The Worldwide Brand's Digital Marketing Strategy That Considers the Characteristics of Modern Customers – A Research Involving Blue Bottle Firm

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Abstract. Blue Bottle uses digital marketing as a marketing method based on the Internet that aims to interact with the target audience through online channels, promote products, services or their brands, and achieve marketing goals. Digital marketing provides a more precise, real-time, quantifiable way to engage potential customers, build brand recognition, and increase sales and customer loyalty. This article analyzes contemporary consumer characteristics and leverages social media to explain how Blue Bottle Coffee uses digital marketing to build and spread its brand concept and story. Blue Bottle has managed to stand out in the highly competitive coffee market. The digital strategy successfully leverages digital channels to strengthen the emotional connection between consumers and brands. Through its approach aligned with the preferences and values of the modern consumer, Blue Bottle embodies the success of a global brand, emphasizing quality, simplicity, and the pursuit of practical and emotional well-being in everyday coffee rituals.

Keywords: blue bottle, digital marketing, brand

1 INTRODUCTION

Blue Bottle is one of the specialty coffee brands that emerged in the third wave in 2002 and the brand transformed its traditional marketing strategy to the new digital marketing strategy to build a coffee brand that shows simple and high-quality coffee. In digital marketing strategy, Blue Bottle has played the role of high-quality producer, which instills the concept of specialty coffee and captures their global potential customers.

1.1 History and Development of the Company

The main tenets of the 4 waves of the coffee industry: are coffee production, sustainable development, and comprehensive taste [1]. Blue Bottle was found by James Freeman. At the beginning, Blue Bottle just was a small, artisanal coffee roastery in the garage. What's more, the founder is a coffee lover, and the name of the brand was focused on the perfect cup of coffee. Due to the founder's extreme pursuit and passion, the blue

bottle allowed for further expansion. In 2019, Nestlé, a coffee company that emerged in second-coffee wave, acquired a majority stake in Blue Bottle. With the help of Nestlé, Blue Bottle can better convey and show brand characteristic-quality, sustainability, and using an artisanal approach to make coffee.

1.2   Brand Positioning and Core Value

Blue Bottle's brand positioning is built on emphasizing the concept of high-quality coffee beans, and they advocate minimalism and simplicity. At the same time, they also pay more attention to the way how to make and brew one cup of tasteful coffee. They are committed to bringing out the natural flavor of coffee beans. In addition, Blue Bottle shows the concept that the maximum life of the products produced is 12 hours This means that products and services cannot be cheap, given the prices for resources and goods in the domestic market [2]. This means that they focus on high-level route, which demonstrate their core value of emphasizing the high-quality.

In this study, the author will analyze Blue Bottle how to utilize its brand positioning and core values to communicate with its customers and capture their potential audiences in digital marketing.

2   DIGITAL MARKETING

Digital marketing is a new way to capture abundant consumers by using smartphones through the internet. The emphasis on promoting has become less important than communicating. It includes various online channels and platforms to connect customers. It allowed businesses to attract customers with a minimal cost and get a higher level of efficiency in communicating with customers than more traditional media. What's more, it helps small companies to develop their brands and businesses, not only relevant for large firms. Therefore, it is important for companies to have a well-around strategy to attract their fans more easily via social media. Going further, Blue Bottle is able to build stronger relationships and bring more consistent profits.

3   DIGITAL MARKETING OF BLUE BOTTLE

With the advanced development of the internet, more and more people began to change their mode of communication. This is because spatial distance is gradually reducing with the digital transformational era. The one of most meaningful steps is to identify the consumer characteristics, which will directly reflect the society standard and the maturity of the society they are a part of. But the difference in consumption is particularly significant. compared to past generation, they deemed functionality and benefits of products, however, Contemporary consumers place greater value on the special bond they have with a product. Modern customers are often known to be more temperamental, less loyal, more self-absorbed, more socially aware, and more experience-oriented

[1]. So, the characteristics of the modern customer can be presented as six factors, including saturation of information, the preciousness of everyday life, being experienced-oriented, the consumption of culture, emotional solidarity, and expression of identity [3].

During the information era, consumers had more passion to express their identities and personalities, moreover, modern consumers prefer brands that create a unique sense to express their attitude of life. Blue Bottle fully catches the characteristics of modern consumers, the company delivers and shows precious life through hand-make coffee. Accordingly, this study will introduce the six factors to explain Blue bottles how to build a brand depending on the characteristics of modern consumers.

3.1   Saturation of Information

In the midst of such saturated information, modern consumers' sensibilities have become more meticulous and diverse. What's more, with the help of social media, The cumulative experience that consumers have had with options has enhanced their capacity to compare things and fortified their senses, making modern consumers even more discerning and perceptive. Thus, in the digital marketing of Blue Bottle, they use social platforms to evoke emotional resonance. They will create a series of videos and blog stories to present their customers' coffee experience, such as working or traveling, which will allow customers to share their emotional connection to coffee, furthermore, reflected in the brand.

3.2   Preciousness of Everyday Life

In the competitive world, modern consumers are expected to shorten work hours and increase leisure time, By consuming the goods of their choice or exploring the world to enrich their lives, they strive for practical happiness. So Blue Bottle creates an extraordinary coffee experience and brings the practical happiness that they identified in customers' daily coffee routines, efficiency, convenience, and quality.

In the point of efficiency, they streamline the coffee process, simplify the process of coffee preparation, and prepare the pre-ground coffee packs to reduce time-consuming for consumers, especially when they are busy mornings on weekdays. Also, about convenience, Blue Bottle provides an application to allow consumers to order more convenience, and they operate a well-functional website to offer convenience chance for consumers from all over the world. The most important is quality. The delivery of each cup of coffee will be the highest standards, de satisfying and delightful experience for customers.

3.3   Expression of Identity

In this context, scholars have focused attention on consumer culture, recognizing that consumption is a key arena for the construction of identities in contemporary society [4]. Modern consumers satisfy their needs and show their identity and position in society through consumption and they reinforce their self-perception by identifying their

own image and it will be reflected by the brand [2]. So as modern customers, through consumption, they will fulfill their need to demonstrate their identity and social standing, and they strengthen their self-perception by consumpting commodities to define their own image. The act of consumption is not only regarded as a commodity, but also it is a kind of self-expression. Blue Bottle also has its own self-definition to generate common sense with its customers. Blue Bottle Coffee is a minimalist fanatic who is purely looking for pure flavored coffee, but he is also a lover of respect for history, which is evident from the location of Blue Bottle Coffee, it is also a sustainable environmentalist, they cooperate with farmers who commit themselves to produce coffee bean environmentally friendly.

3.4   Consumption of Culture

They emphasize the ritual sense of handmade coffee, just like the brand claims to experience the best of what coffee has to coffee, to enhance the experience. Whether it is from the raw materials or from the coffee-related peripheral products, it can be found that Blue Bottle Coffee presents consumers with an image of a refined minimalist, so as to establish emotional solidarity by spreading the culture through social media.

3.5   Expression of Identify

The act of consumption regarding modern consumers is not only the consumption of commodities but also a means of self-expression [4]. According to research on Blue Bottle, the customer group of Blue Bottle Coffee is generally middle- and high-income coffee lovers, people with high cultural quality, who like to taste different types of coffee beans, they pay attention to the origin and roasting degree of coffee and pursue higher coffee quality. At the same time, they express themselves on that same point and create simple images with language that elegant text that fits the brand image.

3.6   Emotional Solidarity

Most modern customers will accept the product owning multi-dimensional consumption. Moreover, they always were influenced by social groups, and The reference group provides some points of comparison to consumers about their behavior, lifestyle, or habits [5]. They always consume products that can generate the best value or are most suitable for customers in their social group. In order to build stronger relationships, modern customers look for emotional support that is centered on social value and sustainability.

4   ONLINE PLATFORM

The online platform is an important communication platform for digital marketing. In the platform,the companies can sign up their official accounts and carry out promotion activities to attract more potential customers and build an atmosphere that the enterprise

wants to express by posting images, blogs or videos. With the advance of the internet, Instagram is an iconic online platform in digital marketing. The reason for choosing Instagram as a marketing communication medium is because Instagram plays on visual language and words, which have the strongest binding power among other social media, and are used as an opportunity to maintain consumer loyalty [6].

The Instagram application is a digital marketing tool to disseminate promotional messages to customers in a quick and cheaper way. In this digital world, almost all companies or influencers utilize social media to convey information, persuade potential customers, and offer products to customers. Furthermore, For Blue Bottle Coffe, Instagram is a tool that this brand frequently uses for marketing communication. As a coffee shop that follows the trends of social media technology, Bule Bottle uses digital tools to build a brand and promote its products to customers. Importantly, Instagram also has a strong bonding strength compared to other social media through Instagram features that prioritize visual communication can attract users to linger access to the application tool [7].

The study examines whether Blue Bottle's use of Instagram as one of its social media platforms is successful in projecting a strong and vibrant brand image through the use of both visual language and text. Marketing experts tend to use the term "engagement" in the context of social media to describe active behaviors such as "liking," commenting, and sharing [8].

Moreover, in visual communication, users have a current habit- when they try to find something, they must see from the visual form. Before editing the content and form of messages, first, the target market segment must be selected. Because consumers in the target market have similar favors and consumption behavior. Marketers should design the content of messages depending on alike background characteristics to attract a wider range of Internet customers.

On the internet, Blue Bottle wants to build a coffee brand with close and familiar to consumers. Social media audits originated out of the need for businesses to listen to what the online community is saying about their brand, they will be active with their customers online and launch some interesting posts to avert online customers off-line [9].In this educational progress, they recognized baristas will be good communicators. because professorial baristas will emerge a specialty and high-quality coffee, for example, when consumers come to the coffee store and can't make up their minds after reading the menu, the barista's advice plays a key role in determining whether the customer has a good experience. At the same time, the educational activities can also allow customers to learn more about coffee, love coffee more, and better reflect the professionalism and sophistication of the brand.

Besides that, Blue Bottle is known as a place that has a simplicity and historical atmosphere with a unique coffee concept in choosing different places. Using digital marketing, with antique pictures and elegant language to create a comfortable environment to capture customers and to present a sophisticated brand image, which will convert online traffic into offline traffic, and attract more people to the store for coffee, enhance the customer experience.

Equally important is the interaction with followers on social media. They host user-generated content campaigns where users show off images of themselves drinking coffee and encourage followers to share their coffee experiences. For example, the office account will invite them to post photos of their morning coffee rituals using specific hashtags. Quote and provoke users to comment for an immersive experience.

In conclusion, on Instagram, photos are regarded as a visual commodity, it creates forms, and the message can attract visitors to view the brand home page to market its products and get consumer more leverage. The content is product content, atmosphere, and consumers who come the digital marketing strategy of a global brand demonstrates the consistency of brand building and corporate culture building [10].

5   CONCLUSION

In conclusion, taking the Blue Bottle Coffee case study as an example, Blue Bottle cleverly leverages digital channels to cater to a modern customer base full of information, seeking practical happiness, and craving emotional connection.

The study highlights how Blue Bottle uses digital marketing to create a brand identity and a brand story that not only resonates with the real needs of contemporary customers, but also injects a dose of everyday joy into their daily coffee habits.

In addition, the emotional dimension of a brand's identity has been cleverly incorporated into its digital marketing, fostering a deep sense of connection and engagement. Blue Bottle is committed to storytelling and building emotional bonds with customers that go far beyond business transactions.

Essentially, the study of Blue Bottle Coffee's digital marketing strategy highlights the need for global brands to adapt and evolve in response to the changing characteristics and expectations of their customers. In an era of information saturation, convenience-driven consumption, and emotional resonance, brands must not only provide product quality, but also establish authentic emotional connections. Blue Bottle's success in brand building provides valuable insights for businesses seeking to resonate with the modern global consumer.

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