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Evaluation for the article “Starbucks vs. Its Addicts”

This piece of news discusses Starbucks’ brand loyalty and its price fixing. The author presents convincing evidence for his arguments of Starbucks’ power over its consumers. Starbucks coffee’s popularity is an indisputable fact in today’s American society. Due to its consumers’ brand loyalty, similar to the lecture’s example of branded drugs, Starbucks coffee has a more inelastic demand than other coffee brands. Hence, it dares to raise the price on its already expensive coffee. We as consumers are so addicted to not only the caffeine, but also Starbucks’ brand name that we are ready to pay irrationally high prices. Starbucks certainly takes advantage of our addiction and makes a higher profit off its loyal consumers. The exponential growth we saw in Starbucks, with its local stores spurring in every street corner, proves our addiction and vulnerability as consumers. It has almost become a monopoly, like the Microsoft of coffee industry. With this power, it has the stakes to keep raising its product prices.