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Campus Café Consumer Trends

Rob Sleight

Binghamton University--SUNY

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Title: Campus Café Consumer Trends

PRESENTER:

Robert Sleight

BACKGROUND:

Coffee for many people is fundamental for a productive day. In this study, I aim to determine a correlation between emotional response and consumer trends using a Z-score analysis. This will determine if it is plausible that certain cafes on campus fuel an emotional response to coffee consumption.

METHODS

1. Collected data on café consumer decisions from survey
2. Ran Z-score tests to determine if the trend is statistically significant.
3. Analyzed each significant trend to draw connections.

Discussion:

- Mood affected Starbucks customers tended to go to Starbucks for taste, while everywhere else, people went because of the convenient location
- Every Starbucks participant purchased coffee.
- While no one answered “brand” as a motive for going to Starbucks, the presence of immense mood responses may signify subtle branding.

Initial Results Suggest that Binghamton University Students that Purchase Starbucks Coffee may be Motivated by an Emotional Response to Coffee Consumption

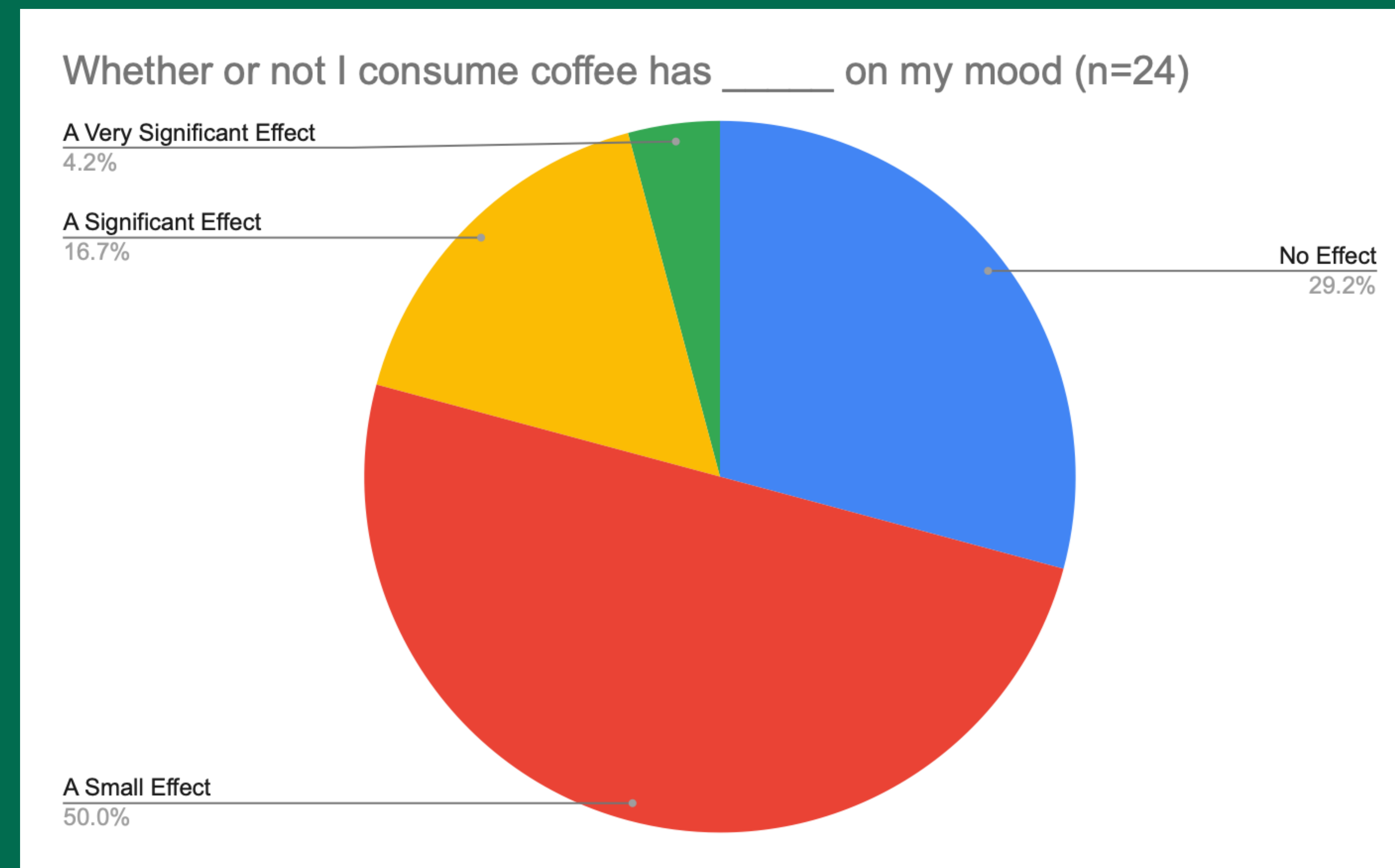


Figure 1. Survey of mood effects on those who purchased Starbucks coffee. When compared to Dunkin', Einstein's, and Jazzman's, the number of Starbucks Customers that experienced mood effects was 2.751 Standard Deviations above the average in this survey.



← Full Data Set

Graphs

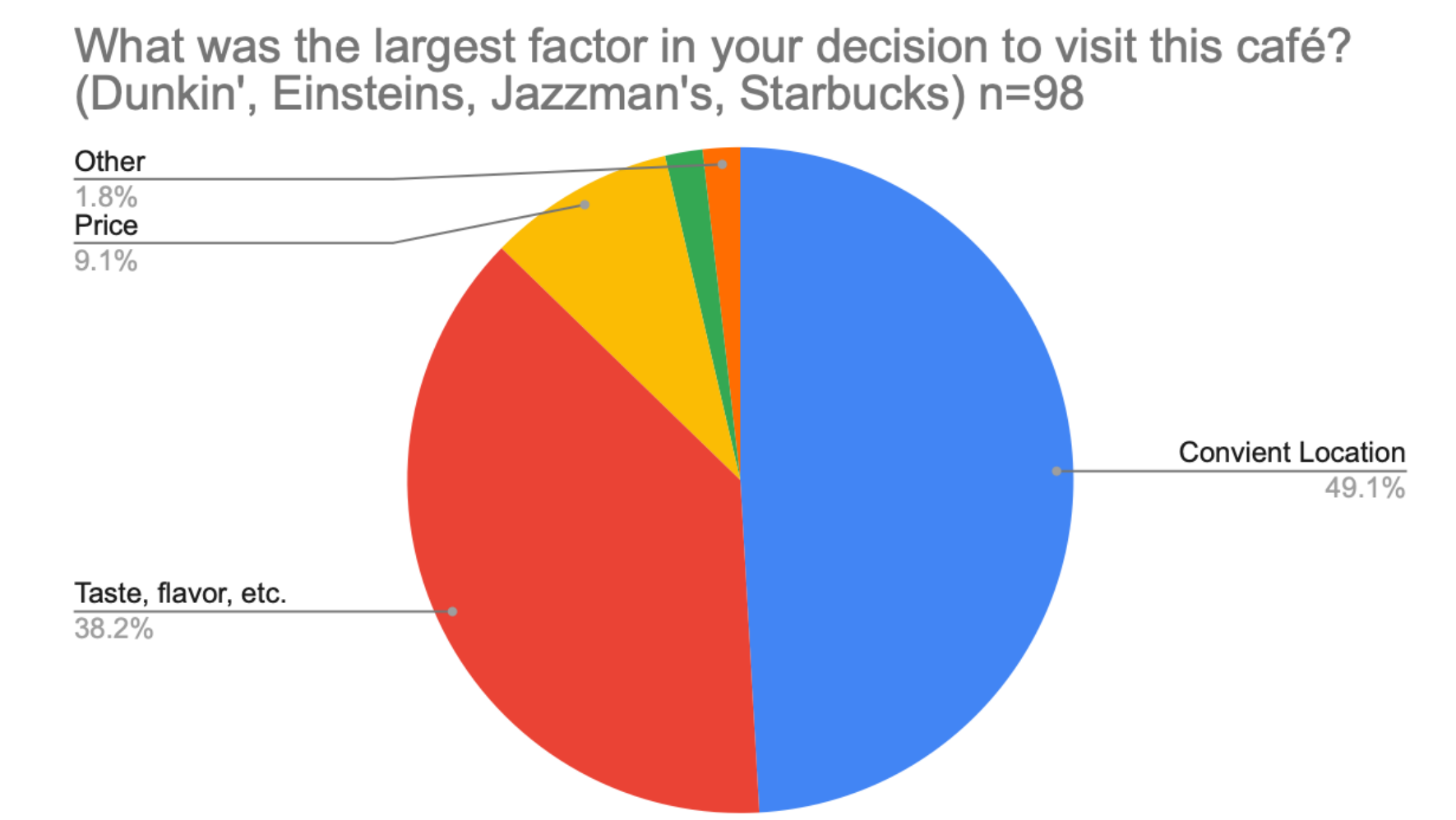


Figure 2

Motive for visiting Starbucks of mood affected participants n=17

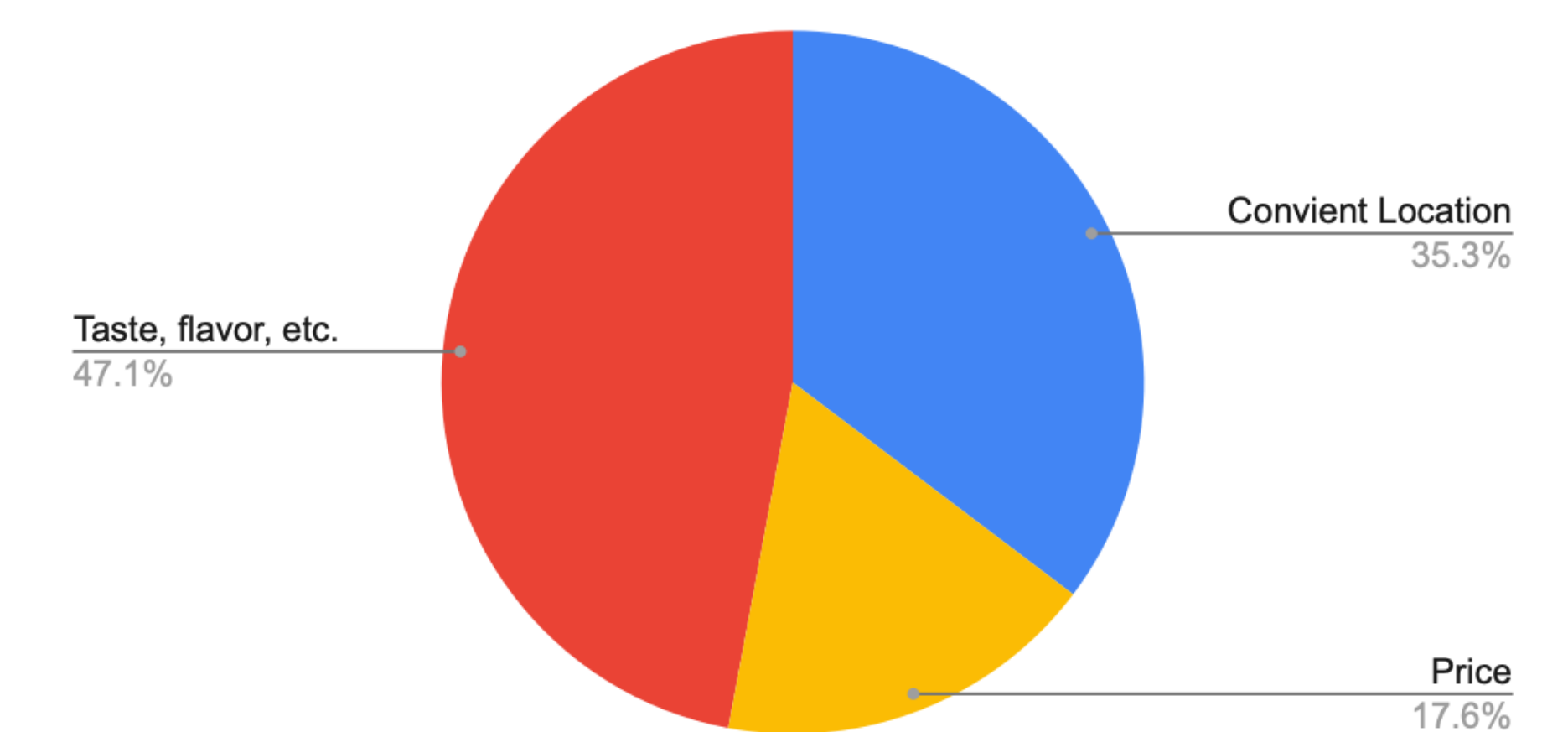


Figure 3. Z=2.751.

Did you purchase coffee or food? (Dunkin', Einsteins, Jazzman's, Starbucks) n=98

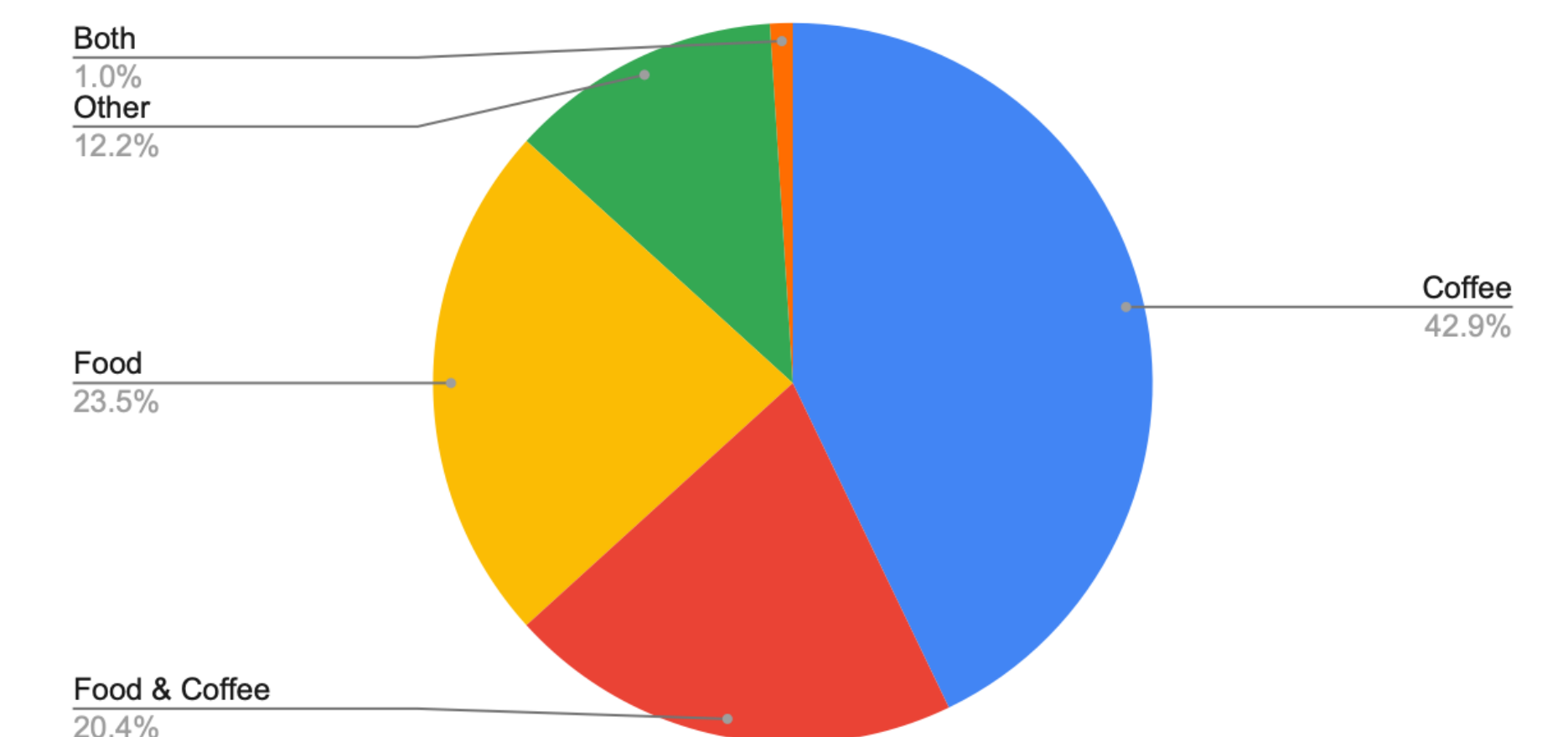


Figure 4

Count of Starbucks Purchase n=24

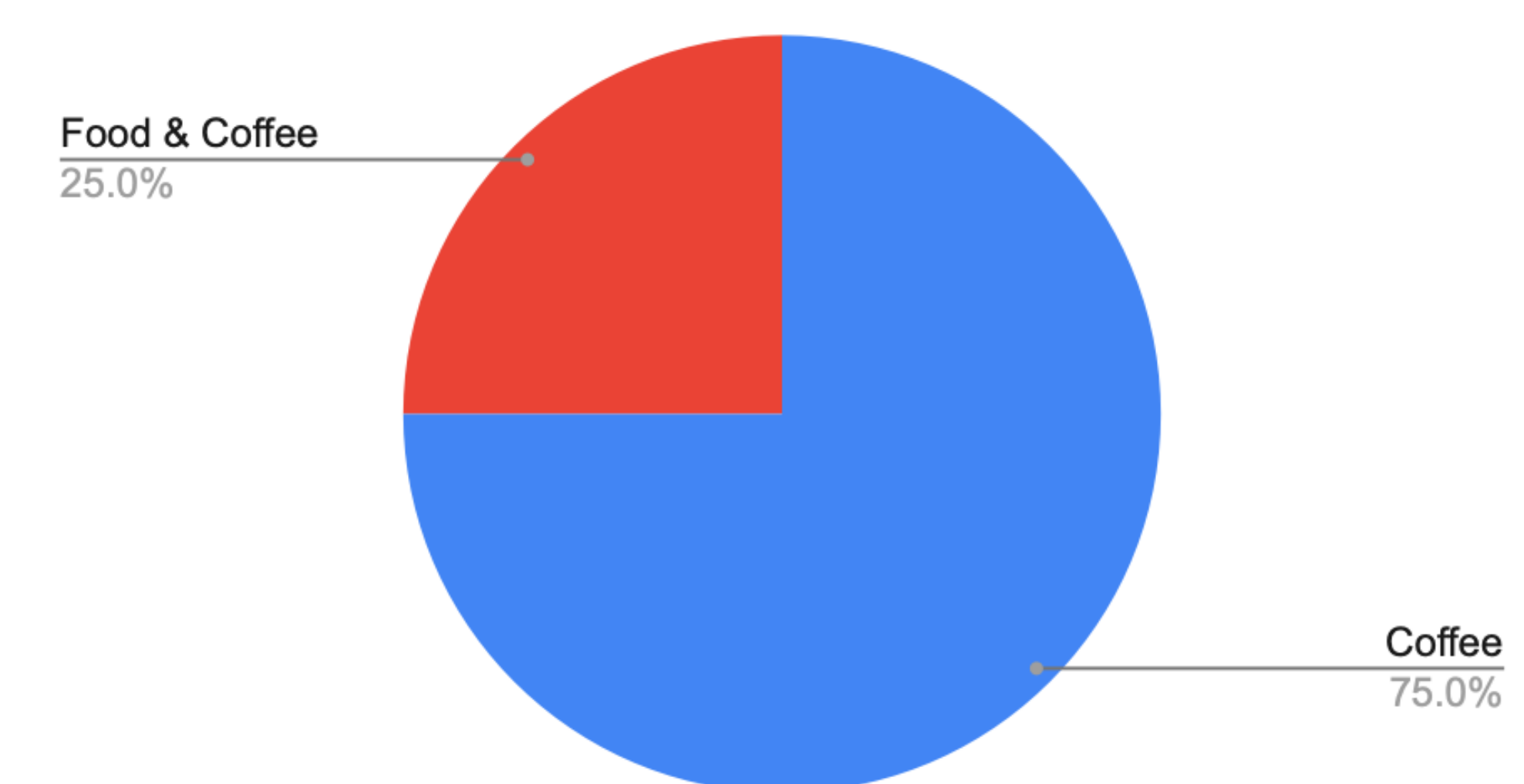


Figure 5. Z=5.275