

5 Reasons Why Starbucks is Popular Among Millennials Coffee fuels us at any time of the day may it be a hot brew in the morning as a starter, your favorite latte in the afternoon to energize you, or a double shot espresso to keep you on-the-ball during your graveyard shift. Warm greetings and treats even from afar Another more interesting feature of the mobile app and the website is the option for gift cards wherein they could gift amount to their friends and at the same time could attach digital gift cards with statements "For my forever friend," "You're the best, just sayin'," "You're my hero," "Couldn't do it without you," "Happy Birthday. I got you coffee," and many other good wishes that the millennials could choose from. Being a limited edition and can only be ours through sticker collection make us want them even more, so as the month of November approaches, which means planner season in Starbucks, we are so caffeinated in collecting stickers to get our planner or organizer. Their mobile app and social media accounts enable their consumers to share their coffee interests and with just one click away, they could effortlessly engage the millennials to advertise their products. Qualifying products that will be uploaded on Starbucks app are equivalent to stars which can be redeemed for rewards like free food, drinks, and other purchases. Customers could also pay through the app so instead of shelling out money for a wallet, you could see millennials taking out their mobile phones from their pockets and get the codes scanned by Starbucks registers. Millennials love rewards and freebies, plus the convenience of going digital, so it is not surprising that we always find them regularly visiting this coffeehouse. Before, many people mock those who love to post those cups with that green double-tailed mermaid because they consider Starbucks as a mere status symbol for those who want to join the hype. The Starbucks baristas' artistry could serve you the most perfect handcrafted cup of coffee as well as the weirdest beverage recipe that you want to request. Generosity in giving rewards Compared to other brands, Starbucks is more generous in giving rewards which engage millennials even more in buying coffee regularly.*** Millennials do not usually have time to make coffee at home and since Starbucks stores are strategically located near universities and workplaces, it serves as a to-go coffee shop for those who are in a hurry. Penetration to digital world The coffee company really knows how to capture their target market that is why they delved into the use of technology to engage more millennials. Ambience and cafe's simple yet elegant design Undeniably, there is something inviting with the ambience as you walk into a Starbucks store, aside from the irresistible aroma of their coffee. Older people are known to be more indulged in consuming coffee but nowadays, even millennials are so into it. The difference is that Generation Y prefers away-from-home coffee rather than home-made or instant. If it weren't just for a social media bandwagon, then why is Generation Y going crazy over a cup of coffee from Starbucks despite the presence of cheaper brands out there? For many reasons, its popularity becomes consistent, and no coffee brand could even come close to its supremacy among millennials. 1.2.3.4.5.