

Analysis of Starbucks' "Third Place" Cultural Experience Marketing Mode

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ABSTRACT

Based on positioning the "Third Place", Starbucks has occupied the major market with its ever growing share. Chosen Starbucks as a case, we explore the marketing model of cultural experience as well as effects of "Third Place". By means of literature analysis, this paper conducts descriptive analysis of marketing model of Starbucks and interpretive analysis of its cultural experience of the "Third Place". According to the results, the cultural experience of the "Third Place" includes style, emotion and service experience. In general, these three dimensions will enhance the brand influence by affecting consumers' perception and experience in the consumption process. This paper makes up for the gap in the field of cultural experience research. Meanwhile, it brings inspiration to the innovation of experiential marketing mode of Starbucks for similar coffee brands.

Keywords: "Starbucks", "Third Place", "Experience marketing", "cultural experience"

1. INTRODUCTION

Starbucks, found in 1971 in Seattle, is one of the most famous brands of coffee in the Chinese market, which entered the Chinese coffee market in 1999. The corporation took over 70% of the market share in the Chinese coffee market and kept a growth rate of over 15% every year in China [1]. Starbucks' tactic to maintain its rapid growth lies in the "Third Place" proposition, which provides a relaxed and convenient environment for customers. The "Third Place" is an informal public gathering place outside the place of residence and work. A qualified "Third Place" location needs to meet the seven requirements. (1) Firstly, it is a "free zone;" that customers can do what they wish to pursue. (2) Secondly, it is highly inclusive and accessible without a formal membership system. (3) Besides, its existence is naturally integrated and not ostentatious. (4) In addition, it often overruns beyond

regular opening hours. (5) Moreover, it gives off an appealing "fun" vibe and (6) provides psychological support and brings comfort to people. (7) Finally, it often engages in "heart to heart" dialogue with each other, i.e., becomes "highly valuable forums"[2]. "Starbucks, the defining brand of "the third space," perfectly meets the requirements in its marketing strategy. In the early stages of its establishment, Starbucks was famous for its different service attitude from other traditional coffee shops globally.

Although Starbucks mainly sold espresso and coffee beans in the early years, the clerks would be very willing to communicate with customers to promote customer loyalty. For example, the shop assistants will enthusiastically exchange their experiences and equipments in making coffee beans with customers. Specifically, they will, patiently instruct new customers to make a bowl of coffee, and actively respond as well as develop new products in the face of customers'

demands [3]. A customer-centered service attitude of Starbucks brand has been established via such a history. The concept and requirements of the "Third Place" are very consistent with this attitude. Although Starbucks rarely sells coffee beans, we can see the embodiment of the "Third Place" from the appearance of every store of Starbucks. Starbucks' decorations primarily use soft materials, i.e., give customers a sense of hospitality with the accompaniment of relaxing music and warm lights. In addition, Starbucks stores are generally located on the first floor of supermarkets/office buildings, i.e., customers will access Starbucks stores to easily initiate friendly interactions with their friends or clients. As the largest consumer market globally, China's coffee market is proliferating every year. The growth of potential customers has spawned much competition that lots of newer coffee brands appear with completely different marketing and operation modes e.g., "Luckin Coffee;". Older coffee brands (e.g., Blue Mountain) are also starting to utilize new methods such as convenience online shopping platforms to attract customers. However, Starbucks has not been suppressed in the fierce competition in recent years but has developed better than before with a high-speed growth. The endurance of Starbucks' continued market dominance is often attributed the "Third Place" marketing strategy, which may have a significant impact on consumer preferences. Therefore, we will focus on the analysis of the marketing model of Starbucks' Third Place cultural experience.

Based on the phenomena and findings above, this paper is concerned about different aspects of the "Third Place" of Starbucks and the marketing models of each "Third Place" aspects. Meanwhile, the paper argues the impacts brought by the marketing model of the "Third Place" cultural experience, the main factors affects the formation of this cultural experience, and impacts on Starbucks' brand management and operation.

The thesis will revolve around the central discussion and analysis of Starbucks®, the most successful coffee brand currently around the world. It will attempt to thoroughly analyse and investigate one of their key marketing strategies. "the third place". This thesis will make use of a collection of a variety of secondary sources and combine this knowledge for the primary method of approach. Thus, the formation, practical uses, and the significant effects of "the third place" marketing strategy will be demonstrated.

2. LITERATURE REVIEW

Contemporarily, there are many researches about the "Third Place", which can be divided in two categories. The first type of research introduces the definition of "Third Place" as well as its impacts on society. The "Third place" is a place where people socially interact with each other, and with the

consumption of coffee in Starbucks' case. Hickman describes that the "third place" performs a vital functional role by providing residents with key recreational facilities, services, amenities, and "goods" as a social space [4] [5]. The second type of research analyzes the effects of the "third place" on consumers. Thompson highlights the broader issue of company image and how the "third place" is easily established in other coffee shops [6]. However, there are seldom researches on cultural experience among lots of experiential marketing studies. The cultural experience is an important category of experience marketing. There are many researches on "experiential marketing strategy" which can be divided into three types. The first type of research introduces the concept of experiential marketing strategy. As proposed by Kai, experiential marketing strategy is a process that achieve customers' spiritual satisfaction by establishing events, scenarios and experience[7]. Moreover, Xinrui stated that experiential marketing strategy aims to prompts customers' recognition and purchasing of a certain product [8]. The second type of research analyses the causes of experiential marketing strategy. Rong suggests that experiential marketing emerged due to the improvement of social economic level and productivity level. Rong introduces the four realistic factors leading to the emergence of experience marketing: the progress of material civilization, the development of technology, the development of market economy, and the increase of leisure time [9]. The third type of research states the advantages of experiential marketing strategy. Rong states that experiential marketing has four advantages: unique products and services, attracting more customers, increasing customers' loyalty, and improving the recognition of brand.. Similarly, Kai stated that the advantage of experiential marketing is the focus of customers' experience [7]. To sum up, the focuses of research on the 'experiential marketing strategy" are definition, causes, and advantages.

Table 1: The corresponding relationship between demand levels and economic times [9]

Self-fulfillment	Advanced docking	Experience economy era
Respect social contact	Intermediate docking	Service economy era
Safety Security	Elementary docking	Commodity economy era

With regard to the research on the "Third Place" and "cultural experience marketing strategy", the studies are extensive. The existing research can be divided into three types. The first type of research defines the relationship between the "Third Place" and cultural experience marketing strategy. For instance, Yan suggested that the "Third Place" is providing the

customers with a comfortable environment to make customers enjoyable and the cultural experience marketing strategy is encouraging a good interactive experience between customers and employees. The combination of both makes a perfect advertisement for Starbucks [10]. Additionally, Bei claims that the "Third Place" is a comfortable environment and the cultural experience marketing is the relaxed atmosphere created by the function of the stores of Starbucks and the nice attitude of service of clerks [11]. The second type of research introduces the influence of the relationship between the "Third Place" and cultural experience marketing strategy. For example, Xinxing demonstrated that Starbucks offers employees humanized welfare to keep them passionate and creative, which form the cultural experience strategy to meet the proposition of "Third Place" [12]. Moreover, Menghan suggests that Starbucks adopts the advertising strategy of "subduing others without fighting" to attract new audiences. Starbucks let customers create cost for each other, which reduces the cost of advertisement [13]. The third type of research presents the implication of the relationship between the "Third Place" and cultural experience marketing strategy. For instance, Xiaoguo claims that Starbucks change their ways of service, e.g., warm stores to better fits customers' needs of "Third Place" [14]. Additionally, Jiaoyue thought that the application of the "Third Place" including gentle music, wood-made furniture, and elegant wall will fulfill the customers' needs for familial affection. Besides, it will be a romantic place with gentle music and elaborate snack, which fulfills the customers' needs for a place of developing romantic relationship [15]. To sum up, researchers concentrate on the definition, influence, and implication of the relationship between the "Third Place" and "cultural experience marketing strategy".

From the existing research, one find that a wide range of "the Third Place" research aimed to define the "Third Place" and explained the specific "Third Place" positioning of Starbucks by qualitative study. Meanwhile, exploratory research is conducted to analyze the marketing model of cultural experience. In detail, it includes the background introduction, the reasons for this marketing model, and the discussed competitive advantages for this business model. Moreover, scholars explored the relationships of "the Third Place" and the cultural experience marketing model from definitions, the impacts and applications. From the common conclusions, most research have explored how the brands built a "Third Place", applied the cultural experience approach and the impacts on customer. It can be found out that customers have a positive perception on the brands which used the "Third Place" as the cultural experience marketing model. It determined the importance of this marketing model for Starbucks. Nevertheless, most of the existing research focuses on the traditional marketing model, and studies

its definition as well as characteristics. Specifically, most researchers focused on the importance of the wider concept of experience marketing model, but there is little detail analysis on the cultural experience, which is trendy and significant part of the experience marketing model. Specific cultural experience marketing model and specific case study method are not touched yet. Making up for the lack of pervious research, this paper takes Starbucks as the research object and explores its unique cultural experience marketing model in order to discuss the characteristics and benefits.

3. THE MAREKTING MODE OF STARBUCKS

Starbucks' marketing strategies are all about the consumer experience. The "Third Place" is one of the most important parts in the experience marketing strategy that has brought insurmountable aid to Starbucks' market performance. Therefore, we need to analyze the current condition of the "Third Place". It is realized that the cultural experience is the main focus of creating the "Third Place". By creating a third space, consumers will have an experiential feeling in such an environment, especially when it comes to cultural experience. This is the most important reason for its unique and successful cultural model. Thus, it is necessary to dig deeper about the current condition about the "Third Place" cultural experience.

3.1. The Evolution of Starbucks' Marketing Strategies

Founded in 1971 in Seattle, Starbucks has grown rapidly since its inception, reaching every continent in the world. Their far-reaching hand will face different challenges due to the innate nature of differing customers and cultures. In this case, regional marketing strategies must be established to increase market share of the coffee market effectively. For example, in China, Starbucks combined an array of strategies to achieve total market dominance as of 2021 [16]. Starbucks China introduces a tea-based drink brand to attract Chinese customers, and also several cultural adaptations to better suit the tastes of their target consumer base. By quickly introducing content to the desired target consumer base, Starbucks quickly gained dominance in the Chinese market. However, the main success is behind the fundamental marketing strategy since 1971: the "third place" for "the people".

Starbucks was able to pick up speed in the seventies and eighties because of their customer-oriented approach, where a company prioritizes the needs of a customer and their satisfaction. Schultz, the founder of Starbucks, firmly believes that "we aren't in the coffee business, serving people. We are in the people business, serving coffee [17]." The germinal position of Starbucks

gave them an initiative to invest in a “third place” approach, i.e., the customer is always comes first. The rigidity of their resolve to maintain their style proved to be effective in setting up their future marketing strategy. The marketing strategy broadened because of this idea, since their strategies can be service-related and not restricted to only product-related. One of the key early strategies of Starbucks’ marketing is the positioning of Starbucks as a coffee shop [18]. Starbucks created new territory on the map and which made it stand out against its competition. By redefining the “third place” and providing top-quality services not previously seen in the market before, Starbucks paved its own path to great success. Starbucks is also well known for their good customer service which is still the case even today.

In terms of recent advancements in marketing strategy, Starbucks has not changed their central idea since the beginning. Starbucks has already created a top-notch and temporarily “unwinnable” brand of coffee. Starbucks has shifted from its already rather passive marketing to even more passive marketing model, relying on alliances e.g., PepsiCo for Starbucks Frappuccino and opening shops in Barnes and Noble [19]. It is at best temporary if Starbucks were to use more of its existing brand image as a selling point and marketing strategy. However, the third place and the improvement of other services may suffice to a resurgence of the growth of Starbucks.

3.2. The current situation of “the Third Place” of Starbucks

Starbucks is the first brand in the catering industry to propose the concept of “third space”. Starbucks divides people’s daily space into home, office and other spaces. Starbucks has created an intermediate state of “non-home, non-office”, which is committed to seizing people’s “third space” [20]. Starbucks’ main goal of creating “third place” is to provide people with a relaxing space in their rapid speed lives. This idea has extremely resonated with consumers and greatly enhanced the user experience. More and more people are now choosing Starbucks’ third space in their leisure time, which has become one of the most popular third spaces among the middle class.

Additionally, Starbucks has integrated the concept of the “third space” throughout the entire corporate management plan and paid special efforts on providing customers a good condition of the third place. Firstly, the music in Starbucks’ Third Space is strictly selected for light music to create a relaxed and comfortable atmosphere in the store. Secondly, the styles and decoration of the third space of Starbucks are diverse. According to different environments and cultures, Starbucks will choose the corresponding decoration style for its third place. For instance the Starbucks store in Guiyang has a strong national flavor while the

Lujiang Road store in Xiamen is located opposite the beautiful Gulangyu Island. This third place integrates the beautiful island and modern style in Xiamen sea area [21]. Starbucks with different styles of the third space will bring customers a different consumption experience and a sense of freshness. Therefore, customers will be intrigue in choosing Starbucks’ third space over other third spaces. Thirdly, Starbucks doesn’t allow take-out food to maintain the quality of the food and drinks served. One of the main reasons is that the taste of food can affect the aroma of coffee. Some coffees use ceramic cups because the ceramic is able to better develop the flavor of the coffee [22]. Starbucks integrated the three aspects of smell, hearing and vision to create a high standard of the third space. These three fixed standards also form the unique logo of Starbucks. Such high standards also attract a lot of consumers and increase the customer loyalty effectively. Whereas, with the increase of more and more third spaces in the market, Starbucks’ third spaces have lost its original advantages to a certain extent in recent years. Starbucks should improve and keep up with people’s demand for third spaces in time.

3.3. The current situation of the experience of “the Third Place” of Starbucks

Cultural experience is an essential part of experience marketing strategy. According to Ref. [23], cultural experience is designed by enterprises in order to meet the inner need of consumers. During the selling process, brands plan and design a theme which aims to make consumers experience the value of the merchandises and brand connotation. Brands convey the message of core strength, values, service and industrial quality to customers through experiencing the “added value” of cultural experience in order to enhance the competitiveness [23]. Similarly, Xing points out that the application of cultural experience can be reflected as creating a suitable theme, protruding the cultural design of the products, selling environment and regional cultural characteristics [24]. Firstly, cultural theme is a cultural system which is able to emphasize the brand image of quality experience. Cultural design of the merchandise is referred to brands add cultural quality and specify the “added value” when designing the products. Besides, cultural atmosphere is used by the brand to provide the spiritual pursuit through the well-designed environment (e.g. decoration, displays) for the sake of stimulating customers emphasizing emotions. At the same time, retailers will consider the regional factor, which means that they will develop different themes to different areas according to the different cultural features.

Based on the current situation of Starbucks’ third space mentioned above, it can be found that Starbucks has created a relatively comprehensive cultural

experience marketing system. The “Third Place” of Starbucks is a cultural theme, which offers a guide line for retail marketing activities. As Jia Can said in Ref. [25], Starbucks embeds cultural atmosphere from product development to advertising. It enables consumers to obtain cultural experience and spiritual satisfaction while acquiring product entities. Starbucks pays more attention to the emotional, aesthetic, symbolic and other cultural values of products and demands [25]. Besides, Starbucks creates a relaxed and casual atmosphere through the decoration style and selected music mentioned above. More importantly, as mentioned above, even Starbucks in China are decorated variously. Since the company considers and integrates local culture according to the differences in regional culture, it creates emotional resonance with consumers. In general, Starbucks creates a relatively comprehensive system for cultural experience. This marketing model transcends material utility and gains cultural and spiritual value. Starbucks has changed from selling coffee to conferring cultural connotations of enjoying coffee. In other words, it turns coffee drinking into a kind of culture and allows consumers to experience value beyond the product in the consumption process of Starbucks.

4. ANALYSIS OF CULTURAL EXPERIENCE IN THE THIRD SPACE OF STARBUCKS

4.1. The interpretative analysis of the style experience in Starbucks

‘Style’ usually means the look and feel of this place when describing a place. ‘Style experience’ refers to the style experience that the surrounding environment brings to the parties through unique features or specific designs during the process of an activity. Starbucks has created a distinctive third space for consumers at the level of style experience. Generally speaking, style experience should include visual, auditory and olfactory aspects.

Starbucks excels at visually creating a stylish experience for consumers. Starbucks is known to change the interior and exterior decoration according to the overall style of the environment in different areas to better integrate into the local environment [26]. Taking the flagship store of Starbucks in the Puxi Urban Best Practice Area of Shanghai World Expo as an example, Starbucks designed the building shape into a simple glass square box and set the interface facing the park as a huge floor-to-ceiling glass. The aim is to fit the modern style and entertainment experience atmosphere of this cultural and creative block. This design meets the needs of consumers to enjoy the delicious coffee while appreciating the beautiful scenery outside, i.e., customers will get the best visual enjoyment and enjoy the

exquisite style experience. The unique design makes it difficult for customers to have a similar experience elsewhere, which ultimately attracts a loyal customer base that enjoys the Starbucks design style. Through such design, Starbucks can let consumers get the best visual enjoyment as well as, bring consumers exquisite style experience.

In the auditory style experience design, Starbucks is also very outstanding. Starbucks makes use of its self-developed music (e.g., the commonly heard baroque music), which has a strong sense of rhythm to arouse people's emotions. As a consequence, people enjoy the leisure feeling brought by the “third space”, which enhances consumers' loyalty and infatuated degree to the Starbucks environment [27]. By means of playing music, Starbucks has created a romantic and beautiful style experience for consumers. In this kind of relaxing experience, consumers are able to enjoy a comfortable time, which has virtually become a way for Starbucks to establish its unique brand image.

From the olfactory observation of Starbucks' style experience, it is not difficult to find that Starbucks attaches great importance to the smell of the store environment. No matter where we are, whenever we open the door of Starbucks, we can smell the strong aroma of coffee. Martin Lindstrom has studied and pointed out that “75 per cent of human emotions are generated by smell” [28]. The odor-receiving part of the nose cuts an unobstructed path to the limbic system (an area of the brain that controls emotion, memory and happiness) during smelling. Through these regulations, Starbucks has created a pure space for consumers to taste coffee, allowing consumers to have a beautiful and exquisite style experience.

4.2. The interpretative analysis of the emotional experience in Starbucks

Emotional experience means that in the process of marketing, the seller should touch the inner feelings of consumers and create emotional experience by resonating with them. Starbucks has created a new third space for consumers in terms of emotional experience. In other words, besides your office and home, Starbucks can give you another place to enjoy life and a place to place your emotions [29]. No matter whether they care for customers' humanity, trust and proper care, they can heighten a unique situational experience of Starbucks.

There are many examples for Starbucks humanly treating to its customers. For example, they will have a buffet area for the ingredients. The autonomous station is very convenient and fast for consumers. They will provide self-help items (e.g., straws) to go with various drinks, brown and white sugar, hand-carried reusable bags, heat-resistant coasters and napkin. This is a very personal area, because some of the customers are a little

bit nerdier. Besides, they might want to double the brown sugar or there are environmentalists who may protect the environment by not using straws. These are the rights of consumers to choose. Starbucks' emotional experience of this kind of human interest will more attract consumers' consumption desire. People feel like they're being cared for or taken care of every time they walk to the Starbucks buffet. If this feeling continues, customers will become dependent on Starbucks for its service and want to be cared for again.

The emotional experience of Starbucks is also reflected in its sense of trust with its customers. Starbucks launched a customer satisfaction questionnaire on social media to collect consumers' consumption experience and effective suggestions, i.e., consumers could better participate in the construction of drinks and Starbucks culture. Meanwhile, it is also a reflection of Starbucks' sense of trust to consumers. In addition, Starbucks has also set up a feedback card for customers' opinions [30], i.e., obtains timely feedback information from consumers to improve the cultural experience based on consumers' opinions. Every time Starbucks collects experiential information, consumers will feel trusted or preferred. As a result, they may be more careful to fill in the questionnaire in turn. This will make the quality of Starbucks drinks and the customer experience better and better.

Starbucks' proper concern for customers is an indispensable part of the emotional experience. When they are face of different customer groups, Starbucks clerks will recommend drinks suitable for customers according to their different preferences. Moreover, cashier orders will write the customer's name on the cup when a for a customer. In addition, the shop assistant will write birthday wishes and sweet words on the cup wall when a customer buys a drink on a birthday. Such a deep concern for the consumer experience is a great enjoyment. When consumers receive a drink filled with birthday wishes, they will feel that Starbucks is a coffee shop with human feelings. Furthermore, their favorable degree to Starbucks will also rise straight every time that consumers receive high-quality service experience and proper care.

4.3. The interpretative analysis of the service experience in Starbucks

The high quality of the service experience is an important step in experiential marketing. This strategy offers customers service that allows customers to watch the producing process of products and try the products in a comfortable way. Therefore, customers can perceive the products in a way of judge independently, which increases the satisfaction of customers about the products and the service [31]. Hence, customers' brand will increase, which creates a long-term way of getting the heart of customers. Generally, Starbucks' service

experience includes three aspects: service attitude, high level of professionalism of staffs, and considerate heart toward customers.

The service attitude is one of the key factors that determine the success of the service experience in Starbucks. In most stores of the Starbucks, there will be six staffs in the counter. Two of them are in charge of helping customers order their coffee, three of them are in charge of making coffee, and one of them will be in charge of fulfilling customers' needs of carrying coffee. Since it shows the whole process of making coffee, customers feel comfortable about watching the producing process and proud about the ways of service of Starbucks on account of the transparency of the Starbucks' service in the counter. Then, customers will bring their families and friends to the Starbucks if they have needs of an elegant and peaceful place. The families and friends of the customers will also feel impressive and surprised about the great memory of the menu from the two staffs in the front of the counter, the high efficiency of making coffee of the six employees, and humanized package of the coffee. In this case, it strengthens customers' recognition about Starbucks and increases the popularity of Starbucks. With the augment of sales, Starbucks can hire more employees while providing them with professional training. Thus, it makes customers feel impressive about the service experience every time when they order their coffee. Since the counter leaves the most impressive impression to the customers, customers have the highest chance to come back purchasing if their first impression about the counter's experience is good.

The high level of professionalism of staffs contributes to the effectiveness of service experience. Siyuan states that general employees can serve in Starbucks only after receiving professional training [32]. The training contents include the cultural influence of the enterprise, the way of coffee mixing, and the skills of serving customers. With this rule, the employees who work in the stores of the Starbucks are well-trained and offer customers high-quality customer experience by communicating patiently and sincerely with customers and meeting their needs considerately. Thus, the customers feel trustworthy purchasing in Starbucks and willing to introduce Starbucks to more customers, which makes customers themselves as advertisement of the Starbucks. Accordingly, Starbucks save high amount of fund from advertisement. Thus, it is able to fund more on the training program of employees to meet the needs of different markets, which increases the competitiveness of Starbucks and achieves high level of sales increment in every regional market.

Last but not least, considerate heart toward customers is important for creating good service experience. According to Ref. [33], the first requirement in the training book for Starbucks' staffs is respecting

each other. Besides, staffs are required to make eye contact with their customers to form connections between customers and staffs. When employees of the Starbucks communicates with customers, customers feel respect and tender about the attitude of employees owing to eye contact. It makes customers feel close but not embarrassed, i.e., meets their needs of making personalized coffee or changing the environment to feel comfortable. Hence, customers feel more humanized and favorable about the Starbucks' service and potentially its coffee products. Moreover, this kind of favor encourages them to choose to meet other people, (e.g. friends or clients) in Starbucks. These friends or clients of customers become potential customers of Starbucks and they can feel the friendly and considerate atmosphere of stores of Starbucks, which introduce more potential customers to Starbucks. Therefore, Starbucks' sales increases in a high rate every year that results in more funds to develop itself in a better way to attract more customers. This is a positive feedback of which increases the sales for Starbucks every year.

5. CONCLUSION

In the process of the previous studies, there are some deficiencies, which still needs to be improved. From the perspective of research methods, the data in this paper are mainly from secondary data, which may not be so accurate and comprehensive in data collection. This will interfere with our specific conduct analysis in the later stage, and may bring a certain impact on our conclusions. With regard to marketing strategy of Starbucks, our information is superficial. As for the reasons and intentions behind such strategy, we cannot get in-depth information without establishing direct contact with the management of Starbucks. In addition, from the aspect of processing and analysis the resource, we cannot deeply explore the generation for each dimension of cultural experience step by step. For example, we are unable to investigate the impacts of cultural experience on consumers' psychology and roles for consumers' sense of identity with Starbucks. Furthermore, we are short of firsthand data from consumers, which may bring a certain impact on our conclusions.

After the previous analysis and demonstration, this paper draws the following conclusions. The style experience, emotional experience, and service experience of Starbucks are analysed through exploring the condition of the "Third Place" strategy. The "third place" marketing strategy that Starbucks employed since the beginning has proven vital to the great success of the company. The strategy provided a unique platform and selling point for Starbucks that can be modelled and redefined to better suit the customer. The "third place" strategy permits the composing of new experiences, e.g., visual experiences, emotional

experiences, and olfactory experiences. These experiences allow Starbucks to become unique, exceptional, and ultimately standardized as they are reciprocated throughout every chain in the world. Besides, 'Style experience' of Starbucks is a unique publicity method, which is conducive to attracting more customers because of its special first impression of customers. Therefore, Starbucks can hold their dominant status as the coffee shop that not only produces coffee but also offer great experience to the customers. Customers will feel a sense of priority and proud about purchasing Starbucks, which largely increases the Starbucks' sales every year. Among the many experiences of Starbucks, emotional experience is an indispensable part. This means that in the process of Starbucks marketing, stores need to touch consumers' inner feelings and resonate with consumers to create emotional experience. In this case, Starbucks' experience of customers become more enjoyable and relaxed, which meets the customers' needs for a place of emotional recharge. Customers will promote this kind of emotional experience to their friends and families, which reduces huge amount of cost of advertisement. Service experience is the customers' experience of the service and high-quality experience is important for creating cultural experience marketing strategy. High-quality service experience can attract more customers, increases the sales, the recognition and popularity of the brand, which reduces the cost of advertisement. It is a long-term benefit for Starbucks that saves more funds to focus on developing better service, which i.e., creates a positive circle for developing the business in a better way.

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