Analyzing the Impact of Coffee Company's Marketing Campaigns and Brand Awareness on Consumer Purchase Intention

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ARTICLE INFORMATION

ABSTRACT

Starbucks, an established company in the worldwide coffee sector, makes huge investments in creative marketing techniques to attract and keep consumers. This study aimed to investigate the impact of marketing campaigns and brand awareness on consumer purchasing intentions in Malaysia and India, focusing on Starbucks as a case study. A quantitative research approach was employed, using an online survey distributed via Google Forms to 150 Starbucks consumers across both countries. The results revealed that marketing campaigns have a substantial impact on consumer purchase intentions, with a beta value of 0.889 (*p < 0.001), explaining 84.4% of the variance. In contrast, brand awareness, while positively related, had a lesser impact (beta = 0.068, p < 0.05). These findings suggest that Starbucks' success lies in its ability to create marketing content that resonates deeply with consumer values and lifestyles, driving stronger purchase intentions. The study underscores the importance of targeted, value-aligned marketing strategies that foster emotional engagement and highlights the need for brands to focus on meaningful consumer interactions to sustain and grow purchase intentions.

Keywords: Brand Awareness; Coffee Company; Consumer Perception; Marketing Campaigns; Purchase Intention

INTRODUCTION

Starbucks is a globally renowned coffee chain, celebrated for offering high-quality coffee, tea, and various pastries (Brennan, 2023). With thousands of stores worldwide, Starbucks aims to satisfy the distinct demands and preferences of its broad client base by customizing its marketing strategies to correspond with local tastes and cultures. As of September 2020, there were 32,660 Starbucks locations in 83 countries worldwide. Starbucks' exponential growth curve throughout time is a strong indicator of the company's enormous influence on the coffee market. Given that Starbucks intends to open 55,000 outlets globally over the next ten years, it is unrealistic to expect the growth rate to continue at this pace. Beyond being a coffee brand, Starbucks has become a cultural and social symbol, integral to many people's daily lives due to its commitment to quality and a comfortable experience.

As a leading coffee chain, Starbucks employs innovative marketing campaigns to attract customers and boost sales. These campaigns include the introduction of seasonal specialty drinks, such as New Year's lattes and summer beverages, designed to captivate customers' curiosity and encourage them to try new flavors. In addition, Starbucks offers limited-time discounts and promotional activities to entice customers. In today's digital age, Starbucks leverages social media to engage with customers, posting interesting content and responding to interactions to increase brand exposure. Social media platforms are also used to promote new products and special offers. Collaborative products, such as limited-edition cups designed in partnership with artists, further diversify Starbucks' appeal. The company's membership program allows customers to earn discounts through points, fostering customer loyalty and enhancing the overall brand experience. These marketing efforts aim to attract a broad customer base and reinforce Starbucks' strong brand image.

Given Starbucks' extensive presence and cultural influence, it is crucial to study the impact of its marketing campaigns and brand awareness on consumer purchase intentions. Understanding how Starbucks' marketing strategies affect consumer behavior is essential, especially in diverse and dynamic markets such as Malaysia and India, where local preferences and cultural nuances significantly shape consumer decisions. The choice to focus on Starbucks' marketing campaigns and brand awareness stems from the need to explore how these strategies drive consumer loyalty and purchasing behavior in highly competitive markets where local and global brands vie for consumer attention. While Starbucks has successfully positioned itself as a premium coffee brand globally, understanding the factors that sustain and enhance this position—such as effective marketing and brand recall—is vital for maintaining its competitive edge.

Brand awareness and marketing campaigns are fundamental to consumer purchase intentions because they directly affect how consumers perceive, engage with, and prioritize a brand. Brand awareness, in particular, serves as a prerequisite for consumer decision-making, as it allows consumers to recall and recognize the brand among competitors. Effective marketing campaigns build this awareness and reinforce positive brand associations, ultimately influencing consumers' purchase choices. For Starbucks, a strong brand presence and memorable marketing strategies help differentiate itself from competitors, including local coffee shops and other international chains, ensuring sustained consumer interest and loyalty. Studying the marketing campaigns and brand awareness of Starbucks is important as it provides insights into the strategic elements that can boost consumer engagement, foster brand loyalty, and drive sales. These insights are particularly relevant in markets where consumer behavior is rapidly evolving and influenced by various socioeconomic and cultural factors.

Past research has explored various facets of Starbucks' business and marketing strategies. Studies have highlighted the importance of service quality and customer satisfaction in building customer loyalty (Pérez-Morón et al., 2022) and examined the impact of marketing campaigns on consumer behavior (Nair et al., 2021). Research has also investigated Starbucks' response to the COVID-19 crisis (Kee et al., 2021a), the influence of brand equity on purchase decisions (Dilip et al., 2021), and customer satisfaction and brand perception in India (Pandey et al., 2021). The effect of the pandemic on Starbucks' business performance (Sinha et al., 2021) and the company's strategies for maintaining its competitive edge (Kee et al., 2021b) have been documented. Additionally, Starbucks' evolution into an international brand (Azriuddin et al., 2020) and its organizational culture (Goh et al., 2020) have been analyzed.

This study aims to investigate the impact of various marketing campaigns and brand awareness on the purchasing intention of consumers in Malaysia and India. By providing valuable market insights and strategic guidance, the research enhances the understanding of how Starbucks' marketing initiatives influence consumer behavior, offering practical applications for the brand and deeper insights into consumer preferences and actions. Exploring the specific factors that contribute to consumer purchase intentions through marketing and brand awareness strategies is vital for Starbucks to refine its marketing approach, adapt to regional market dynamics, and maintain its growth trajectory in the competitive Asia Pacific region.

LITERATURE REVIEW

Brand Awareness
The degree to which customers identify a product by name is known as brand awareness in the marketing world (Kopp, 2022). Research has indicated that buyers will always focus more on products with a higher level of brand awareness, which will affect how easily they can identify and recall these brands. Entrepreneurs can increase brand awareness by producing thought leadership content, giving back to the community, and developing a wide network. Positive opinions of the features that set the product apart from its rivals should ideally be part of the brand awareness that consumers possess. Products and services with a strong brand awareness are probably going to sell more (Villegas, 2023). The goal is to provide a product that consistently lives up to the brand's promises to draw in and keep devoted customers and other stakeholders. A brand offers customers a way to decide more quickly when they are unsure about the same product offered by different companies. With its blossoming growth, Starbucks has become a delightful journey of community, connection, and unshakable dedication to Malaysians.

As they commemorate 25 years of special occasions spent together, Starbucks is honored to play a significant role in Malaysia and hopes to build lasting relationships with all members of the local community for many years to come. Starbucks is found by customers through social media. Which are engaging and captivating information, the possibility of offensive messages or remarks proactively managing social media, and quickly responding to criticism. Simply said, when given an option, consumers are more likely to choose a name-brand product over an unknown one. Consistency also pertains to brand imagery, which comprises visual components such as the logo, colors, and typefaces (Aryani et al., 2021). Although the company's signature double-tailed mermaid is featured in a circular layout, Starbucks' logo has undergone a few revisions over the years but has largely stayed the same (Rodriguez, 2020). It has also contributed to the kind of strong familiarity that keeps a brand at the forefront of consumers' minds. People find comfort in this kind of constancy.

Dependability and brand awareness are mutually reinforcing in an unending loop whereby increased consistency helps customers recognize the brand more clearly, which raises awareness and, ultimately, influences customers' perception of the brand as being more dependable. Starbucks has a well-deserved reputation for making the most of social media and a lengthy history of engaging with its customers. Starbucks uses Facebook, Instagram, and YouTube as part of its multiplatform social media strategy, utilizing each platform a little bit differently (Chang, 2020). Starbucks is fostering stronger customer relationships despite recent changes, like its efforts to become a more environmentally conscious company. The corporation has changed things like cup tops and removed plastic straws because of growing awareness of pollution and the need to increase sustainability. This demonstrates to consumers that the brand cares about their issues and is aware of them.

To make theirs as accessible as possible, Starbucks has gone above and beyond. Gain benefits for each transaction made with their account, and sign up by registering a gift card or downloading a mobile app (Gal, 2021). Rewards that may be redeemed at participating stores can be obtained by using the STARs. First launched in Malaysia in 2011, the industry-leading Starbucks Rewards program is still gaining enormous traction today. Alongside the launch is a beautifully redesigned mobile app for iOS and Android devices that provides a more tailored experience for its members who frequently use the Starbucks Malaysia app. This app brings announcements, benefits, and exciting promotions to life through interactive and engaging in-app features. Customers can easily check their accounts using the method that works best for them, as "My Starbucks Rewards" accounts can be accessed from both desktop computers and mobile devices (Dah, 2024). Thus, brand awareness is important to consumers toward their purchasing intention.

Marketing Campaigns
Marketing campaigns use a variety of media to advertise products, including print, radio, television, and online (Tarver, 2020). Promotion of a product, service, or brand is the goal of a well-planned marketing campaign. Marketing campaigns serve more purposes than merely promoting goods and services; they can also be employed to achieve more general objectives like increasing brand recognition or fostering trust among target consumers. Although marketing campaigns can be organized and managed in a variety of ways, the most successful ones begin with a thorough strategy and employ project management techniques to arrange finances, schedules, roles, and duties. A distinct goal, a precisely defined target audience, an engaging message, and a potent call to action are all essential elements.

In a competitive market, being creative is crucial for standing out, and data-driven insights aid in approach refinement and success measurement. A campaign ought to be consistent in its messaging and visual identity over all channels. To make sure that the campaign connects with the audience and encourages participation, timing, and relevancy are essential. To convey project needs and expedite the planning and creative processes, they could also make use of templates and briefs. Campaigns can incorporate interactive tactics like video conferencing, demonstrations, and other strategies in addition to advertising. Several objectives might guide the creation of marketing campaigns, such as enhancing the perception of a brand, launching a new product, boosting sales of an existing product, or even lessening the impact of unfavorable news (Justin, 2024).

Starbucks Malaysia spread awareness of their most recent campaign around the country and enlisted Malaysians as unknowing participants (Marketing Magazine, 2017). Starbucks chose billboards as their primary media because they wanted to highlight the

paint works on a grand scale while also blending in with their clients' daily lives. This makes it possible for the brand and its customers to have a closer relationship. However, it goes further than that. The artwork was shown in print and on social media in addition to billboards. Starbucks aimed to increase customer involvement with the brand, generate attention, and provide a pleasant brand experience (McKinnon, 2024). Social media comments and feedback were likewise positive. The ability to foster positive brand engagement with consumers from diverse backgrounds in a variety of settings contributes to the Starbucks brand's quick expansion in Malaysia. There are several methods that the campaign has been carried out. Starbucks has, first and foremost, produced several videos that showcase true tales of individuals bonding through coffee (Azriuddin et al., 2020). To foster natural brand ambassadors and promote the value of connection, these videos are being screened at retail locations across the globe. When it comes to its business strategy, Starbucks has always been creative. It started off selling coffee but soon added food, beverages, and even music (Jordan, 2022).

A newcomer to Starbucks or someone who has never visited one of these locations frequently enquires about the goods and services available. Their ability to reach a larger consumer base translates into increased customer sales and profitability. Due to its careful use of the hidden aspects of online and mobile platforms for brand positioning and consumer involvement, the company's social media marketing methods have won millions of fans. In the end, a well-run marketing campaign may greatly increase revenue growth, customer acquisition, and brand awareness, making it an essential instrument for company success.

Consumer Purchase Intention
The degree to which a consumer intends to carry out a certain action or decide whether to buy a good or service is measured by their purchasing intention (Cuofano, 2024). The customer's intention to purchase is frequently influenced by how well they feel the product fits their requirements or desires, as well as how well it is priced. An important impact is also played by psychological elements like attitudes, beliefs, and social influences. Purchase intention may be increased, for example, by a strong brand reputation or referrals from reliable sources. It is crucial to remember that a simple yes or no response cannot accurately assess purchasing intention. The truth is that a variety of factors, including consumer awareness, product packaging, celebrity endorsements, and the overall opinion of a product among friends and family, influence the intention to purchase.

Purchase intents are typically divided into four categories: transactional (conversion), navigational (consideration/awareness), investigative (consideration), and informative (awareness). Informational purpose (awareness) is when consumers are mostly interested in reading material to get knowledgeable about a subject. Most purchasers are avid information consumers who see information as the currency of the purchasing process. Consider reviews found online. 90% of purchasers say that favorable internet evaluations have an impact on their selections, according to a recent Dimensional Research study. Just one kind of information is used to make the ultimate purchasing decision. For instance, a shopper looking for information on cosmetics that will not irritate delicate skin can come across an article that clarifies the issue and offers solutions. Investigation (consideration) is when consumers are now conducting further research to further explore their possibilities. The difference between a customer's declared intention to buy and their actual purchasing behavior is frequently rather large. Several things could influence this, including financial limitations, shifting tastes, or shifting circumstances.

External factors that may not be sufficiently reflected in intention surveys, such as competitor actions, market trends, and economic situations, might have a substantial impact on the actual purchase decision. It is valuable for determining possible market interest in the early phases of product development. Research on consumers' tastes and trends can be gained through more comprehensive market research, wherein this instrument can be useful. Knowledge of potential demand will eventually offer a basic grasp of the demand for a good or service. Customer preferences also provide information about the preferences and driving forces of the consumer. Websites that compare products and brands, social listening, and product reviews are examples of this (Kang & Namkung, 2017). Navigational purpose is when a customer has a navigational purpose, it indicates that they are going to a certain website or an online store for a brand. Therefore, It is easier to scope the intentions of purchasing when constructs like thinking something, buying a brand, and anticipating buying a brand are used to show that the intrinsic and extrinsic qualities of each individual, as well as the perception of value and quality, would influence the consumer's intention to buy.

Hypotheses Development
The Influence of Brand Awareness on Consumer Purchase Intention
Brand awareness is a fundamental component of consumer behavior that significantly influences purchase intention. It refers to the extent to which consumers are familiar with and can recognize a brand in various contexts. Increased brand awareness often leads to greater brand familiarity and trust, making consumers more likely to consider a brand when making purchasing decisions (Kopp, 2022). Consumers tend to associate higher brand awareness with reliability and quality, which in turn increases their inclination to purchase products from well-known brands.

However, the impact of brand awareness on purchase intention can vary depending on the product type and market dynamics. For example, Siwu et al. (2023) found that while the Green Marketing Mix positively influenced consumer purchase intentions, Green Brand Awareness did not significantly enhance these intentions. This suggests that in certain contexts, brand awareness alone may not be sufficient to drive purchase behavior; other factors such as perceived value or product differentiation may play a more critical role. Similarly, Ellitan (2022) noted that although social media marketing significantly affects brand awareness, this awareness does not necessarily translate into higher purchase intentions, indicating that brand awareness might have a limited effect in certain competitive or highly loyal markets.

In highly competitive markets, brand awareness is essential for distinguishing a company from its rivals. Effective strategies such as targeted advertising, public relations campaigns, influencer engagement, and social media activity can significantly enhance brand recognition. Brands that successfully increase their visibility can leverage this awareness to reduce perceived risks, foster emotional connections, and build trust, ultimately improving purchase intentions. Therefore, enhancing brand awareness remains a critical focus for marketers aiming to influence consumer behavior. This leads to the formulation of the following hypothesis:

H1: There is a positive relationship between brand awareness and consumer purchase intention.

The Influence of Marketing Campaigns on Consumer Purchase Intention
Marketing campaigns are pivotal in shaping consumer purchase intentions by influencing perceptions, attitudes, and ultimately, purchasing decisions. Through various tactics such as promotions, discounts, and special deals, marketing initiatives can enhance the perceived value of a product, making it more appealing to consumers. Highlighting a

product's quality, benefits, or unique features can further increase its perceived value, driving consumers toward making a purchase.

The effectiveness of marketing campaigns, however, depends on how well they resonate with and address the needs and values of the target audience. Consistent messaging across all platforms helps build trust and reliability, which can positively impact consumers' likelihood of purchasing from a reputable brand. Loyalty programs that offer rewards such as points, discounts, or exclusive access further strengthen this relationship by fostering long-term customer loyalty.

The significant influence of marketing campaigns on purchase intentions is supported by multiple studies. Ellitan (2022) found that social media marketing, while enhancing brand awareness, had an even more substantial effect when mediated by brand trust, leading to higher purchase intentions. This aligns with the findings of Dash et al. (2021), who noted that a Marketing 4.0 approach, which emphasizes brand identity and image, can enhance customer satisfaction and subsequently increase purchase intentions. Additionally, Savitri et al. (2022) demonstrated that social media marketing significantly affects purchase intentions when mediated by brand image, highlighting the critical role of well-crafted marketing strategies in influencing consumer behavior.

Given the strong correlation between effective marketing campaigns and consumer purchase intentions, businesses should focus on creating integrated marketing strategies that not only raise awareness but also build emotional and psychological connections with consumers. Based on this understanding, the following hypothesis can be formulated:

H2: There is a positive relationship between marketing campaigns and consumer purchase intention.

Research Framework
The researchers are guided in connecting the components and corresponding that require consideration by the theoretical framework. Researchers have prepared a framework to link the importance of brand awareness and marketing campaigns toward consumer purchase intention in Figure 1.

Figure 1. Research Framework
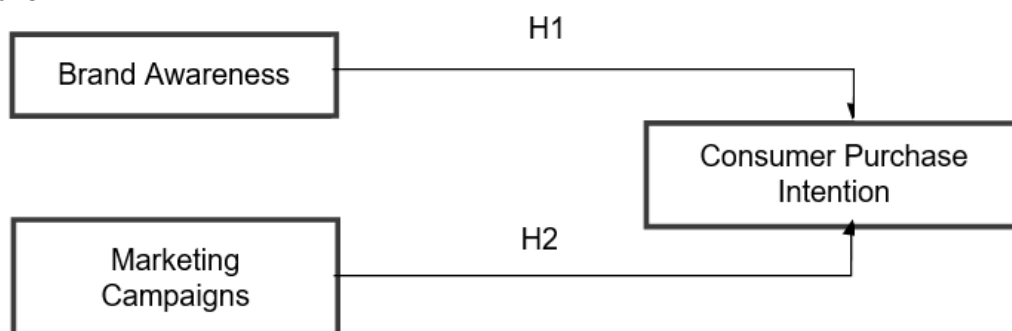
RESEARCH METHOD

The purpose of this study is to shed light on how marketing campaigns and brand awareness affect consumers' purchase intentions in Malaysia and India. To investigate this, a quantitative research approach was employed, which allows researchers to collect original data rather than relying on existing datasets. The primary method of data collection involved conducting an online survey using Google Forms. The survey was

carefully designed to ensure consistency and readability in the wording and organization of questions, thereby verifying the validity of the questionnaire and ensuring a consistent response pattern.

The survey targeted a sample of 150 Starbucks consumers from Malaysia and India. It was structured into three sections: Part A covered demographic information, Part B focused on brand awareness, and Part C assessed the impact of Starbucks' marketing campaigns on consumer purchase intention. In Part C, respondents evaluated the impact of Starbucks' marketing campaigns using a 6-point Likert scale (1: strongly disagree to 6: strongly agree). The quantitative experiences of respondents with Starbucks brands were captured through the data obtained from these surveys.

Data analysis was conducted using both descriptive and inferential statistics. Descriptive statistics provided an overview of the survey questionnaire and the demographic characteristics of the sample. Inferential statistics, such as correlation and regression analyses performed using statistical software like SPSS, were utilized to evaluate the relationship between the influence of marketing efforts and customer purchase intention. To ensure ethical standards, participants were informed that their responses would be kept confidential and that the study was for academic purposes only. Participants were also given the freedom to withdraw from the study at any time.

This research approach and methodology aim to provide valuable insights into the effectiveness of Starbucks' marketing campaigns and brand awareness in shaping consumer purchase intentions in competitive markets like Malaysia and India.

RESULTS

Table 1. Summary of Respondent's Profile (N=150)

Response	Frequency	Percentage (%)
Gender		
Female	109	72.7
Male	41	27.3
Age		
18 – 24 years old	106	70.7
25 – 34 years old	12	8
35 – 44 years old	17	11.3
45 – 54 years old	15	10
Ethnicity		
Malay	87	58
Chinese	38	25.3
India	10	6.7
Other	15	10
Nationality		
Malaysian	141	94
Indian	3	2
Other	6	4
Education Level		
High School	8	5.3
STPM, Diploma or equivalent	32	21.3
Bachelor's degree	105	70
Master's degree	5	3.3
Doctorate's degree (PhD)	0	0
Which university are you from?		

USM	73	48.6
Other	77	51.4
Employment Status		
Full time	55	36.7
Part-time	1	0.7
Self-employed	5	3.3
Unemployed	3	2
Student	86	57.3
Annual Income		
No income	103	68.7
Below RM50,000	33	22
RM50,001 – RM100,000	13	8.7
RM100,001 – RM200,000	0	0
Above RM200,000	1	0.7

A summary of the demographics of respondents who participated in this survey is presented in Table 1. Out of the total 150 respondents, 72.7% were female, and 27.3% were male. The majority of respondents (70.7%) were between the ages of 18 and 24, followed by those aged 35 to 44 (11.3%), 45 to 54 (10%), and 25 to 34 (8%).

The 150 respondents consisted of three main ethnic groups in Malaysia: Malay, Chinese, and Indian, along with other races in Malaysia and other countries. Malay respondents made up the majority, with 87 respondents (58%), followed by Chinese respondents at 25.3% and Indian respondents at 6.7%. Respondents from other races and countries accounted for 10% of the total, with 2% from India and 94% from Malaysia.

Regarding educational levels, 70% of respondents held a bachelor's degree, while no respondents had a doctorate. Additionally, 5.3% of respondents had only a high school education, 3.3% had a master's degree, and 21.3% had STPM or a diploma or equivalent. Respondents came from over 30 different universities, with the majority (48.6%) attending USM.

In terms of employment status, most respondents were students (57.3%), followed by full-time employees (36.7%), self-employed individuals (3.3%), unemployed individuals (2%), and just one respondent who was a part-time employee. In terms of income, over half of the respondents (103) reported no income. Thirteen respondents had an annual income between RM50,001 and RM100,000, while 33 had an income of less than RM50,000. Only one respondent reported an annual income of more than RM200,000, and there were no respondents with an income between RM100,001 and RM200,000.

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for All Study Variables (N =150)

Variables		1	2	3
1.	Brand Awareness	0.596		
2.	Marketing Campaigns	0.414**	0.826	
3.	Consumer Purchase Intention	0.435**	0.917**	0.914
Number of items		4	10	3
Mean		2.0500	2.7920	2.8778
Standard Deviation		0.41571	0.79845	1.21169

Note: N = 150; *p < 0.05, **p < 0.01, ***p < 0.001. The diagonal entries represent Cronbach's coefficients alpha.

Table 2 presents the descriptive statistics, Cronbach's alpha coefficients, and zero-order correlations for the study variables, which include Brand Awareness, Marketing

Campaigns, and Consumer Purchase Intention. The sample size for this analysis is 150. The table's diagonal entries show Cronbach's alpha coefficients for each variable, which measure internal consistency and reliability. The Cronbach's alpha for Brand Awareness is 0.596, for Marketing Campaigns is 0.826, and for Consumer Purchase Intention is 0.914. These values indicate acceptable to high reliability, except for Brand Awareness, which is slightly below the commonly accepted threshold of 0.7.

The means and standard deviations for the variables are also reported: Brand Awareness has a mean of 2.0500 and a standard deviation of 0.41571, Marketing Campaigns has a mean of 2.7920 and a standard deviation of 0.79845, while Consumer Purchase Intention has a mean of 2.8778 and a standard deviation of 1.21169. The results show that there is a moderate positive correlation between Brand Awareness and Marketing Campaigns ($r = 0.414$, $p < 0.01$), and a similar positive correlation exists between Brand Awareness and Consumer Purchase Intention ($r = 0.435$, $p < 0.01$). Notably, there is a very strong positive correlation between Marketing Campaigns and Consumer Purchase Intention ($r = 0.917$, $p < 0.001$).

These correlations suggest that effective marketing campaigns significantly enhance consumer purchase intention, and that both marketing efforts and brand awareness are positively associated with increased consumer purchase intentions. Overall, these findings underscore the importance of marketing campaigns in driving consumer purchase behavior, while also highlighting the need to improve the reliability of the Brand Awareness measure.

Table 3. Regression Analysis

Variables		Consumer Purchase Intention
1.	Brand Awareness	0.068*
2.	Marketing Campaigns	0.889***
R^2		0.844
F Value		398.345
Durbin-Watson Statistic		1.793

Note: N = 150; *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$.

The regression analysis results in Table 3 provide empirical support for both hypotheses regarding the relationship between brand awareness, marketing campaigns, and consumer purchase intention.

Hypothesis 1 (H1) posits a positive relationship between brand awareness and consumer purchase intention. The data supports H1, as the regression coefficient for Brand Awareness is positive ($\beta = 0.068$) and statistically significant at the 0.05 level ($p < 0.05$). This indicates that as brand awareness increases, consumer purchase intention also tends to increase, although the effect size is relatively small. The significance of this relationship suggests that brand awareness does play a role in influencing consumers' decisions to purchase, confirming the proposed positive relationship in H1.

Hypothesis 2 (H2) suggests a positive relationship between marketing campaigns and consumer purchase intention. The results strongly support H2, with Marketing Campaigns having a large positive regression coefficient ($\beta = 0.889$) that is highly significant ($p < 0.001$). This demonstrates a substantial impact of marketing campaigns on consumer purchase intention, indicating that effective marketing efforts are a key driver in persuading consumers to make purchasing decisions. The strength and significance of this relationship confirm the hypothesis that marketing campaigns positively influence consumer purchase intention.

In conclusion, the regression analysis confirms both hypotheses: there is a positive relationship between brand awareness and consumer purchase intention (supporting H1), and a significantly stronger positive relationship between marketing campaigns and consumer purchase intention (supporting H2). These findings suggest that while both factors are important, marketing campaigns have a far more substantial impact on influencing consumer purchase behavior compared to brand awareness.

Figure 2. Hypothesized Model
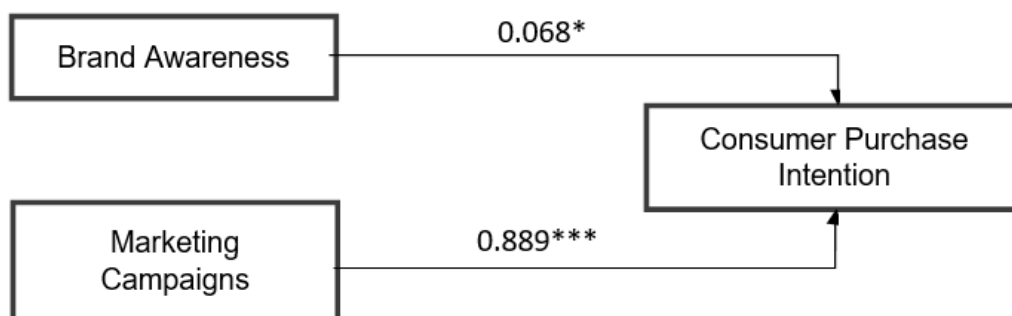
Figure 2 visually represents the hypothesized relationships between brand awareness, marketing campaigns, and consumer purchase intention, providing empirical evidence in support of the formulated hypotheses.

Overall, the findings in Figure 2 align with the hypotheses, confirming that both brand awareness and marketing campaigns positively impact consumer purchase intention. However, the much stronger influence of marketing campaigns compared to brand awareness underscores the importance for businesses to prioritize marketing activities to effectively boost consumer purchase intentions.

DISCUSSION

The analysis indicates that brand awareness has a positive but relatively modest impact on consumer purchase intention, with a beta coefficient (β) of 0.068, statistically significant at the 0.05 level ($p < 0.05$). While this finding supports Hypothesis 1 (H1), which posited a positive relationship between brand awareness and consumer purchase intention, the low beta value suggests that brand awareness alone is not a dominant factor in driving purchase decisions. This aligns with the notion that in highly competitive markets like Starbucks, mere brand recognition is not enough to significantly influence consumer behavior. Other factors such as perceived value, convenience, or unique offerings may have a more substantial impact. The findings from Ellitan (2022) and Siwu et al. (2023) further underscore this point, showing that while brand awareness contributes to consumer interest, its influence is often mediated or overshadowed by other variables such as brand trust and marketing effectiveness.

In contrast, the results reveal a strong positive relationship between marketing campaigns and consumer purchase intention, with a high beta coefficient (β) of 0.889, significant at the 0.001 level (**$p < 0.001$). This robust correlation strongly supports Hypothesis 2 (H2), confirming that well-crafted marketing campaigns are highly effective in shaping consumer perceptions and driving purchase behavior. The high R^2 value of 0.844 underscores the critical role of marketing efforts, explaining 84.4% of the variance in consumer purchase intention. This suggests that dynamic marketing activities, including promotions, advertising, social media engagement, and customer loyalty programs, are key drivers in enhancing consumer interest and encouraging repeat purchases. The findings resonate with studies by Dash et al. (2021) and Savitri et al.

(2022), which highlight the importance of integrated marketing strategies, particularly those that leverage brand identity and brand image, in influencing consumer purchase intentions.

The implications of these findings are significant for both theory and practice. Theoretically, this study contributes to the literature on consumer behavior by reinforcing the pivotal role of marketing campaigns in influencing purchase intentions, while also providing a nuanced understanding of how brand awareness interacts with other marketing variables. Although brand awareness is crucial, its impact appears relatively weaker compared to direct marketing activities in contexts where consumer engagement and immediate response are critical.

Practically, the study suggests that businesses, particularly in competitive sectors like the food and beverage industry, should prioritize marketing campaigns that directly appeal to consumer needs and preferences to drive purchase intentions. While maintaining brand awareness is important, greater emphasis should be placed on creating dynamic and engaging marketing strategies that resonate with consumers on a deeper level. Companies should consider employing a mix of digital marketing, social media engagement, and customer loyalty programs to effectively influence purchasing behavior and build long-term customer relationships.

CONCLUSION

The findings of this study underscore the importance of marketing campaigns in influencing consumer purchase intentions for Starbucks, a brand that has strategically aligned its advertising with the values and lifestyles of its target market (Polat & Çetinsöz, 2021). The regression analysis results demonstrate that while both brand awareness and marketing campaigns positively impact consumer purchase intention, marketing campaigns have a far more substantial effect. With a beta value of 0.889 (*$p < 0.001$), marketing campaigns emerged as a critical driver of consumer purchase decisions, explaining 84.4% of the variance in purchase intention. This indicates that Starbucks' ability to create marketing content that resonates with consumers' values, needs, and lifestyles significantly enhances their likelihood of choosing Starbucks over competitors. In contrast, brand awareness, though positively related to purchase intention with a beta value of 0.068 ($p < 0.05$), has a relatively minor impact. This suggests that while consumers may be aware of the Starbucks brand, their purchasing decisions are more strongly influenced by the marketing campaigns that actively engage them and align with their preferences.

By aligning its advertising strategies with the values and lifestyles of its target audience, Starbucks has established a strong brand identity that resonates with consumers (Polat & Çetinsöz, 2021). This alignment reinforces the effectiveness of Starbucks' marketing campaigns, which do more than merely raise awareness—they engage customers on a deeper, more emotional level. The results of this study validate this approach, showing that marketing campaigns that speak to the core values and aspirations of consumers can significantly enhance their intention to purchase. These findings are consistent with previous research, which suggests that marketing activities that are culturally and emotionally aligned with target markets create more significant customer engagement and loyalty. Thus, the success of Starbucks' marketing efforts lies not only in broad brand awareness but in creating campaigns that reflect the values and lifestyles of its consumers, thereby fostering stronger emotional connections and increasing purchase intentions.

The practical implications for Starbucks and similar brands are clear: to sustain and grow consumer purchase intentions, it is essential to continue focusing on targeted, value-aligned marketing strategies that go beyond simple brand recognition. This involves leveraging digital platforms, social media, and experiential marketing to create meaningful interactions with consumers that resonate with their lifestyles and values. By doing so, Starbucks can maintain its strong brand identity and continue to drive consumer behavior effectively. Furthermore, these insights suggest that future marketing efforts should prioritize personalization, cultural relevance, and emotional engagement to maximize their impact on consumer purchase intentions.

Overall, this study reaffirms the notion that while brand awareness is crucial, it is the strategic alignment of marketing campaigns with consumer values and lifestyles that holds the key to influencing purchase intentions. Starbucks' success in this area, as noted by Polat and Çetinsöz (2021), serves as a compelling example for other brands aiming to build a strong, resonant presence in the marketplace. By continuing to align its advertising with what matters most to its customers, Starbucks can ensure sustained consumer engagement and loyalty, driving both short-term sales and long-term brand equity.

LIMITATION
There are several limitations to this research. Information on participants' preferences for Starbucks was gathered through an online Google Forms used for the study. Among the numerous limitations are demographic biases, which occur when a sample is skewed towards a specific age range, income bracket, or geographic area and may not accurately represent the buying patterns of the public. Additionally, economic market conditions, shifts in disposable consumer income, and competitive activities are factors to consider. Consequently, to improve results and better analyze customer choice, future studies should incorporate other elements, such as interviewing participants.

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DECLARATION OF CONFLICTING INTERESTS
The authors declare that there is no conflict of interest.

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