015): Scientists in his composition entitled - "The progress of various sorts of advancement in publicly supporting: proof from the web-based client development local area of Starbucks", the creators have examined the development type and development outcome in an internet-based client development local area of Starbucks 'MyStarbucksIdea'. The various thoughts could be isolated into item advancement, process development and administration development thoughts. Calculated relapse examinations are executed to test the speculations in this review. The consequences of this examination give proof that every

one of the three sorts of developments is a positive connection with the advancement achievement.

In this way, almost certainly, item and cycle advancements are effectively sent off than administration developments. 18

12. Katerina Haskova (2015): Scientist in her composition entitled - "Starbucks Marketing Analysis", the specialist has given a short clarification on promoting strategies Starbucks utilizes every day and distinguishes the key procedures that present to them the upper hand.

13. Yeow Kar Yan & Rashad Yazdanifard. (2014): Specialists in their composition entitled - "the idea of green showcasing and green item improvement on purchaser purchasing approach", the creators say that the biological issues are deteriorating, the shoppers' interests in the ecological security have prompted the broadening in buyer purchasing approach toward a green way of life. As the natural issues are deteriorating, firms are making a move to foster a green market industry draws near. This study centres around the idea of green advertising and green item advancement. It additionally analyzes the different customer utilization designs with respect to green promotion and green item improvement.

14. Preetika Sindhwani and Vandana Ahuja (2014): Specialists in their composition entitled - "A Study of Online Co-Creation Strategies of Starbucks Using Netnography", the creators here have made sense of that inbound showcasing centres around delivering significant, crowd spellbinding, an excellent substance that draws in shoppers towards the web-based presence of a particular association, brand or item. This study has been led utilizing the web-based promoting research strategy called netnography - a subjective and interpretive philosophy for the investigation of clients in the virtual space. Starbucks conduct was found as far as the proportion of idea posts by customers and volume of thoughts taken on by Starbucks. "My Starbucks Idea" includes the mental parts of shopper conduct which are used by Starbucks on the grounds that the extent of ideas posted by buyers is amazingly great.

15. Narges Delafrooz, Mohammad Taleghani, Bahareh Nouri (2013): Scientists, in their original copy entitled - "Impact of green promoting on customer buy conduct", The creators present the impact of green showcasing devices have been broken down in this review, specifically the eco-name, eco-brand and natural notice. Results show that natural ads affected purchaser buying conduct, and eco-marked made the least difference.

16. Mehdi Abzari, Faranak Safari Shad, Ali Akbar. (2013): Scientists in their original copy entitled - "Concentrating on the impact of green advertising blend on a piece of the pie increment", The review was expected to concentrate on the impact of green promoting blend on a piece of the pie expansion in assembling organizations and has suggestions for directors of administration and modern partnerships and showcasing and the board specialists. The study was led utilizing an illustratively applied strategy, and an independent analyst poll was the apparatus of information assortment.

17. Manjunath G. and Gundupagi Manjunath (2013): Scientists, in their composition entitled - "Green promoting and its execution in Indian Business Organizations", the creators have clarified that green showcasing alludes to an all-encompassing promoting idea wherein the creation, advertising, utilization and removal of items and administrations occur in a way that is less unsafe to the climate. The goal of this paper is to concentrate on the

execution of Green Marketing drives in the Indian associations. The paper additionally expects to comprehend the ideas of Green Products, a green promoting blend and calls attention to the difficulties before green advertising initiators.

18. Chua, A. Y. K., & Banerjee, S. (2013): Scientists in their original copy entitled - "Client information the board by means of virtual entertainment: the instance of Starbucks", the creators here have shown the reason for this paper, which is to examine the degree to which web-based entertainment can uphold client information the executives (CKM) in associations depending on a block and-mortar plan of action. To start with, Starbucks conveys a wide scope of web-based entertainment devices for CKM that act as viable marking and showcasing instruments for the association. Second, Starbucks reclassifies the jobs of its clients by changing them from latent beneficiaries of drinks to dynamic benefactors of development. Third, Starbucks involves compelling methodologies to ease clients' hesitance for willful information sharing.

19. Usama Awan (2011): Scientist, in her original copy entitled - "Green Marketing: Marketing Strategies for the Swedish Energy Companies", the creator has made sense of about Business firms have become mindful of the need to safeguard regular habitat and started rehearsing the natural showcasing procedures as a component of their social obligation. This concentrate likewise uncovers that eco-name is separate the maker's item is harmless to the ecosystem or traditional.

Key discoveries of this paper are that organizations can't bear to avoid the green market patterns, and they need to partake in the social projects.

20. Sunny Ham (2011): Scientist, in his original copy entitled - "US eatery organizations' green advertising by means of organization sites: influence on monetary execution", Mcdonald's, Burger King, Starbucks and Wendy's have all the earmarks of being driving communicators of green practices through their sites. In any case, the review's outcomes don't validate the partner hypothesis on the grounds that huge impacts on eatery firms' monetary exhibition gather from the advertising of green practices.

In summary, these studies suggest that green marketing is a valuable approach for improving brand reputation, enhancing customer satisfaction, and promoting sustainable business practices, although its direct financial impact may vary. Ultimately, businesses like Starbucks can greatly benefit from adopting green marketing strategies to meet consumer expectations and support environmental sustainability.

3. Objectives

1. To understand the concept of Green Marketing.

2. To analyze Green Marketing practices of TATA Starbucks Private Limited

3. To evaluate the key factors which effect the user experience of TATA Starbucks Private Limited.

4. To ascertain the association between key factors identified with the user experience of TATA Starbucks Private Limited

4. Research design

In this proposed research, conclusion-based research is considered with the research type being quantitative, where the collected data is determined by describing, i.e., descriptive analysis. This type of research will help shape the normalization of gathered data and describe the nature of data, examine the association among the variables, and draw inferences through statistical analysis and the conclusions accordingly.

5. Data gathering

Both essential and optional wellspring of information is utilized to lead the exploration. An overview was led to gather the information involving a survey wherein the inquiries were formed utilizing the reasonable model and the writing audit. The questions were based on the variables selected, which measure the multiple items. Considering the study as the base, the questionnaire was finalized, and the sample size of 83 customers was chosen with the help of Cochran's formula. This data that has been collected through the primary resources are analyzed, and inferences are drawn. Further, the secondary data for the work was gathered from newspapers & Magazines, journals, articles, blogs, websites etc.

6. Sampling

To accumulate the essential information that is expected for the examination work, it is vital to decide on the sample size and the sample framework. With an intention to conduct the study, a probabilistic sampling technique, namely stratified sampling, is used in order to select the organized and advanced retails that facilitate training to its employees and the respondent sample was selected by a non-probabilistic sampling technique; namely, convenient sampling to select the customers at every level.

A sample size of 83 has been selected to collect the primary

Particulars Sources (TATA Starbucks Private Limited)

Research Design Conclusive- Descriptive Research Design

Research Type Quantitative

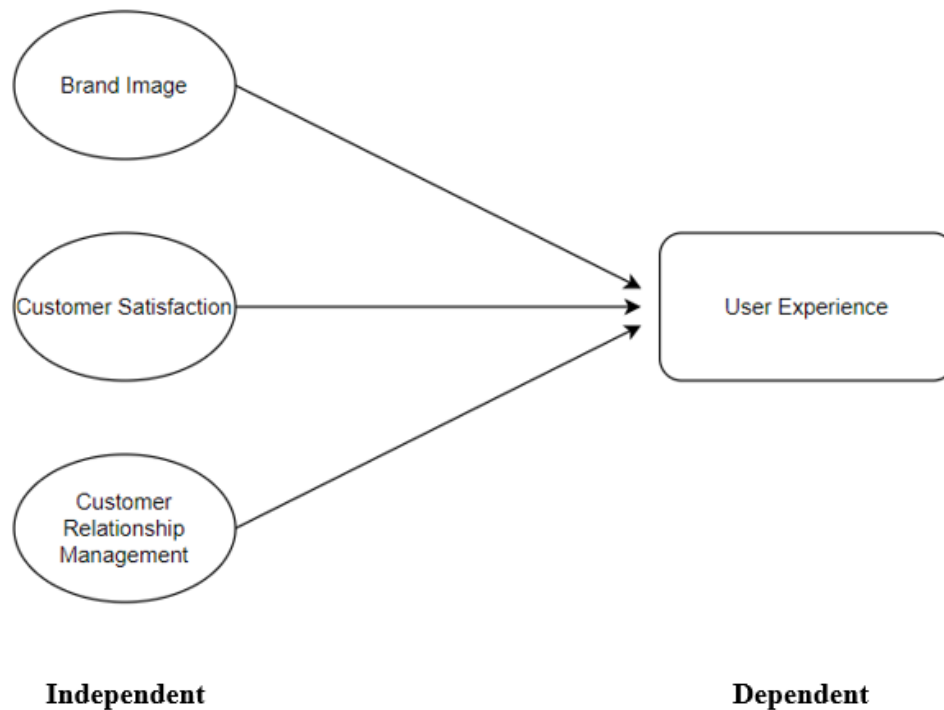Sample Unit Customers of TATA Starbucks Private Limited

Sampling Area Selected localities of Bangalore

Customers of TATA Starbucks Private Limited

Sample Size 83

Convenient Sampling Technique

7. Research Framework

Independent   **Dependent**

TATA Starbucks' genuine consumer view is referred as to **Brand Image**. It might be regarded as a one-of-a-kind arrangement of connectivity between the customer's personalities. It illustrates what the brand presently relies upon. It is a gathering of people's beliefs on a single brand.

Customer satisfaction reflects how satisfied customers are with TATA Starbucks' products, services, and abilities. Customer feedback, including reviews and opinions, may assist a business in understanding how to adapt or develop its offerings.
A CRM framework assists TATA Starbucks with remaining associated with clients, smoothing out processes, and further developing benefits. The objective is straightforward: Improve business connections.
User experience (UX) focuses on having deep thoughts about customers, their need, value and their abilities, and also a constraint. It also considers the business goals and manifesto of the group managing the TATA Starbucks project.

8. Hypotheses

H0: Brand image of Starbucks do not have association with user experience
H1: Brand image of Starbucks does have association with user experience
H0: Customer Satisfaction of Starbucks do not have association with User Experience
H2: Customer Satisfaction of Starbucks does have association with User Experience
H0: User Experience of Starbucks do not have association with Customer Relationship Management
H3: User Experience of Starbucks does have association with Customer Relationship Management
H0: Brand image of Starbucks do not have association with Customer Satisfaction
H4: Brand image of Starbucks does have association with Customer Satisfaction

H0: Brand image of Starbucks do not have association with Customer Relationship Management

H5: Brand image of Starbucks does have association with Customer Relationship Management

H0: Customer Satisfaction of Starbucks do not have association with Customer Relationship Management

H6: Customer Satisfaction of Starbucks does have association with Customer Relationship Management

9. Data Analysis and Interpretation

Component	Questions
Component-1	1. **CS-2,** Starbucks eco-friendlypackaging is better for environment. 2. **BI-2,** Using green products in the store helps achieving zero carbon footprint. 3. **SCO-2,** Coffee machines are eco- friendly. 4. **CS-1,** Starbucks products are eco-friendly and can be disposed easily.
Component-2	1. **CRM-1,** Starbucks loyalty program offers good customer relation. 2. **CRM-2,** Starbucks value innovative customer feedback/ideas and implement it 3. **CRM-3,** Starbucks corporate strategy gives importance to customer needs.
Component-3	1. **BI-1,** Starbucks provide better customization of menu 2. **SCO-1,** Using SCANNERS for menuin stores helps reduce paper work 3. **BI-3,** Having complete digitalpresence promotes green marketing 4. **SCO-3,** Aroma during coffee brewing without any additives, is oriented towards customers 5. **CS-3,** I prefer Starbucks for its Green features and Ambience.

Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.925	41.043	41.043	4.925	41.043	41.043	2.563	21.355	21.355
2	1.402	11.686	52.729	1.402	11.686	52.729	2.513	20.938	42.293
3	1.169	9.740	62.469	1.169	9.740	62.469	2.421	20.176	62.469
4	.953	7.945	70.414						
5	.693	5.779	76.193						
6	.607	5.060	81.252						
7	.529	4.404	85.657						
8	.469	3.905	89.562						
9	.421	3.507	93.069						
10	.370	3.083	96.152						
11	.245	2.045	98.196						
12	.216	1.804	100.000						

Analysis: This result gives the variance made by the underlying arrangement, and this table gives the complete change contributed by every part. We might note that the level of all-out fluctuation contributed by the first component is 41.043, the second component is 11.686 and the third component is 9.740. It might be noticed that the level of absolute changes is the most noteworthy for the primary element, and it diminishes from then on. It is likewise evident from this table that there are three particular elements for the given arrangement of a factors.

Rotated Component Matrix

	Component		
	1	2	3
CS_2	.765		
BI_2	.760		
SCO_2	.608	.550	
CS_1	.562		.419
CRM_1		.818	
CRM_3	.337	.777	
CRM_2		.735	

BI_1			.817
SCO_1	.475		.609
BI_3	.438		.609
SCO_3			.565
CS_3		.370	.561

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser
Normalization.
a. Rotation converged in 8 iterations.

Analysis: The greatest in each column shows that the particular variable has a place with the separate elements. For example, in the third row, the maximum is 0.608, which is factor 1; this indicates that the SCO_2 contributes to the first factor. In the fourth row maximum is 0.562; factor 1 indicates that CS1 contributes to factor 1, and so on.

The variables CS-2, BI-2, SCO-2, and CS-1 are highly correlated and contribute to a single factor which can be named Factor 1. The variables CRM-1, CRM-2, and CRM-3 are highly correlated and contribute to a single factor which can be named Factor 2. The variables BI_1, SCO_1, BI_3, SCO_3 and CS_3 are highly correlated and contribute to a single factor which can be named Factor 3.

10. Reliability Test (Cronbach's Alpha) and Data Adequacy (KMO Measure & Bartlett Test)

The Cronbach's test was run on SPSS to study the determination of the research instrument used for data collection. BI refers to "Brand Image", CS refers to "Customer Satisfaction", CRM refers to "Customer Relationship and Management", and SCO refers to "Supply Chain and Operations"

Component-1 CS-2, BI-2, SCO-2, CS-1

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.755	4

The Cronbach's alpha for Component is 0.751. This indicates the research instrument used for the study is reliable since the value of 0.751 is over the statistically viable limit set at 0.70.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.759
Bartlett's Test of Sphericity — Approx. Chi-Square	72.919
df	6
Sig.	.000

KMO test is executed to check the adequacy of the sample. The standard value should be more than 0.6, which is considered adequate and here, from the above table, it is evident that 0.759 is above the range, and the sample can be considered adequate for study at the significant level of 0.000

Component-2 CRM-1, CRM-2, CRM-3

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.788	3

The Cronbach's alpha for Component-2 is 0.788. This indicates an acceptable level of inner stability among the constructs since the value of 0.788 is over the statistically viable limit set at 0.70.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.681
Bartlett's Test of Sphericity — Approx. Chi-Square	74.337
df	3
Sig.	.000

The standard value should be more than 0.6, which is considered as adequate, and here, from the table, we can say that 0.681 is above the range, and sample can be considered adequate for study at the significant level of 0.000

Component-3 BI-1, SCO-1, BI-3, SCO-3, CS-3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.769	.771	5

Table 4.25: Reliability Statistics – Component 3

The Cronbach's alpha for Component-3 is 0.769. This indicates an acceptable level of inner stability among the constructs since the value of 0.769 is over the statistically viable limit set at 0.70.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	104.422
	df	10
	Sig.	.000

Table 4.26: KMO and Bartlett's Test – Component 3

The standard value should be more than 0.6, which is considered adequate and here from the table, we can say that 0.756 is above the range, and sample can be considered adequate for study at the significant level of 0.000.

Dependent Variables

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.825	4

Table 4.27: Reliability Statistics - Dependent Variables

The Cronbach's alpha for dependent variables influencing the user experience of the firm is 0.821. This indicates an acceptable level of inner stability among the constructs since the value of 0.821 is over the statistically viable limit set at 0.70.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
Bartlett's Test of Sphericity	Approx. Chi-Square	136.169
	df	6
	Sig.	.000

Table 4.28: KMO and Bartlett's Test – Dependent Variables

The standard value should be more than 0.6, which is considered adequate and here, from the table, we can say that 0.679 is above the range, and sample can be considered adequatefor study at the significant level of 0.000

Regression and ANOVA

R-Value: R addresses the connection between the Dependent Variables (DV) and anticipatedvalues (in light of the relapse condition). R-square is the square of R and gives the extent of differences in the reliant variable respected by the arrangement of Independent Variables (IV)picked model. R-square is utilized to decide how well the IVs can foresee the DV.

BI with Component1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557a	.310	.274	.69482

a. Predictors: (Constant), CS_1, SCO_2, CS_2, BI_2

Regression – Component 1

Regression analysis is significant to know the strength and direction of association between the variables when there is more than one independent variable. R-Value indicates the correlation among variables is 'moderately high' as the value is 0.557. R^2 value states the percentage of difference in the value of dependant variables, i.e., 0.310 means 31% of the variance is explained by the independent variable. An adjusted R^2 value of 0.274 meansthat 27.4% of the variance is explained when all the predictors are adjusted.

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.898	4	4.224	8.750	.000 b
	Residual	37.656	78	.483		
	Total	54.554	82			

a. Dependent Variable: BI

b. Predictors: (Constant), CS_1, SCO_2, CS_2, BI_2

ANOVA – Component 1

ANOVA table explains whether the overall regression model is fit or not. F statistic will give the value of model fitness. From the table, we can say that the independent variables are good enough to predict the dependent variable at $F_{(4,78)} = 8.750$, Sig(0.00)< 0.05. Hence, null hypothesis H0 is rejected. This implies that there is a statistically significant relation between Brand Image and User Experience in Starbucks.

CRM with Component-2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334ᵃ	.112	.078	.85859

b. Predictors: (Constant), CRM_3, CRM_2, CRM_1

Regression – Component 2

R-Value indicates the correlation among variables is 'moderately high' as the value is 0.334. R^2 value states the percentage of difference in the value of dependent variables, i.e. 0.112 means 11.2% of the variance is explained by the independent variable. An adjusted R^2 value of 0.078 means that 7.8% of the variance is explained when all the predictors are adjusted.

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.329	3	2.443	3.314	.024ᵇ
	Residual	58.237	79	.737		
	Total	65.566	82			

a. Dependent Variable: CRM

b. Predictors: (Constant), CRM_3, CRM_2, CRM_1

ANOVA – Component 2

F statistic will give the value of model fitness. From the table, we can say that the independent variables are good enough to predict the dependent variable at $F(3,79) = 3.314, p < 0.05$, Hence, null hypothesis H0 is rejected. This implies that there is a statistically significant relation between Customer Satisfaction and User Experience in Starbucks.

CS with Component -3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462[a]	.213	.162	.61962

    c. Predictors: (Constant), CS_3, SCO_1, BI_1, SCO_3, BI_3

Regression – Component 3

R-Value indicates the correlation among variables is 'moderately high' as the value is 0.462. R2 value states the percentage of difference in the value of dependent variables, i.e., 0.213 means 21.3% of the variance is explained by the independent variable. An adjusted R2 value of 0.162 means that 16.2% of the variance is explained when all the predictors are adjusted.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	8.004	5	1.601	4.169	.002[b]
1	Residual	29.563	77	.384		
	Total	37.566	82			

    a. Dependent Variable: CS

    b. Predictors: (Constant), CS_3, SCO_1, BI_1, SCO_3, BI_3

ANOVA – Component 3

F statistic will give the value of model fitness. From the table, we can say that the independent variables are good enough to predict the dependant variable at $F(5,77) = 4.169$, $p < 0.05$, Hence, null hypothesis H0 is rejected. This implies that there is a statistically significant relation between Customer Relationship Management and User Experience in Starbucks.

11.Correlation

The correlation between BI and CS is 0.574, which is moderately correlated, and the direction of association is Positive, followed by the correlation between Brand Image and Customer Relationship Management is 0.468, which is also considered to be moderately correlated with each other. The correlation between Customer Satisfaction and Customer Relationship Management is 0.555, which is considered to be moderately correlated with eachother.

Hence, null hypothesis is H0 is rejected. This implies that there is a statistically significant relation between Brand Image, Customer Satisfaction, Customer Relationship Management and User Experience in TATA Starbucks Private Limited.

Correlation

		BI	CS	CRM
BI	Pearson Correlation	1	$.574^{**}$	$.468^{**}$
	Sig. (2-tailed)		.000	.000
	N	83	83	83
CS	Pearson Correlation	$.574^{**}$	1	$.555^{**}$
	Sig. (2-tailed)	.000		.000
	N	83	83	83
CRM	Pearson Correlation	$.468^{**}$	$.555^{**}$	1
	Sig. (2-tailed)	.000	.000	
	N	83	83	83

**. Correlation is significant at the 0.01 level (2-tailed).

12. Summary of findings

1. The respondents were the customers of TATA Starbucks Private Limited, which was atotal of 83. 56% were male customers, and 44% were female customers.
2. Out of the 83 customers, almost 61% of the customers belong to the age group between18-30.
3. Out of the 83 customers, almost 40% of the customers are from 'South Part of Bangalore', around 24% of the customers are from 'North Part of Bangalore', around 24% of the customers are from 'East Part of Bangalore' and around 24% of the customers are from 'West Part of Bangalore'. This shows that the greater part of peopleis from 'The South Part of Bangalore.
4. Out of the 83 customers, almost 70% of the customers are 'unmarried or 'single'. This shows that people prefer this as a 'Third Home' where they can connect and interact with people.
5. Regression with component 1: R-Value indicates the correlation among variables is 'moderately high' as the value is 0.557. R2 value states the percentage of difference inthe value of dependent variables, i.e., 0.310 means 31% of the variance is explained by the independent variable. An adjusted R2 value of 0.274 means that 27.4% of the variance is

explained when all the predictors are adjusted.

6. Regression with component 2: R-Value indicates the correlation among variables is 'moderately high' as the value is 0.334. R2 value states the percentage of difference in the value of dependent variables, i.e., 0.112 means 11.2% of the variance is explained by the independent variable. An adjusted R2 value of 0.078 means that 7.8% of the variance is explained when all the predictors are adjusted.

7. Regression with component 3: R-Value indicates the correlation among variables is 'moderately high' as the value is 0.462. R2 value states the percentage of difference in the value of dependent variables, i.e., 0.213 means 21.3% of the variance is explained by the independent variable. An adjusted R2 value of 0.162 means that 16.2% of the variance is explained when all the predictors are adjusted.

8. The correlation between Customer Satisfaction and Customer Relationship Management is 0.555, which is considered to be moderately correlated with each other.

13. Suggestions

1. This research suggests that TATA Starbucks should additionally put resources into statistical surveying and item improvement regions. The exploration led uncovered how the organization depends vigorously on their site for client input, wherein the administrators talked with uncovered no coordinated, key promoting system. We can sum up that the organization designates a low spending plan in their promoting segment that is beneath their opponents, like McDonald's.

2. This research shows how buyers will pay a premium for TATA Starbucks green items. Nevertheless, over the long haul, the cost will be a significant component in deciding customer decisions. This shows that the organization ought to likewise zero in on different portions of green showcasing as there is a lopsidedness leaning toward vigorously green advancement.

3. The organization should likewise advance its focus on the green plan, green cost and situating to execute its procedures more productively. Right now, they are presently delighted with the organization's exhibition. Nevertheless, in the long haul, the organization will require a promoting review that reviews its interior and outside business climate. This is the primary way the organization can remain utilised in their green promotion wherein they can legitimize the purposes behind their excessive cost related to other cafés.

4. Considerably, there are more male clients, so they can additionally zero in on drawing in additional female clients.

Conclusion

The venture endeavors to concentrate on green advertising and its effect on client experience regarding TATA Starbucks India Private Limited. This study speculates that green advertising procedures were executed to develop further the organization's image picture, client relations and inventory network and tasks. In that capacity, customer and partner point of view has been expanding the organization's business acceptability and perseverance. The consequence of the meetings and reviews directed had the option to show how the organization had the option to take advantage of buyer esteem situating successfully.

TATA Starbucks items were introduced as an organization that leaned toward maintainable techniques found in the result, and it addresses the issues of buyers and industry-standard natural

practices. The positive comments showed the client's point of view that they supported the organization's natural norms, which permits them to proceed with support. The organization was fruitful in further developing its image picture and client experience through thriving green promoting practices.

The problem was to check the impact on user experience with respect to green marketing practices; with the help of the derived information through data, I can justify that the company has a respectable user experience and their adopted green marketing strategies have proven to be effective in satisfying their customers. The project has helped me to gain corporate experience, and it was an opportunity to use my theoretical skills and learn some new practical skills.

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