College students and Starbucks

Factors that Drive College Students on Brand Choices while Purchasing Coffee Products

Nick Telesmanic, Deniz Adiguzel, Saniya Dattatraya, Aigerim Irisbekova

College of Communication, Boston University

Dr. Michael Elasmar

December 8, 2022

TABLE OF CONTENTS

I. Introduction

The purpose of this research is to assist the client Starbucks in solving the problem of how to increase coffee sales among college students. To reach this goal, the following research question was proposed: What influences college students to buy Starbucks coffee? This focus will be the center of the entire research.

The background data will be presented initially, along with information about Starbucks, its competition, and the coffee industry. The subsequent step will be a literature review to find potential drivers that could influence college students' brand choices while purchasing coffee. Those potential elements will be the research subject using experimental marketing, survey, and data analytics to gather insights, after which recommendations will be given to the client.

II. The Client. The Competition. The Industry.

The Client

Starbucks is a global coffee and cafe chain focused on providing high-quality coffee to uplift the people in their communities (Starbucks Official Website, 2022). Our research will focus on the coffee house's appeal to a college-aged audience aged 18-25. Starbucks was founded in 1971 in Seattle, Washington, focusing on providing its communities with coffee flavors worldwide. In 1982 young entrepreneur Howard Schultz—currently the CEO—was drawn in by the company's coffee taste and joined the company. By 1987 the company had begun its expansion into a global chain and would start opening stores outside of North America by 1996 (Starbucks Official Website, 2022).

Financially, Starbucks has seen a 23.6% increase in its revenues from 2020 to 2021 (MarketLine, 2022). Its high liquidity value in the market creates a strength that grants the company flexibility to "capture potential opportunities rising in the market" (MarketLine, 2022, p.4).

The Competition

Starbucks' main competitors lie in the "quick-service restaurant sector and ready-to-drink coffee beverage market" (MarketLine, 2022, p.7). These competitors include coffee-focused chains such as Dunkin' Donuts and established fast food companies such as Mcdonalds', which has created its own specialty coffee brew via McCafe (MarketLine, 2022).

Dunkin' is a quick-service coffee restaurant headquartered in Canton, Massachusetts. It has over 10,901 franchised restaurants worldwide and is the parent company of the ice cream store Baskin' Robbins (MarketLine, 2021). While some say that its coffee quality is inferior to Starbucks, its strength lies in its low-cost compared to its competitors (MarketLine, 2021). Dunkin' has also invested heavily in its digital products, creating a

rewards program for ordering coffee on its app and creating its first digital-ordering-only store in 2021 (Mintel, 2022).

Headquartered in Saint Louis, Missouri, Panera Bread is a bakery-cafe hybrid store that serves food, drinks, and specialty coffee in a sit-down cafe environment. Its presence is vital in the retail bakery-cafe space and helps it stand out from its competitors (MarketLine, 2014). Similar to Dunkin' and Starbucks, Panera Bread has a rewards-based mobile-ordering app with a rewards program called MyPanera, granting points based on how frequently a consumer visits a store. This year, over half of the company's transactions were through the MyPanera app; these consumers "visit the chain more frequently and spend more in each visit than non-MyPanera members" (FastCasual, 2022).

Mcdonalds' is a fast-food chain that centers its menu around hamburgers, french fries, chicken nuggets, wraps, and other types of American comfort food. It serves specialty coffee through its McCafe menu, offering breakfast items such as breakfast sandwiches and hash browns (MarketLine, 2022). The chain restaurant maintains a strong brand image and liquidity position, allowing the company flexibility to test new products in the market (MarketLine, 2022). Similar to Dunkin', its coffee offerings are at a low price point, which attracts consumers who are being careful about their finances (Mintel, 2022).

The Industry

Starbucks is considered one of the pioneers of the "second-wave" of coffee shops, which involves a "demand for higher-quality coffee" and a focus on specialty coffee drinks such as lattes and cappuccinos (Mintel, 2022).

The "first-wave" of coffee dates back to the late 1800s when coffee was seen as a "pure commodity" in the eyes of the American consumer (Mintel, 2022). Brands such as Folgers and Maxwell House led this wave and created easy ways for consumers to brew their coffee at home, creating a "daily ritual" for the drinker (Bozzola et al., 2021, p.14). Starbucks

facilitated this shift from the first wave by making coffee a "daily luxury to be savored" rather than a beverage to be enjoyed at home (Bozzola et al., 2021, p.15). Starbucks not only accomplished this through its coffee flavor but also through the design of its coffee shops. They focused on "comfort and relaxation" and focused on "bridging the gap between office and home" through their store's interior design (Bozzola et al., 2021, p.15).

By the late 2000s and early 2010s, a "third wave" of coffee began, with a "hyper-focus on craft and quality" (Mintel, 2022). More advanced brewing techniques were being utilized, and a shift from more flavored specialty coffee to emphasizing a coffee's natural flavor. The shift was seen as a rebellion against the commercialization of high-flavored specialty coffee drinks (Mintel, 2022). The "third-wave" transformed coffee from a beverage to a "craft experience" due to a rise in the internet and social media making consumers more aware of the different types of coffee brews and how coffee was prepared (Bozzola et al., 2021, p.16).

While it is too soon to declare a "fourth-wave" of coffee, there are some market shifts hinting towards one. Firstly, there is an increased preference for iced or cold coffee drinks compared to hot drinks (Mintel, 2022). Secondly, throughout the pandemic, many coffee drinkers experimented with coffee recipes at home, fueled by new innovations in home-brewing technology (Mintel, 2022). Lastly, the rise in popularity of TikTok has brought together coffee enthusiasts. Users of the social network share their recipes, crafts, and their love for the beverage (Mintel, 2022).

III. Literature Review

The aim of this study is to assist Starbucks in generating more sales among college students. This research will review prior studies to identify the factors that may influence college students' preferences for coffee shops. In this literature review, the variables may be split into subcategories: customer's coffee preferences, social media factors, product-related factors, and brand recognition and location.

The coffee preference behavior among students

In today's fast-changing environment, there is a huge tendency on being productive and successful among students. This led to the high demand for caffeinated beverages, helping students focus on studying and working, despite little sleep (Ijaz, "Caffeine Dependence Detracts From College Students' Mental And Physical Health," 2021, para. 2,4). Among caffeine users, Gen Z is considered to be the fastest-expanding share, as per studies, more than two-thirds of youth frequently consume coffee (Brazier, 2016).

In one of the early investigations, besides constituting caffeine, students' behavior studies figured out several other features of what college students pay attention to before a coffee purchase (Harun, 2017). According to Waxman (2006), aspects like the feeling of belonging to society, reliability, and the opportunity to have a meeting in coffee shops were valued alongside some physical characteristics such as decor, aroma, music, etc. In his study, Harun (2017) estimated 13 different variables that may affect Leeds university students' coffee shop choices amongst which the most significant were mentioned: convenient location, promotion, atmosphere, physical elements, seasonal occasions, and quick service. An earlier study in 2009 by Kim and his fellow researchers illustrated that food and beverage quality, hospitality, as well as convenience, and price were the most important aspects students usually consider before choosing a coffee shop.

As a result of global changes, digitalization significantly influenced the industry of food and beverage, which altered consumer behavior and priorities. Among the tendencies that are currently taking place is the customer's demand to be served quickly, as they want to instantaneously receive their purchase (Maciejewski & Mokrysz, 2020). In her article, Grant mentioned that, according to the survey results, around 76% of Gen Z desire to get their order immediately (Grant, 2022). These characteristics have created other trends in this industry, such as the prevalence of RTD coffee consumption as well as delivery opportunities. When asked about the stay longitude in a coffee shop, around 85% of Gen Z responded they either pick up their drink driving through or leave having received their order (Falkner, 2020). As was investigated by Mintel (2022), demand for being quickly served and passion for iced coffee resulted in extensively consuming cold coffees in cans.

Falkner in his research (2020) pointed out that coffee shops are mainly chosen for supplying tasty coffee, reasonable prices, and contributing friendly initial impressions. Another study that was carried out by Korean university students offered several factors such as coffee flavor, affordable cost, and brand that were crucial before choosing a coffeehouse (Kim, Jong et al., 2020). According to Mintel's statistics in 2022, amid the USA's youth, the same key preferences for Korean students were applicable. Regarding previous studies, it can be noticed that sensible price is among the top priorities for students when buying a product, so Grant, in her article, mentioned Gen Z are fairly considerate about their money allocation, "older group members of this generation are more price conscious as being grown up in an economic recession" says Bump (Bump, 2021, para. 27).

The problem of consumerism also encouraged the young generation to become more eco-conscious, which affected their coffee choice too. For example, based on the investigation's results, less plastic bag use, animals, and environmental safety are other

factors that concern consumers (Maciejewski & Mokrysz, 2020). For these reasons, coffee shops that position themselves as eco-friendly also attract youth (Mintel, 2022).

Bump (2021) examines another aspect of how mobile phone use affects young coffee enthusiasts. Getting used to mobile devices since their youngest age, Gen Z can spend around 10 hours surfing video-based social media, like Instagram, Tik Tok, Snapchat, etc. Gen Z knows more about coffee shops from Tik Tok 49%, Instagram 37%, and YouTube 35% based on their multiple-choice results. For example, Tik Tok users learn more about coffee, coffee preparation, and other more exciting facts through the hashtag #coffeetok (Mintel, 2022). Additionally, in order to catch their attention, it's vital to generate concise and appealing videos on the social media they usually use (Bump, 2021).

Experimental Marketing

Among many marketing practices, Starbucks has prioritized experiential marketing, aiming for consumers to purchase products and build relationships with the brand. Research by Chang (2020) supports Starbucks' best experimental marketing practice, generating a unique customer experience and contributing to the brand. Experimental marketing is a form of customer-focused marketing activity that creates a connection with consumers (Chang, 2020, p. 211). Therefore, it establishes a significant competitive advantage and is essential in creating value among customers.

According to Chang (2020), EM is consistent with five subscales, sense, feel, think, act, and relate (p.211). The "Act" targets physical behaviors, lifestyles, and interactions, and the "Relate" creates experiences by taking into account individuals' desires to be part of the social context (Chang, 2020, p. 211). While the findings of the research suggest that the subscales "Art" and "Relate" show the lowest response rate out of all, meaning consumers who participated in the survey struggled with responding to the ("Act"/"Relate") subscales

regarding the experimental marketing of Starbucks. Since trends around consumption revolve around the experience, it's important for Starbucks to not only exist in the minds of consumers but also generate memorable quality experiences (Chang, 2020). As a result, there is an opportunity for Starbucks to grow and create a greater possibility for college students to feel appreciated and taken into account when considering their EM approach. Finally, Chang (2020) focuses on experimental marketing in relation to brand loyalty and brand equity; it also recognizes that while experiential marketing is all about creating experiences, social media is about sharing experiences.

Gen Y and Gen Z

The coffee industry leader Starbucks has established a strong positioning strategy where it has become a lifestyle choice for many customers. It is considered a part of the modern lifestyle that targets the upper middle class; therefore, the price is quite expensive (Puspaningrum, 2020, p. 825-826). Research by Krishna (2018) found that responders in her study suggested reducing the price to attract more customers from the middle class, while other responders are willing to pay the additional cost to experience the ambiance and taste the products. The company has opened outlets in shopping malls and begun reaching closer to universities, and there is a target opportunity for its customers: teenagers. Both the Gen Y and Gen Z populations were highly attracted to the content and communication strategies of Starbucks (Krishna, 2018, p. 26). The content strategies attract a younger audience, especially content about the free gifts/offers so that they are able to purchase more products (Krishna, 2018). Additionally, Starbucks offers a meeting point for its customers by providing its exquisite (Chang, 2020, p.210). In addition to the company's placement around universities, other research on Gen Y and Gen Z by Krishna (2018) found that nearly 30% of the participants mentioned they would like to explore and experience the ambiance, the soothing music, and be part of the young community since many outlets are located in malls or at

popular sites. Therefore, Starbucks' marketing communication strategy among the younger

generation certainly is effective but there is a huge growth opportunity in targeting college

students.

IV Proposed Predictors

Experimental Factors

General questions:

- Consumer's focus on the product's environmental impact (Bump, 2021)

- Usage and or preference of mobile ordering (FastCasual, 2022)

- Consumer's loyalty to the brand (Chang, 2020)

- Price fairness (Han et al., 2020)

- Price consciousness (Maciejewski & Mokrysz, 2020)

- Price promotions (Han et al., 2020)

- Social media influence (Bump, 2021)

- Consumer's perception of the brand's equity (Chang, 2020)

- Consumer's lifestyle (Chang, 2020)

- Delivery opportunities available to the consumer (Grant, 2021)

- Friends influence (Marketing Scales Handbook, 2017)

Product Preference Factors

- Physical behaviors (Chang, 2020)

- Customer Services (Maciejewski & Mokrysz, 2020)

- Consumer's sense of belonging (Waxman, 2006)

- Consumer's reaction to the store's characteristics (Chang, 2020)

    - Design/ Decor

    - Lighting

    - Leisure atmosphere

    - Seating arrangement

    - Music

- ○ Spatial interior

- Seasonal Occasions (Angell, 2021)

- Coffee Taste Preference (Krishna, 2021)

V Measures

According to the Literature Review and Marketing Scales Handbook, four measures were used to evolve 15 proposed latent variables as constructs:

General Questions

1	Strongly Agree	Agree	Neutral	Agree	Strongly Agree
Environmental impact of the product: is a person's attitude about the effect of a product on the environment. (Marketing Scales Handbook, 2017)					
I think about how much the product I am buying is eco-friendly					
I usually try to find out whether I use eco-friendly products					
It's important for me that companies, where I buy products, are eco-friendly					
I buy products that don't have damage to the environment					
2	Very Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Very Unlikely
Mobile Ordering Preference: is making a mobile online purchase. (Bump,2021)					
I use mobile ordering only when it offers rewards and promotions					
When buying products in stores and cafes, I usually use mobile ordering					
I order by my smartphone, as it saves my time					
I think mobile ordering is the best option when ordering products					
3	Strongly agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Brand Loyalty: consumers' level of attachment towards a brand. (Chang, 2022)					

	Strongly agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I consider myself to be a loyal customer of this brand.					
I would rather stick with this brand than try something new from different brands.					
I usually buy the same brand every time.					
I intend to keep purchasing from this brand					
4	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Price fairness: is the reasonableness and acceptability of a price. (Hanl., 2020)					
1. I value facilities where products are fairly priced					
2. I pay attention to the price suitability of the product					
3. Reasonable price offerings make me shop frequently					
4. I will not buy the product, if I know that price doesn't suit it					
4	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Price-conscious: is measuring the degree to which a consumer focuses on sales and trying to get the "best price". (Maciejewski & Mokrysz, 2020)					
1. Generally, when looking at prices, I tend to purchase the cheapest option.					
2. If there are cheaper products available, I would prefer the less expensive option					
3. When buying products, I purchase the cheaper option					
4. I buy the cheapest option available and save my money					
5	**Very Likely**	**Likely**	**Neither Likely Nor Unlikely**	**Unlikely**	**Very Unlikely**
Price promotions: discounts which act as an enticement for attracting new customers whilst retaining existing ones encourage repeat purchases (Huang et al., 2014).					

1. When shopping I always notice if there are any promotions offered.					
2. I like promotions and make use of them.					
3. If I see promotions for a product I consume, I will be driven to use the product more.					
4. Because of product promotion, I would consider re-purchasing the product.					
6	**Very Likely**	**Likely**	**Neither Likely Nor Unlikely**	**Unlikely**	**Very Unlikely**
Social media influence: learning about the product through social media-based videos and influencer marketing. (Bump, 2021)					
1. There are certain products I see being used by a majority of social media users					
2. I want to buy a product that is popular on social media					
3. When a certain product is widely mentioned on social media, I will consider buying it for myself					
4. If I see that a certain product is popular on social media, I will purchase it					
7.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Lifestyle: consumers' way of life and attitudes. (Chang, 2022)					
I consider affordability when purchasing products.					
I need to purchase from brands that increase my social status.					
When I buy products, I like to be sure I get my money's worth.					
I purchase products that are compatible with my lifestyle.					
8.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Delivery opportunities: home delivery of groceries. (Grant, 2021)					

I rarely use the delivery option when ordering products from stores or cafes **R**					
It's important for me that stores or cafes provide delivery opportunities					
I like my products to be delivered as it is easy and saves my time					
If a delivery opportunity is not provided in stores or cafes, I will not shop there					
9.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Friends Influence: a person's attitude about recommending a friend for some particular purpose. (Marketing Scales Handbook, 2017)					
I like my friends' tastes when choosing cafes and shops to go					
I ask for a piece of advice from my friends before buying some products					
I rely on my friends' recommendations and will buy products according to their reviews					
I buy some products because I see my friends consume it					

Product Preference Factors Questions

11.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Customer Service: consumers' judgment of the kind of service. (Maciejewski & Mokrysz, 2020)					
I need the best service from McCafe Dunkin Donuts employees in order to be a loyal customer.					
I need to see McCafe Dunkin Donuts employees' genuine interest in me when I place orders.					
I consider fast-paced service the best customer service					

For me, most customer service in the food and beverage industry are similar					
12.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Physical Behaviors: this is an interaction of consumers with the brand. (Chang, 2022)					
I like to spend time in coffee shops.					
I pay attention to interior design and music in stores.					
I share the products I purchase on social media.					
A store's atmosphere makes me more likely to purchase products from the store.					
13.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Physical Characteristics: engagement with product attributes. (Chang, 2020)					
I observe the placement of tables in a cafe.					
I pay attention to how my name is written on my cup					
I like the product's display.					
I like the low light setting in the cafe					
I prefer working in a cafe					
I pay attention to the choice of music in the cafe					
I observe the decor and art in a cafe					
14.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Coffee Taste Preference: How willing a coffee drinker is to spend extra money on a good-tasting coffee. (Krishna, 2021)					

I care about the quality of taste in my coffee					
I care about drinking fair trade coffee (FTC)					
I enjoy the flavor of coffee					
I like adding milk, sweetener, or syrup into my coffee to change its flavor					
15.	**Strongly agree**	**Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**
Seasonal occasions: new or seasonal drinks with monthly releases. (Angell, 2021)					
1. I like drinking seasonal releases in coffee shops					
2. I visit coffee shops because they offer seasonal drinks					
3. I always track and try to taste a seasonal drink					
4. Seasonal drink is the reason I visit coffee shops more often					

VI Instrument

Student Opinion Survey

We are conducting this study to learn about students' opinions concerning a variety of current topics. Thank you for taking the time to complete our survey. Your responses are anonymous.

Our first few questions are about demographics. For each of the following statements, please tell us how well it describes you by checking the box corresponding to your choice and filling in the blank.

1. What is your gender?

o Male

o Female

o Non-binary

o Prefer not to say

o Other

2. How old are you? _____

3. Which of the following describes your current grade level in college:

o Freshman / 1st Year Undergraduate

o Sophomore / 2nd Year Undergraduate

o Junior / 3rd Year Undergraduate

o Senior / 4th Year Undergraduate

o ≥5th Year Undergraduate

o Graduate Student

4. The next questions are about **sustainability and price.** For each of the following statements, please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider whether or not a product is eco-friendly.					
I try to find out whether or not I am using eco-friendly products					
I buy products that do not damage the environment					
It's important for me that brands I buy products from using eco-friendly products					
Generally when looking at prices, I purchase the cheapest option					
If there are cheaper products available, I would purchase the less expensive option					
When buying products, I purchase the cheaper option					
I buy the cheapest option available in an effort to save money.					

5. . The next questions are about **price and delivery.** For each of the following

   statements, please tell us how much you agree or disagree with each of the following

   statements by checking the box corresponding with your choice.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I need to purchase products from brands that could increase my social status					
When I buy products, I want to be sure I am					

getting my money's worth					
I purchase products that are compatible with my lifestyle					
I rarely use delivery options when ordering products from stores or cafes					
It's important for me that stores or cafes provide delivery options					
When shopping, I always notice if there are any promotion codes offered.					
I consider affordability when purchasing products					

6. The next questions are about **location and review.** For each the following statements, please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer to have purchased products delivered since it is convenient and saves time					
If delivery is not an option at stores or cafes, I will not shop at the location					
I consider what locations my friends like when deciding which cafe or shop to go to					
I ask for advice or feedback from my friends before buying products					
I rely on recommendations and reviews from friends when buying products					
I buy some products because I see that my friends already own them					

7. The next questions are about **brand and price.** For each of the following statements, please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider myself to be a loyal customer of one particular brand					
I would rather stick with one brand than try something new from a different brand					
I tend to buy the same brand every time					
I intend to keep purchasing products from a specific brand					
I value brands with fairly priced products					
I pay attention to the product's affordability					
Reasonable price points make me shop more frequently					
I will not buy a brand's product if I think the price is unfair					

8. The next questions are about **mobile ordering.** For each of the following statements, please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I only use a mobile ordering service if it					

offers rewards and promotions					
When buying products from stores and cafes, I tend to use mobile ordering					
I order products from mobile ordering services since it saves time					
I think mobile ordering is the best option when ordering products					
There are certain products I see being used by a majority of social media users and influencers					
I want to buy a product that is popular on social media					

9. The next questions are about **social media.** For each of the following statements, please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
When a particular product is widely mentioned on social media, I will consider buying it myself.					
If I see that a particular product is popular on social media, I will purchase it.					
I like promotions and make use of them.					
If I see promotions for a brand I consume, I will be driven to purchase more products from that brand.					
Because of product promotion, I would consider re-purchasing product					

10. If you were to go to a coffee shop to purchase coffee tomorrow, how likely would you be to go to one of the following based on the brand. Please tell us how much you agree or disagree with each of the following statements by checking the box corresponding to your choice.

	Very Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Very Unlikely
Starbucks					
Dunkin Donuts					
McCafe					

11. From which coffee shop would you prefer to purchase coffee?
   o Starbucks
   o Dunkin' Donuts
   o McCafe
   o Other

12. Now based on your selection please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I need the best service from employees in order to remain a loyal customer					
I need to see employees' genuine interest in me when I place orders					
I consider fast-paced service is the best kind of customer service					

For me, most customer service in the food and beverage industry is similar					
I like to spend time in the cafe					
I pay attention to interior design and music in the cafe					
I share the products that I purchase on social media					
The cafe's atmosphere makes me more likely to purchase products from the store					
I like drinking seasonal releases offered in the cafe					
I visit Starbucks because they offer seasonal drinks					

13. These are the last few questions on the brand. For each of the following statements, please tell us how much you agree or disagree with each of the following statements by checking the box corresponding with your choice.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I make an effort to purchase new seasonal drinks					
Seasonal drinks are the reason I visit the cafe often					
I observe the placement of tables and chairs at a cafe					
I like how products (food and drink) are displayed at the cafe					
I like the lighting in the cafe					

I prefer to get my work done in the cafe					
I pay attention to the choice of music that plays in the stores.					
I observe the decoration and art in stores					
I care about the quality of taste in coffee					
I care about drinking fair trade coffee (FTC) products					
I enjoy the flavors of coffee of the brand					
When I am in the cafe, I like adding milk, sweetener, or syrup into my coffee to change its flavor.					

14. On a typical day how many cups of coffee do you drink each day?

15. Enter the approximate number of coffee cups you've purchased from each of the

following locations in the past week. *(If none, please write "0")*

    a. Starbucks _____

    b. Dunkin Donuts _____

    c. McCafé _____

    d. Other _____

16. How likely are you to buy a cup of coffee tomorrow?

o Very Likely

o Likely

o Neither likely nor unlikely

o Unlikely

o Very unlikely

That concludes our survey. Thank you for your time.

VII. Methodology

Our research aims to help Starbucks increase its brand awareness and sales among college students. Our survey asked college students about their coffee-drinking habits and preferences when visiting different types of coffee shops. By understanding them, our research team can provide Starbucks recommendations for increasing its college-aged consumers' number. By conducting a literature review, we could learn more about college students' coffee preference background. Having reviewed the literature, we listed 17 proposed predictors that could affect students' coffee purchasing behavior.

The survey was designed based on these 17 predictors and 60 measurements deduced from 15 constructs and dependent variables measuring coffee preference for the past week and future intentions. Our survey was built in the order starting from the general purchasing behavior question, product-specific questions, brand-specific questions, then asking about a series of brand-specific questions, and lastly, asking about demographic questions. For each construct we built from latent and manifest variables, we created 4 measures. In order to capture the variation of the concept, which is important to our project's research question, we used a Likert scale where 5 represents the closest meaning to the construct, while 1 represents the opposite.

We created the questionnaire using Qualtrics and distributed it among college students of all degrees through social media platforms. We collected a total amount of 137 respondents, 91 were female, 57 respondents were male, and 2 respondents preferred not to say their gender. The respondents' ages ranged from 18 to 44.

We downloaded the survey in a SPSS file type from Qualtrics and imported it into SPSS to do further data analysis.. Then, we coded all measures with the same coding rule as well as reverse-coded measurements in SPSS.

Our research team started data analysis from the cleaning it by removing incomplete and invalid responses, eventually having a total of 84 responses that were used for our analysis. In order to confirm the reliability of the measurements, we took Cronbach's Alpha values and evaluated each from a scale of unacceptable to excellent. 8 out of our 15 constructs received a Cronbach's Alpha score classifying under "excellent."

We computed the frequency of independent and dependent variables as well as the mean and median to demonstrate the tendencies. We ensured a sample confidence level of 95% for "Moderately high and high" confidence for constructs as well as for each brand to make sure it's effectiveness in that particular range. The second step was computing the correlations between independent and dependent variables within the range of "moderately high and high". Then we used the rule of thumb and marked the correlation as positive, and calculated the probability of error at a 95% confidence level to see if the sample could be generalized. Using all of our research, we compared the findings with the literature review to find if our results were aligned with the proposed predictors. Finally, we concluded by providing actionable recommendations for Starbucks to increase coffee sales among college students. .

VIII. Results

We found the respondents of our survey to consist of 68% female respondents and 38% male respondents. 76% of responders were graduate students, and 24% of responders were undergraduate students. The mean age of our respondents was roughly 24 years old.

Analysis of Reliability

Reliability				
Construct	**N**	**Cronbach's Alpha**	**Level of Reliability**	**Number of Items**	**Items Removed**
Environmental impact of the product	84	0.83	excellent	4	
Price Consciousness	84	0.81	excellent	4	
Lifestyle	84	0.68	good	3	I need to purchase products from brands that could increase my social status.
Delivery Opportunities	84	0.68	good	4	
Friends Influence	84	0.61	good	4	
Brand Loyalty	84	0.85	excellent	4	
Price Fairness	84	0.72	very good	4	
Price Promotions	84	0.8	excellent	3	When shopping, I always notice if there are any promotion codes offered.
Mobile Ordering Preference	84	0.81	excellent	3	I only use a mobile ordering service if it offers rewards and promotions
Social Media Influence	84	0.81	excellent	4	
Customer Service	84	0.66	good	4	
Physical Behaviors	84	0.8	excellent	4	
Seasonal Occasions	84	0.72	very good	4	
Physical Characteristics	84	0.84	excellent	6	

Coffee Taste Preference	84	0.56	mediocre	4	

Table 1. Analysis of Reliability

This project conducts the reliability of all the constructs based on the **five - Likert** Questionnaire as shown above.

The Cronbach's alpha reliability of the construct Environmental Impact of the Product is 0.83, which is excellent.

The Cronbach's alpha reliability of the construct Price Consciousness is 0.81, which is excellent.

The Cronbach's alpha reliability of the construct Lifestyle is 0.68, which is good.

The Cronbach's alpha reliability of the construct Delivery Opportunities is 0.68, which is good.

The Cronbach's alpha reliability of the construct Friend Influence is 0.61, which is good.

The Cronbach's alpha reliability of the construct Brand Loyalty is 0.85, which is excellent.

The Cronbach's alpha reliability of the construct Price Fairness is 0.72, which is very good.

The Cronbach's alpha reliability of the construct Price Promotions is 0.8, which is excellent.

The Cronbach's alpha reliability of the construct Mobile Ordering Preference is 0.81, which is excellent.

The Cronbach's alpha reliability of the construct Social Media Influence is 0.81, which is excellent.

The Cronbach's alpha reliability of the construct Customer Service is 0.66, which is good.

The Cronbach's alpha reliability of the construct Seasonal Occasions is 0.72, which is very good.

The Cronbach's alpha reliability of the construct Physical Characteristics is 0.84, which is excellent.

The Cronbach's alpha reliability of the construct Coffe Taste Preference is 0.56, which is mediocre.

Analysis of Frequency

1) **Independent Variable.**

Frequency of IDV								
Constructs	**N**	**Frequency (Valid Percent)**					**Median**	**Mean**
		Low	**Moderately Low**	**Neither Low nor High**	**Moderately High**	**High**		
Environmental impact of the product	84	1(1.2%)	12(14.3%)	34(41%)	33(39.3%)	4(4.8%)	3.25	3.23
Price Conscious	82	-	10(12.2%)	30(36.6%)	34(41.5%)	8(9.8%)	3.5	3.42
Lifestyle	84	1(1.2%)	-	8(9.7%)	53(63.1%)	22(26.2%)	4.0	4.13
Delivery opportunities	84	2(2.4%)	10(11.9%)	31(36.9%)	35(41.7%)	6(7.1%)	3.29	3.25
Friends Influence	84	1(1.2%)	2(2.4%)	25(29.8%)	51(60.7%)	5(6%)	3.62	3.56
Brand Loyalty	84	2(2.4%)	17(20.2%)	32(38.1%)	27(32.1%)	6(7.1%)	3	3.08
Price Fairness	84	1(1.2%)	1(1.2%)	9(10.7%)	60(71.4%)	13(15.5%)	4	3.81
Price promotions	84	2(2.4%)	8(9.5%)	19(22.6%)	45(53.6%)	10(11.9%)	3.66	3.61

|							
Mobile Ordering Preference	84	2(2.4%)	10(11.9%)	31(36.9%)	35(41.7%)	6(7.1%)	3.25	3.29
Social Media Influence	84	2(2.4%)	16(19%)	33(39.3%)	29(34.5%)	4(4.8%)	3.25	3.14
Starbucks							
Customer Service	47	1(2.2%)	4(8.7%)	20(43.5%)	16(34.8%)	5(10.9%)	3.33	3.43
Physical Behaviors	47	3(6.4%)	6(12.8%)	7(14.9%)	26(55.3%)	5(10.6%)	3.5	3.29
Seasonal Occasions	47	-	11(23.4%)	18(38.3%)	15(31.9%)	3(6.4%)	3.25	3.10
Physical characteristics	47	1(2.1%)	6(12.8%)	14(29.8%)	24(51.1%)	2(4.3%)	3.5	3.32
Coffee Taste Preference	47	-	1(2.1%)	12(25.5%)	29(61.7%)	5(10.6%)	3.6	3.75
Dunkin Donuts							
Customer Service	11	-	2(18.2%)	6(63.7%)	2(18.2%)	-	2.75	2.88
Physical Behaviors	11	-	5(45.4%)	6(54.6%)	-	-	2.5	2.40
Seasonal Occasions	11	-	2(18.2%)	7(63.7%)	2(18.2%)	-	3.0	2.67
Physical characteristics	11	-	4(30.4%)	5(45.5%)	2(18.2%)	-	2.50	1.66
Coffee Taste Preference	11	-	1(9.1%)	2(18.2)	8(72.8%)	-	3.75	3.56
McCafe							
Customer Service	8	-	-	4(40%)	4(40%)	-	3.37	3.37
Physical Behaviors	8	-	1(12.5%)	4(50%)	3(37.5%)	-	2.87	3.03
Seasonal Occasions	8	-	2(25%)	4(50%)	2(25%)	-	3.0	2.96
Physical characteristics	8	-	-	6(75%)	2(25%)	-	3.0	3.10
Coffee Taste Preference	8	-	-	2(25%)	6(75%)	-	3.62	3.50

Table 2. Frequency of Independent Variables

Confidence of IDV				
Constructs	**N**	**Moderately High and High**	**Sampling Error (95%**	**Confidence**

|		Frequency	Valid percentage	Confidence)	Interval
Environmental Impact of the Product	84	37	44%	10.3%	33.7-55%
Price Conscious	82	42	51.2%	10.6%	40.6 - 61.8%
Lifestyle	84	75	89.3%	9.3%	80 - 98.6%
Delivery opportunities	84	41	48.9%	10.5%	38.4 -59.4%
Friends Influence	84	56	66.6%	10.6%	56 - 77.2%
Brand Loyalty	84	33	39.2%	10%	29.2 - 49.2%
Price Fairness	84	73	87%	9.4%	77.6 - 96.4%
Price promotions	84	55	65.5%	10.6%	54.9 - 76.1%
Mobile Ordering Preference	84	41	48.9%	10.5%	38.4 - 59.4%
Social Media Influence	84	33	39.3%	10%	29.3 - 39.3%
Starbucks					
Customer Service	47	21	44.6%	11.6%	33 - 56.2%
Physical Behaviors	47	31	65.9%	13.2%	52.7 - 79.1%
Seasonal Occasions	47	18	38.2%	10.9%	27.3 - 49.1%
Physical characteristics	47	26	55.4%	12.4%	43 - 67.8%
Coffee Taste Preferences	47	34	72.4%	13.5%	58.9 - 85.9%
Dunkin Donuts					
Customer Service	11	2	18.2%	8.2%	10 - 26.4%
Physical Behaviors	11	-	-	-	-
Seasonal Occasions	11	2	18.2%	8.2%	10 - 26.4%
Physical Characteristics	11	2	18.2%	8.2%	10 - 26.4%
Coffee Taste Preference	11	8	72.8%	16.0%	56.8 - 88.8%
McCafe					
Customer Service	8	4	40%	13.5%	26.5 - 53.5%
Physical Behavior	8	3	37.5%	11.8%	18.7- 49.3%
Seasonal Occasions	8	2	25%	9.7%	15.3 - 34.7%
Physical characteristics	8	2	25%	9.7%	15.3 - 34.7%
Coffee Taste Preference	8	6	75%	16.4%	58.6 - 91.4%

Table 3. Confidence of Independent Variables

This research analyzes the frequency distributions of 15 independent variables and 2 dependent variables to understand respondents' attitudes towards various coffee brands. The survey offers three brand options. This study generates a new variable score for each respondent by averaging valid items for each construct. The research then summarizes the data values based on the Likert's scale's five points: 5 assumes high, 4 assumes moderately high, 3 assumes neither high nor low, 2 assumes moderately low, and 1 assumes low. This research combined moderately high and high values for all constructs. the combined value of moderately high and high is calculated together with the 95% confidence level sampling error, where the confidence interval can predict the frequency in the population.
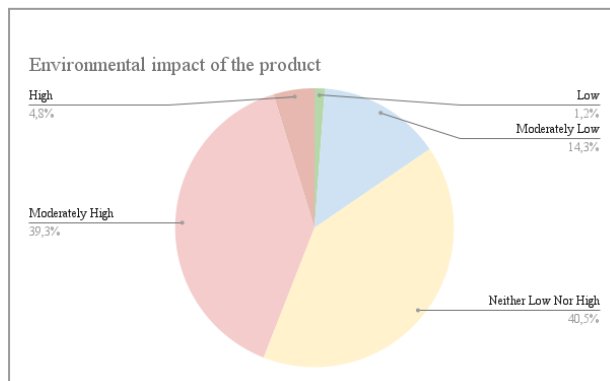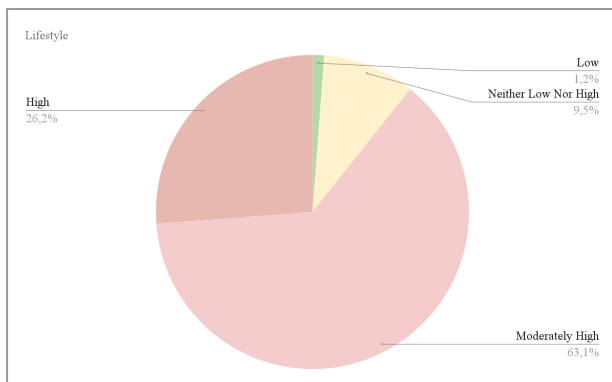
There were 84 valid responses for the first construct, "Environmental impact of the product." Based on the Likert scale with five points, the median is 3.25, and the mean is 3.23. In more detail, 37 (44.1%) respondents chose moderately high (39.3%) or high (4.8%), whereas 13 (15.5) respondents thought low (1.2%) or moderately low (14.3%), while 33 (39.3%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 44.1% of respondents who selected moderately high or high is 10.3%. It shows that 33.7-55% of college students view the product's environmental impact as a significant deciding factor when purchasing coffee.

Price Conscious

High
9,1%

Moderately Low
11,4%

Neither Low Nor High
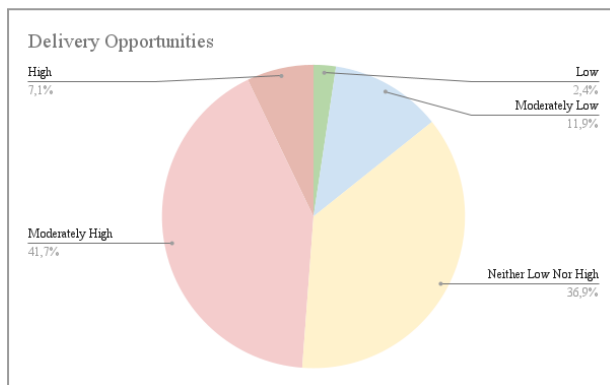34,1%

Moderately High
45,5%
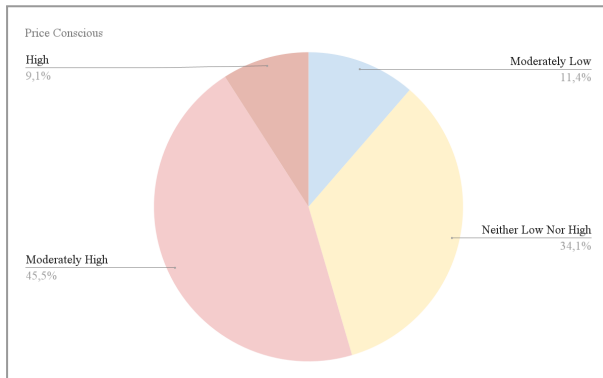
There were 82 valid responses for the second construct, "price conscious." Based on the Likert scale with five points, the median is 3.5, and the mean is 3.42, In more detail, 42 (50.1%) respondents chose moderately high (41.5%) or high (9.8%), whereas 10 (12%) respondents thought moderately low (14.3%), while 30 (35.7%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 50.1% of respondents who selected moderately high or high is 10.6%. It shows that 40.6 - 61.8% of college students view the product's price-conscious as a significant deciding factor when purchasing coffee.

Lifestyle

Low
1,2%

Neither Low Nor High
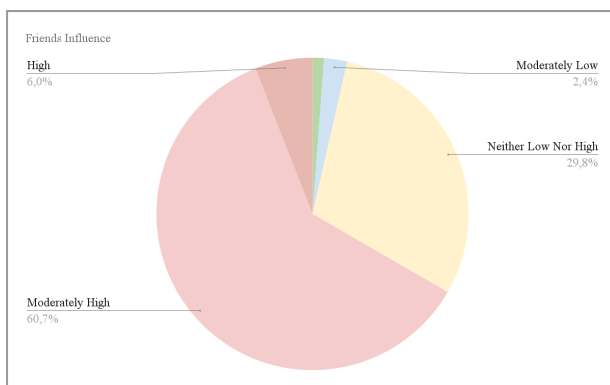9,5%

High
26,2%

Moderately High
63,1%

There were 84 valid responses for the third construct, "lifestyle." Based on the Likert scale with five points, the median is 4.0, and the mean is 4.13, In more detail, 75 (89.3%) respondents chose moderately high (63.1%) or high (26.2%), whereas 1 (1.2%) respondents thought low (1.2%), while 8 (9.6%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 89.3% of respondents who selected moderately high or high is 9.3%. It shows that 80- 98.6% of college students view lifestyle as a significant deciding factor when purchasing coffee.
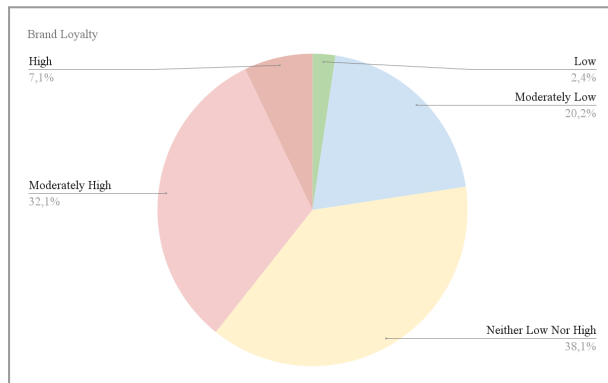
There were 84 valid responses for the fourth construct, "Delivery Opportunities." Based on the Likert scale with five points, the median is 3.39, and the mean is 3.25. In more detail, 41 (48.8%) respondents chose moderately high (41.7%) or high (7.1%), whereas 12 (14.3%) respondents thought low (2.4%) or moderately low (11.9%), while 31 (36.9%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 48.8% of respondents who selected moderately high or high is 10.5%. It shows that 38.4 - 59.4% of college students view delivery opportunities as a significant deciding factor when purchasing coffee.
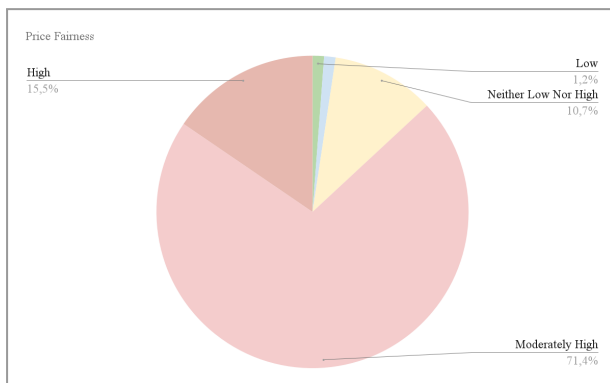
There were 84 valid responses for the fifth construct, "Friends Influence." Based on the Likert scale with five points, the median is 3.62, and the mean is 3.56, In more detail, 56 (66.7%) respondents chose moderately high (60.7%) or high (6.0%), whereas 3 respondents thought moderately low 2 (2.4%) and low 1 (1.2%), while 25 (29.8%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 66.7% of respondents who selected moderately high or high is 10.6%. It shows that 56 - 77.2% of college students view friends' influence as a significant deciding factor when purchasing coffee.
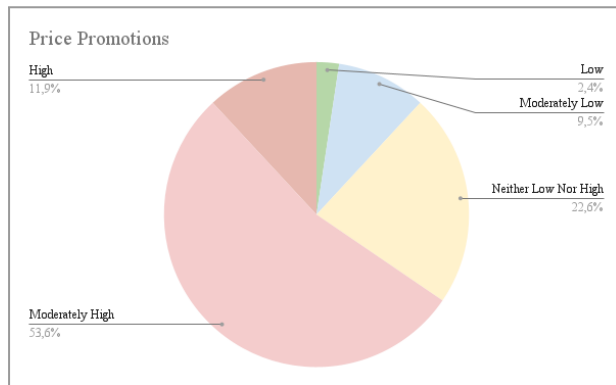
There were 84 valid responses for the sixth construct, "Brand Loyalty." Based on the Likert scale with five points, the median is 3, and the mean is 3.8, In more detail, 33 (65.3%) of respondents chose moderately high (32.1%) or high (33.2%), whereas 19 (22.7%) respondent thought low 2 (2.4%) and moderately low 17 (20.2%), while 32 (38.1%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 65.3% of respondents who selected moderately high or high is 10%. It shows that 29.2 - 49.2% of college students view brand loyalty as a significant deciding factor when purchasing coffee.

There were 84 valid responses for the seventh construct, "Price Fairness." Based on the Likert scale with five points, the median is 4, and the mean is 3.81. In more detail, 73 (86.9%) of respondents cho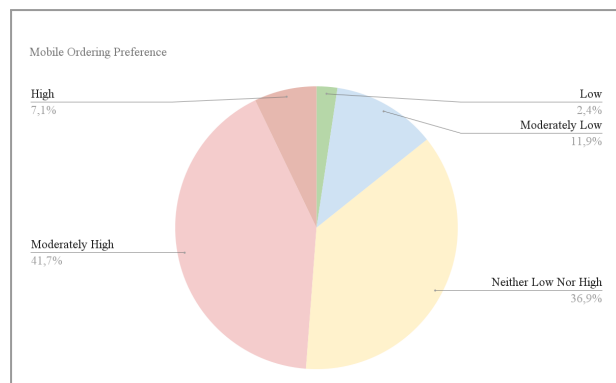se moderately high (71.4%) or high (15.5%), whereas 19 (22.7%) respondents thought low 1 (1.2%) and moderately low 1 (1.2%), while 9 (10.7%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 86.9% of respondents who selected moderately high or high is 9.4%. It shows that 77.6 - 96.4% of college students view price fairness as a significant deciding factor when purchasing coffee.

There were 84 valid responses for the seventh construct, "Price promotions." Based on the Likert scale with five points, the median is 3.66, and the mean is 3.61. In more detail, 55 (65.5%) of respond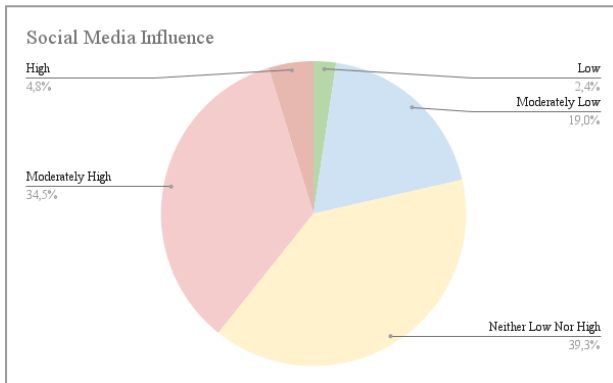ents chose moderately high (53.6%) or high (11.9%), whereas 10 (22.7%) respondents thought low 2 (2.4%) and moderately low 8 (9.5%), while 19 (22.6%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 65.5% of respondents who selected moderately high or high is 10.6%. It shows that 54.9 - 76.1% of college students view price promotions as a significant deciding factor when purchasing coffee products.

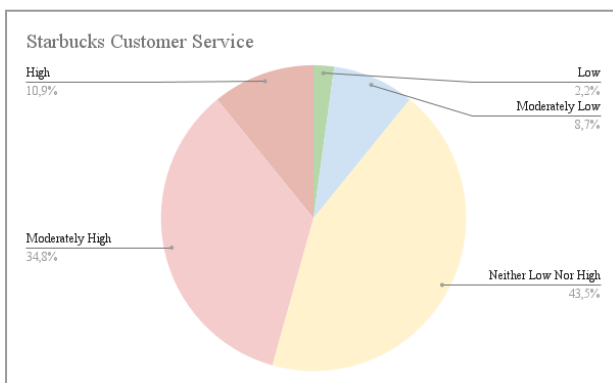There were 84 valid responses for the eight construct, "Mobile Ordering Preference." Based on the Likert scale with five points, the median is 3.25, and the mean is 3.29. In more detail, 41 (48.8%) of respondents chose moderately high (41.7%) or high (7.1%), whereas 12 (22.7%) respondents thought low 2 (14.3%) and moderately low 10 (11.9%), while 19 (22.6%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 48.8 % of respondents who selected moderately high or high is 10.5%. It shows that 38.4 - 59.4% of college students view mobile ordering preference as a significant deciding factor when purchasing coffee.

There were 84 valid responses for the eighth construct, "Social Media Influence." Based on the Likert scale with five points, the median is 3.25, and the mean is 3.14. In more detail, 33 (39.3%) of respondents chose moderately hig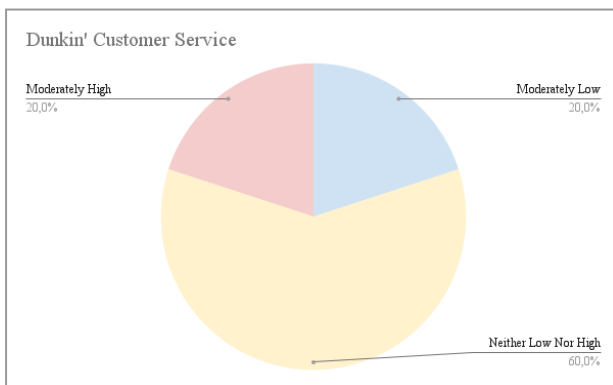h (34.5%) or high (4.8%), whereas 18 (21.4%) respondents thought low 2 (2.4%) and moderately low 16 (19.0%), while 33 (39.3%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 39.3 % of respondents who selected moderately high or high is 10%. It shows that 29.3 - 39.3% of college students view social media influence as a significant deciding factor when purchasing coffee.

There were 47 valid responses for the 11th construct under Starbucks, "Customer Service." Based on the Likert scale with five points, the median is 3.33, and the mean is 3.43. In more detail, 21 (45.7%) respondents chose moderately high (34.8%) or high (10.9%), whereas 5 (10.9%) respondents chose moderately low (8.7%) or low (2.2%), while 20 (43.5%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 45.7% of respondents who chose moderately high or high is 11.6%.
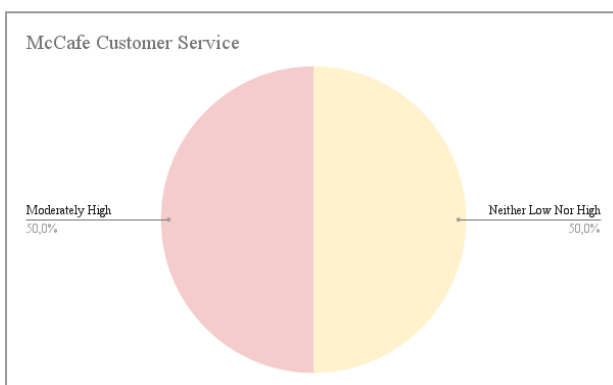
It shows that 33 - 56.2% of college students view customer service at Starbucks as a significant deciding factor when purchasing coffee.

There were 11 valid responses for the 11th construct under Dunkin, "Customer Service." Based on the Likert scale with five points, the median is 2.75, and the mean is 2.88. In more detail, 2 (18.2%) respondents c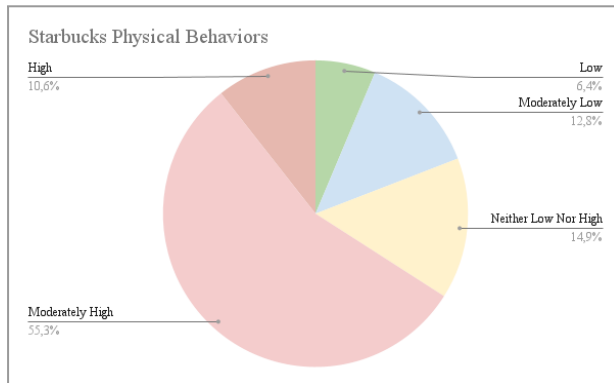hose moderately high and 2 (18.2%) respondents chose moderately low (18.2%), while 6 (63.7%) respondents thought neither low nor high. The sample error at the 95% confidence level for the 45.7% of respondents who chose moderately high or high is 8.2%. It shows that 10 - 26.4% of college students view customer service at Starbucks as either a significant deciding factor when purchasing coffee.

There were 8 valid responses for the 11th construct under McCafe, "Customer Service." Based on the Likert scale with five points, the median is 3.37, and the mean is 3.37. In more detail, 4 (40%) respondents chose moderately high while 4 (40%) respondents chose neither low nor high. The sample error at the 95% confidence level for the 40% of respondents who chose moderately high is 13.5%. It shows that 26.5 - 53.5% of college students view customer service at McCafe as a significant deciding factor when purchasing coffee.

There were 47 valid responses for the 12th construct under Starbucks, "Physical Behaviors." Based on the Likert scale with five points, the median is 3.5, and the mean is 3.29. In more detail, 31 (65.9%) respondents chose moderately high (55.3%) or high (10.6%), whereas 9 (19.2%) respondents chose moderately low (12.8%) or low (6.4%), while 7 (14.9%) respondents chose neither low nor high. The sample error at the 95% confidence level for the 65.9% of respondents who chose moderately high or high is 13.2%. It shows that 52.7 - 79.1% of college students view their interactions with the Starbucks brand as a significant deciding factor when purchasing coffee.

There were 11 valid responses for the 12th construct under Dunkin, "Physical Behaviors." Based on the Likert scale with five points, the median is 2.5, and the mean is 2.40. In more detail, 5 (45.4%) respondents chose moderately low and 6 (54.6) responders chose neither low nor high. A confidence interval was not calculated since there were no respondents who answered moderately high or high on the construct's questions for Dunkin.
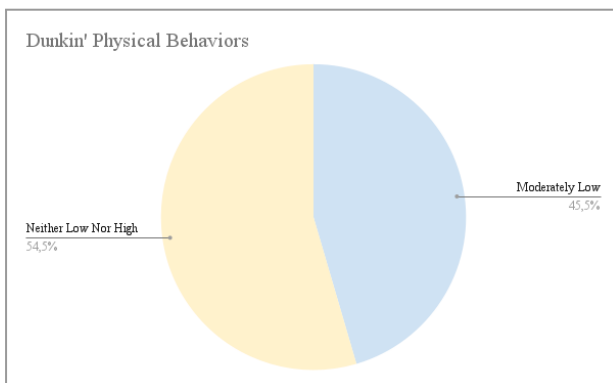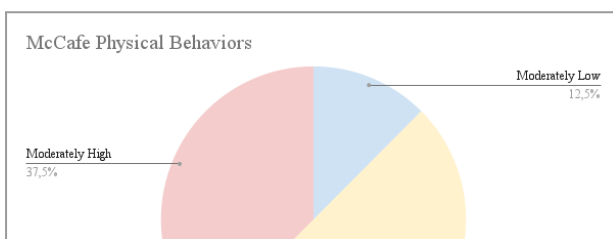
There were 8 valid responses for the 12th construct under McCafe, "Physical Behaviors." Based on the Likert scale with five points, the median is 2.87, and the mean is 3.03. Based on the Likert scale with five points, the median is 2.87, and the mean is 3.03. In more detail, 3 (37.5%) respondents chose moderately high, whereas 1 (12.5%) respondent chose moderately low, and 4 (50%) respondents chose neither low nor high. The sample error at the 95% confidence level for the 37.5% of respondents who chose moderately high is 11.8%. It shows that 18.7- 49.3% of college students view their interactions with the McCafe brand as a significant deciding factor when purchasing coffee.
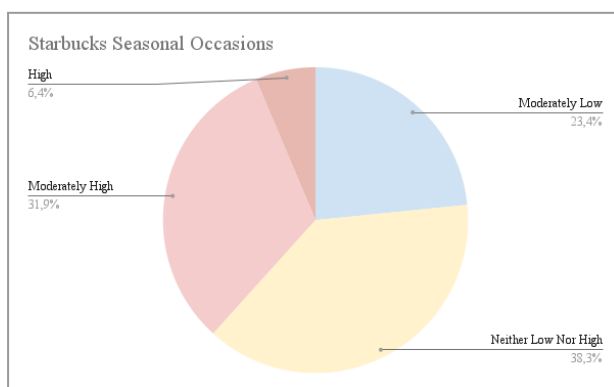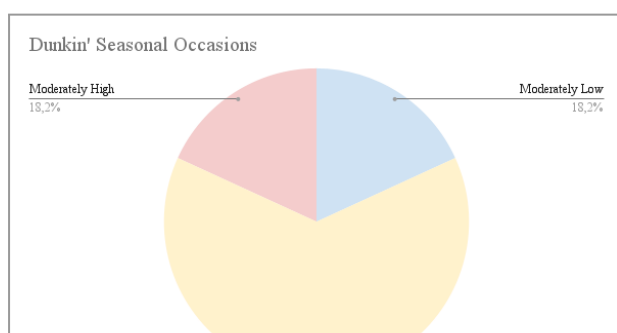

There were 47 valid responses for the 13th construct under Starbucks, "Seasonal Occasions." Based on the Likert scale with five points, the median is 3.25, and the mean is 3.10. In more detail, 18 (38.2%) respondents chose moderately high (31.9%) or high (6.4%), whereas 11 (23.4%) respondents chose moderately low (12.8%), while 18 (38.3%) respondents chose neither low nor high. The sample error at the 95% confidence level for the 38.2% of respondents who chose moderately high or high is 10.9%. It shows that 27.3 - 49.1% of college students view seasonal product offerings at Starbucks as a significant deciding factor when purchasing coffee.

There were 11 valid responses for the 13th construct under Dunkin', "Seasonal

Occasions." Based on the Likert scale with five points, the median is 2.5, and the mean is

2.40. In more detail, 2 (18.2%) respondents chose moderately high and 2 (18.2%)

respondents chose moderately low, while 7 (63.7%) respondents chose neither low nor high.

The sample error at the 95% confidence level for the 18.2% of respondents who chose

moderately high is 8.2%. It shows that 10 - 26.4% of college students view seasonal product

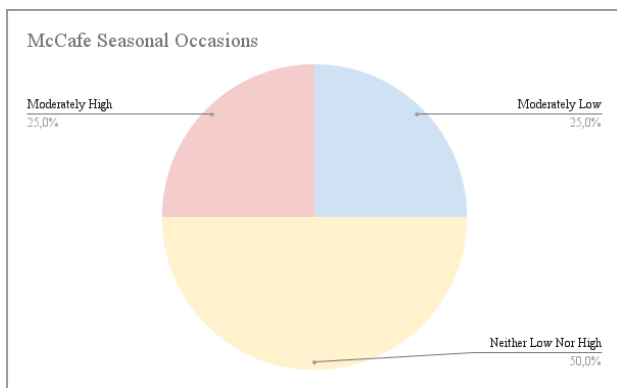offerings at Dunkin as a significant deciding factor when purchasing coffee.

There were 8 valid responses for the 13th construct under McCafe, "Seasonal Occasions." Based on the Likert scale with five points, the median is 3.0 and the mean is 2.96. In more detail, 2 (25%) respondents chose moderately high, 2 (25%) respondents chose moderately low, and 4 (50%) respondents chose neither high nor low. The sample error at the 95% confidence level for the 25% of respondents who chose moderately high is 9.7%. It shows that 15.3 - 34.7% of college students view seasonal product offerings at McCafe as a significant deciding factor when purchasing coffee.
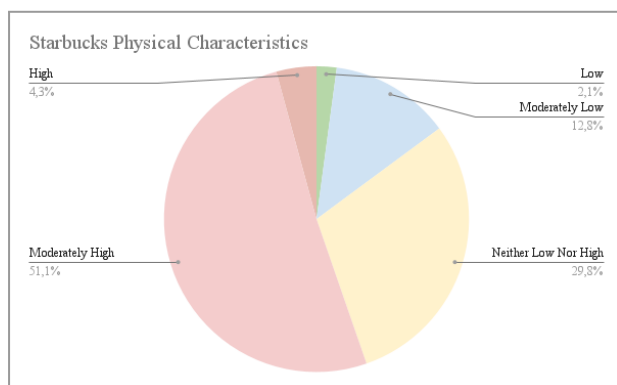

There were 47 valid responses for the 14th construct under Starbucks, "Physical Characteristics." Based on the Likert scale with five points, the median is 3.5 and the mean is 3.32. In more detail, 26 (55.4%)

respondents chose moderately high (51.1%) or high (4.3%), whereas 7 (14.9%) respondents chose moderately low (12.8%) or low (2.1%). The sample error at the 95% confidence level for the 55.4% of respondents who chose moderately high or high is 12.4%. It shows that 43 - 67.8% of college students view the atmosphere at Starbucks as a significant deciding factor when purchasing coffee.

Dunkin' Physical Characteristics

High 4.3%
Low 2.1%
Moderately Low 12.8%
Moderately High 51.1%
Neither Low Nor High 29.8%

There were 11 valid responses for the 14th construct under Dunkin', "Physical Characteristics." Based on the Likert scale with five points, the median is 2.50 and the mean is 1.66. In more detail, 2 (18.2%) of respondents chose moderately high, whereas 4 (30.4%) of respondents chose moderately low, and 5 (45.5%) respondents chose neither high nor low. The sample error at the 95% confidence level for the 18.2% of respondents who chose moderately high is 8.2%. It shows that 10 - 26.4% of college students view the atmosphere at Dunkin as a significant deciding factor when purchasing coffee.
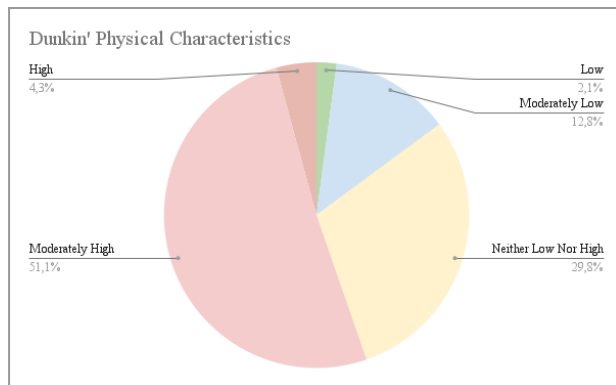
McCafe Physical Characteristics
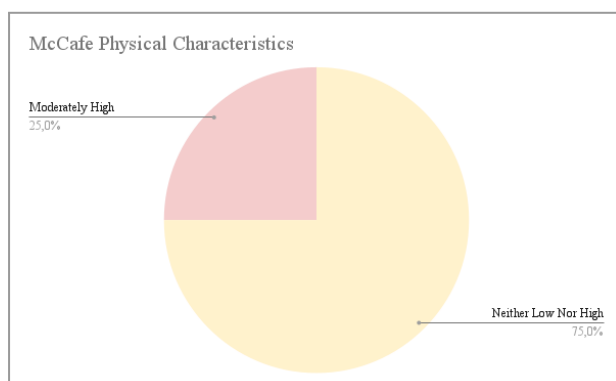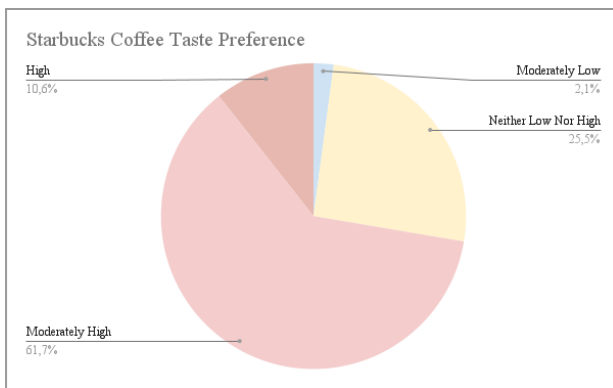
Moderately High 25.0%
Neither Low Nor High 75.0%

There were 8 valid responses for the 14th construct under McCafe, "Physical Characteristics." Based on the Likert scale with five points, the median is 3.0 and the

mean is 3.10. In more detail, 2 (25%) respondents chose moderately high, while 6 (75%) respondents chose neither high nor low. The sample error at the 95% confidence level for the 25% of respondents who chose moderately high is 9.7%. It shows that 15.3 - 34.7% of college students view the atmosphere at McCafe as a significant deciding factor when purchasing coffee.

Starbucks Coffee Taste Preference

High 10,6%
Moderately Low 2,1%
Neither Low Nor High 25,5%
Moderately High 61,7%

There were 47 valid responses for the 15th construct under Starbucks, "Coffee Taste Preference." Based on the Likert scale with five points, the median is 3.6 and the mean is 3.75. In more detail, 34 (72.4%) respondents chose moderately high (61.7%) or high

(10.6%) whereas 1 (2.1%) respondent chose moderately low, and 12 (25.5%) respondents chose neither high nor low. The sample error at the 95% confidence level for the 72.4% of respondents who chose moderately high or high is 13.5%. It shows that 58.9 - 85.9% of college students view beverage taste at Starbucks as a significant deciding factor when purchasing coffee.

Dunkin' Coffee Taste Preference

Moderately Low 9,1%
Neither Low Nor High 18,2%
Moderately High 72,7%
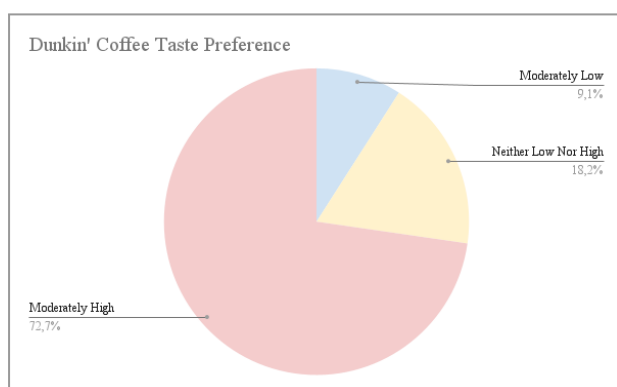
There were 11 valid responses for the 15th construct under Dunkin, "Coffee Taste Preference." Based on the Likert scale with

five points, the median is 3.75 and the mean is 3.56. In more detail, 8 (72.8%) respondents

chose moderately high, whereas 1 (9.1%) respondent chose moderately low, and 2 (18.2%)

respondents chose neither high nor low. The sample error at the 95% confidence level for the

72.8% of respondents who chose moderately high is 16.0%. It shows that 56.8 - 88.8% of

college students view beverage taste at Dunkin as a significant deciding factor when

purchasing coffee.

McCafe Coffee Taste Preference

Neither Low Nor High
25,0%

Moderately High
75,0%

There were 8 valid responses for the 15th construct under McCafe, "Coffee Taste Preference." Based on the Likert scale with five points, the median is 3.62 and the mean is 3.50. In more detail, 6 (75%) respondents chose moderately high, while 2

(25%) respondents chose neither high nor low. The sample error at the 95% confidence level

for the 75% of respondents who chose moderately high is 16.4%. It shows that 58.6 - 91.4%

of college students view beverage taste at McCafe as a significant deciding factor when

purchasing coffee.

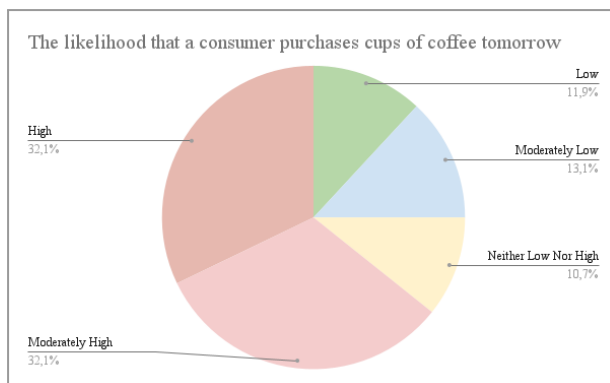## 2) Dependent Variable

Frequency of DV								
Dependent Variable	N	Frequency (Valid Percent)					Median	Mean
		Low	Moderately Low	Neither Low Nor High	Moderately High	High		

The likelihood that a consumer purchases cups of coffee from tomorrow		84	10(11.9%)	11(13.1%)	9(10.7%)	27(32.1%)	27(32.1%)	2	2.4
The likelihood that a consumer purchases cups of coffee from each brand tomorrow	Starbucks	84	7(8.3%)	10(11.9%)	11(13.1%)	31(36.9%)	25(29.8%)	2	2.32
	Dunkin Donuts	84	12(14.3%)	17(20.2%)	21(25%)	26(31%)	8(9.5%)	3	2.99
	McCafe	84	23(27.4%)	22(26.2%)	20(23.8%)	14(16.7%)	5(6%)	4	3.52
Number of coffee cups a consumer purchased from each of the following locations in the past week	Starbucks	82	23(28%)	16(19.5%)	33(40.2%)	7(8.5%)	3(3.7%)	1	2.09
	Dunkin Donuts	84	13(15.9%)	3(3.7%)	63(75.6%)	2(2.4%)	2(2.4%)	0	0.71
	McCafe	84	6(7.3%)	2(2.4%)	67(81.7%)	4(4.9%)	3(3.7%)	0	0.95

| Confidence of DV					
Dependent Variable		Moderately High and High		Sampling Error (95% Confidence)	Confidence Interval
		Frequency	Valid percentage		
The likelihood that a consumer purchases cups of coffee tomorrow		54	64.2%	10.6%	53.6 - 74.8%
The likelihood that a consumer purchases cups of coffee from each	Starbucks	56	66.7%	10.6%	56.1 - 77.3%
	Dunkin Donuts	34	40.5%	10.13%	30.37 - 50.63%

brand tomorrow	McCafe	19	22.7%	8.3%	14.4 - 31%
Number of coffee cups a consumer purchased from each of the following locations in the past week	Starbucks	10	12.2%	6.4%	5.8 - 18.6%
	Dunkin Donuts	4	4.8%	4.1%	0.7 - 8.9%
	McCafe	7	8.6%	5.4%	3.2 - 14%.

The frequencies of the dependent variable that are considered for this client are analyzed. The mean of the dependent variables that describe consumers' purchasing behaviors are also analyzed as follows:

There are a total of 84 valid responses collected for the dependent variable, "The likelihood that a consumer purchases cups of coffee from each brand tomorrow." The responses recorded for the dependent variable are as follows: 27 respondents, who are 32.1% of the total respondents, show a high and moderately high percentage of buying coffee tomorrow. The 95% confidence level sampling error for the responses High and moderately high willingness to buy coffee and moderately high is 10.6% Therefore, it implies that between 56.1 - 77.3% of the respondents are willing to buy coffee tomorrow.
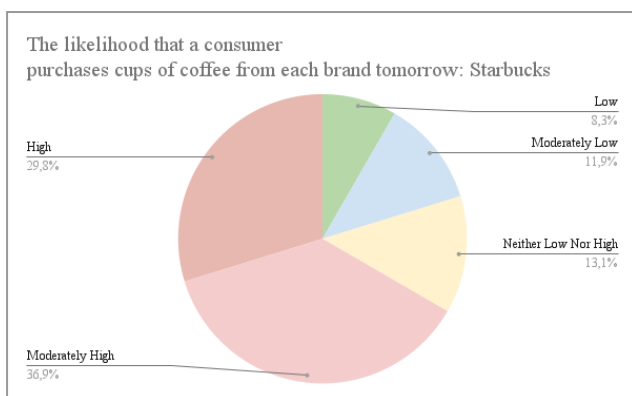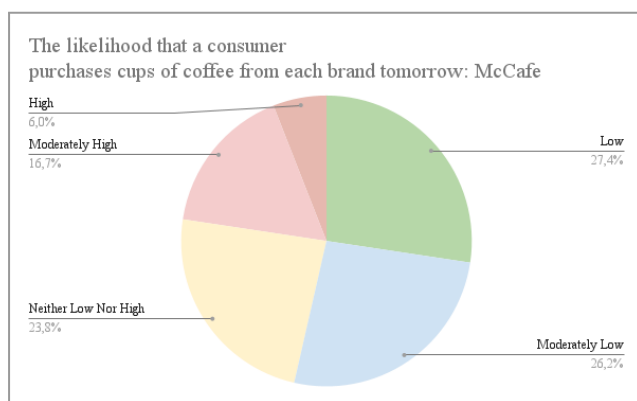

The 2nd dependent variable, "The likelihood that a consumer purchases cups of coffee from Starbucks tomorrow," received 82 valid responses. The dependent

variable's statistics are as follows: The willingness to purchase coffee from Starbucks is high for 25 (29.8%) and moderately high for 31(36.9%) of the respondents. The response, high and moderately high willingness to purchase coffee from Starbucks, had a 95% confidence level sampling error of 10.6%. It suggests that between 56.1 - 77.3% of college students would be likely to buy coffee from Starbucks.
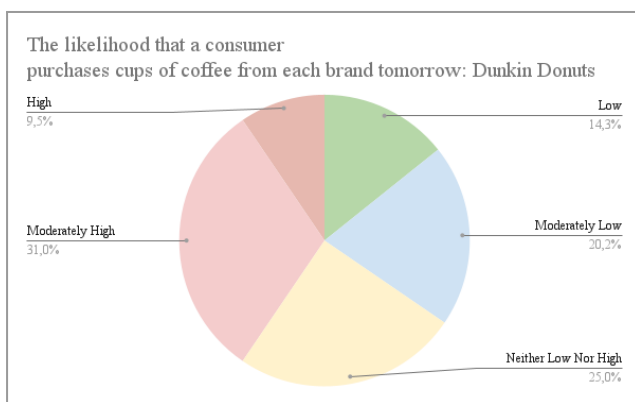
The 3rd dependent variable, "The likelihood that a consumer purchases cups of coffee from Dunkin Donuts tomorrow," received 82 valid responses. The dependent variable's statistics are as follows: The willingness to purchase coffee from Dunkin Donuts is high at 8 (9.5%) and moderately high at 26 (31.0%) of the respondents. The response, high willingness to purchase coffee from Starbucks, had a 95% confidence level sampling error of 10.13%. It suggests that 30.37 - 50.63% of college students would likely buy coffee from Dunkin Donuts.

The 4th dependent variable, "The likelihood that a consumer purchases cups of coffee from McCafe tomorrow," received 83 valid responses. The dependent variable's statistics are as follows: The willingness to purchase coffee from McCafe is high 5 (6.0%)and moderately high 14 (16.7%) of the respondents.
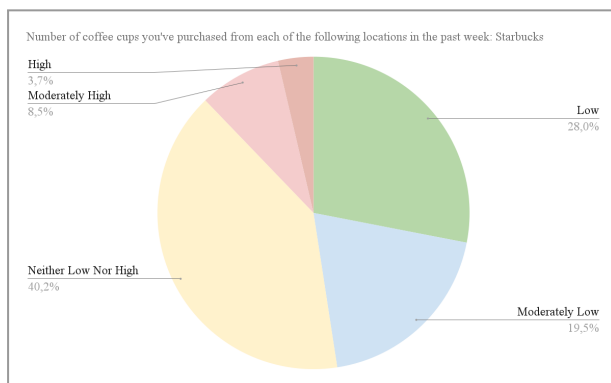
The response, high and moderately high willingness to purchase coffee from McCafe, had a 95% confidence level sampling error of 8.3%. It suggests that 14.4 - 31% of college students would likely buy coffee from McCafe.

The following was "The likelihood that a consumer purchases cups of coffee from each brand tomorrow," and it received 84 valid responses. This dependent variable has a mean of 2.4. As a result, about 64.2% of cups of coffee will be purchased by college students.

The dependent variable, "The likelihood that a consumer purchases cups of coffee from Starbucks tomorrow," obtained 82 valid responses. This dependent variable's mean value was 2.09. Therefore, it is estimated that college students will buy 66.7% of cups of coffee from Starbucks.

The dependent variable, "The likelihood that a consumer purchases cups of coffee from Dunkin Donuts tomorrow," obtained 82 valid responses. This dependent variable's mean value was 0.71. Therefore, it is estimated that college students will buy 40.5% of cups of coffee from Dunkin Donuts.

The dependent variable, "The likelihood that a consumer purchases cups of coffee from McCafe tomorrow," obtained 83 valid responses. This dependent variable's mean value was 0.95. Therefore, it is estimated that college students will buy 22.7% of cups of coffee from McCafe.

Number of coffee cups you've purchased from each of the following locations in the past week: Starbucks

High 3,7%
Moderately High 8,5%
Low 28,0%
Neither Low Nor High 40,2%
Moderately Low 19,5%

The dependent variable "Number of coffee cups a consumer purchased from Starbucks" recorded 82 valid responses. The dependent variable's statistics are as follows: The Number of coffee cups a consumer purchased from Starbucks is high

3 (3.7%) and moderately high for 7 (8.5%) of the respondents. The response, high and moderately high willingness to purchase coffee from Starbucks, had a 95% confidence level sampling error of 6.4%. This dependent variable has a mean of 2.9 As a result, about 12.2% of cups of coffee were purchased from Starbucks.
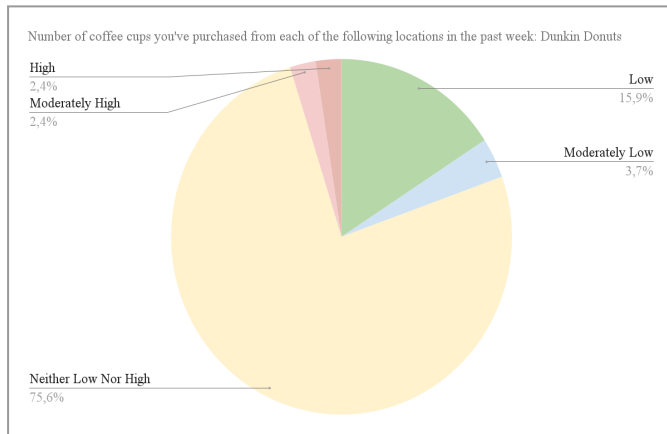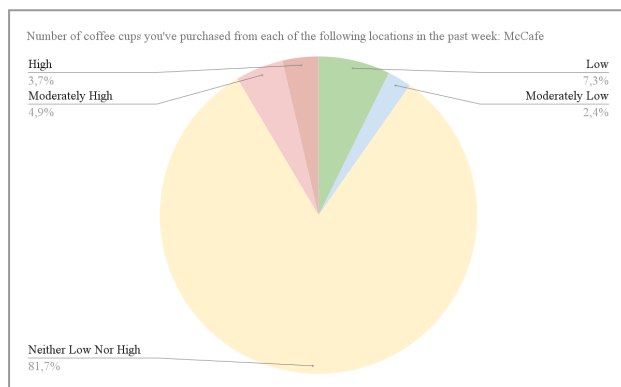
The dependent variable "Number of coffee cups a consumer purchased from Dunkin Donuts" recorded 84 valid responses. The dependent variable's statistics are as follows: The Number of coffee cups a consumer purchased from Dunkin Donuts is high 2 (2.4%) and moderately high for 2 (2.4%) of the respondents. The response, high and moderately high willingness to purchase coffee from Starbucks, had a 95% confidence level sampling error of 4.1%. This dependent variable has a mean of 0.71 As a result, about 4.8% of cups of coffee were purchased from Dunkin Donuts.

The dependent variable "Number of coffee cups a consumer purchased from McCafe" recorded 84 valid responses. The dependent variable's statistics are as follows: The Number of coffee cups a

consumer purchased from McCafe is high 3 (3.7%) and moderately high for 4 (4.9%) of the

respondents. The response, high and moderately high willingness to purchase coffee from

Starbucks, had a 95% confidence level sampling error of 5.4%. This dependent variable has a

mean of 0.95. As a result, about 8.6% of cups of coffee were purchased from McCafe.

Analysis of Correlations

Correlation						
Dependent Variable	Independent Variable	N	Correlation (r)	Rule of Thumb*	Probability of Error (p)	Significant Level
The likelihood that a consumer will buy a coffee tomorrow	/					
The number of coffee cup that a consumer has past week	Starbucks	Friends Influence	84	0.46	Strong	-0.218	Significant
	Dunkin Donuts	/					
	McCafe	Friends Influence	84	0.09	Negligable	-0.285	Highly Significant
The likelihood that a consumer purchases cups of coffee from each brand tomorrow	Starbucks	Price consciousness	82	0.49	Strong	0.218	Significant
		Social Media Influence	84	0.26	Moderately Strong	-0.243	Significant
		Price Promotion	84	0.001	Negligable	-0.344	Highly Significant
		Brand Loyalty	84	0.005	Negligable	0.306	Highly Significant
	Dunkin Donuts	/					

	McCafe	Lifestyle	84	0.013	Weak	0.270	Significant
		Friends Influence	84	0.010	Weak	0.279	Significant

Notes: Rule of Thumb
0.10-0.19 Small
0.20-0.39 Moderate
0.40-0.59 Strong
>= 0.6 Very Strong
**Correlation is significant at the 0.01 level Highly significant
*Correlation is significant at the 0.05 level Significant

To increase coffee product sales of Starbucks among college students, our data-driven recommendation should be based on the investigation of the relationship between consumer insights and their purchase decisions. The correlation between the dependent variable (DV) and the independent variable (IDV) can provide some insights.

Regarding our DV, "the number of coffee cups that a consumer purchased last week from Dunkin," there is no relationship found between the DV and our 10 IDVs, but the DVs " the number of coffee cups that a consumer bought from Starbucks," and "the number of coffee cups that a consumer bought from McCafe," are found to have a slight relationship with some IDVs.

Based on 84 responses, "the number of coffee cups that a consumer purchased last week at Starbucks" has a strong, positive, and significant relationship with the IDV "Friends Influence" ($r=.46$; $p= -.218$). The correlation between the number of coffee cups bought from Starbucks in the last week and friends' influences is 0.46, with an error probability of -0.218. While the number of coffee cups that a consumer purchased last week from McCafe " has a negligible, positive, highly significant relationship with the IDV **"Friends Influence"** ($r=.09$; $p= -.285$). The correlation between the number of coffee cups bought from McCafe in the last week and friends' influences is 0.09, with an error probability of -0.285. However, there are

no such findings for Dunkin. Friends influence refers to a person's attitude about recommending a friend for some particular purpose. (Marketing Scales Handbook, 2017). The more a specific brand is recommended by a friend, the more a consumer will purchase from that brand.

Based on 82 responses, "the likelihood that a consumer purchases cups of coffee from Starbucks tomorrow" has a strong, positive, and significant relationship with the IDV "**Price Consciousness**" (r=.49; p= 0.218). The correlation between the number of coffee cups bought from Starbucks last week and price consciousness is 0.49, with an error probability of 0.218. However, there is no such finding for Dunkin Donuts and McCafe. "Price-conscious" refers to measuring the degree to which a consumer focuses on sales and trying to get the "best price." (Maciejewski & Mokrysz, 2020). Consumers who prioritize price in their decision-making process are more likely to purchase products from a brand offering cheaper options.

Based on 84 responses, "the likelihood that a consumer purchases cups of coffee from Starbucks tomorrow" has a positive, moderately strong, and significant relationship with the IDV "**Social Media Influence**" (r=.26; p= -0.243). The correlation between the number of coffee cups bought from Starbucks in the last week and social media influence is .26, with an error probability of -0.243. However, there is no such finding for Dunkin Donuts and McCafe. Social media influence refers to learning about the product through social media-based videos and influencer marketing. (Bump, 2021) The higher a brand has social media engagement, the higher possibility that consumers will purchase from that brand tomorrow.

Based on 84 responses, "the likelihood a consumer purchases cups of coffee from Starbucks tomorrow" has a positive, negligible, highly significant relationship with the IDV "**Price Promotion**" (r=.011; p= -0.344). The correlation between the number of coffee cups

bought from Starbucks in the last week and price promotion is .011, with an error probability of -0.344. However, there is no such finding for Dunkin Donuts and McCafe. Price promotions refer to discounts acting as enticements for attracting new customers while retaining existing ones and encouraging repeat purchases (Huang et al., 2014). The more promotions a brand runs, the more preference consumers will have for purchasing tomorrow.

Based on 84 responses, "the likelihood that a consumer purchases cups of coffee from Starbucks tomorrow" has a positive, negligible, highly significant relationship with the IDV "**Brand loyalty**" (r=.005; p= .306). The correlation between the number of coffee cups bought from Starbucks in the last week and brand loyalty is .005, with an error probability of .306. However, there is no such finding for Dunkin Donuts and McCafe. Brand Loyalty refers to consumers' level of attachment to a brand. (Chang, 2022). Consumers who have a high level of attachment to a brand are more likely to purchase coffee products from that brand.

Based on 84 responses, "the likelihood that a consumer purchases cups of coffee from McCafe tomorrow" has a positive, weak, significant relationship with the IDV "**Lifestyle**" (r=.013; p= .270). The correlation between the number of coffees bought from Starbucks in the last week and r is .013, with an error probability of .270. However, there is no such finding for Dunkin Donuts and Starbucks. Lifestyle refers to consumers' way of life and attitudes. (Chang, 2022) The more a brand relates to a consumer's way of life and attitudes, the more consumers will buy from this brand tomorrow.

Based on 84 responses, "the likelihood that a consumer purchases cups of coffee from McCafe tomorrow" has a positive, weak, significant relationship with the IDV "**Friends Influence**" (r=0.010; p= .279). The correlation between the number of coffee cups bought from Starbucks in the last week and friends' influence is 0.010, with an error probability of .279. However, there is no such finding for Dunkin Donuts. Friends Influence refers to a person's attitude about recommending a friend for some particular purpose. (Marketing

Scales Handbook, 2017). The more specific brand is recommended by a friend, the more a consumer will buy from this brand tomorrow.

IX Discussion

In this section, the research compared 15 constructs with the previous literature review. Among the 15 constructs, we found 4 of them confirmed the findings in the literature review. The detailed discussion is as follows:

Maciejewski & Mokrysz (2020) found that price-conscious consumers look for sales and the "best price" when making their purchase decision. In this research, 40.6 - 61.8% (with a 95% confidence) of college students chose price consciousness as a driver when they were buying coffee products. The research also found a positive and significant correlation between price consciousness and the likelihood that consumers purchases cups of coffee from Starbucks tomorrow, indicating that people who care about price consciousness tend to purchase coffee products the following day. Therefore, the research confirms price consciousness is a significant factor in coffee product choices for college students.

Huang et al. (2014) found brands that run price promotions attract new customers while retaining existing customers and encouraging repeat purchases. In this research, 54.9 - 76.1% (with a 95% confidence) of college students chose price promotions as a driver when buying coffee products. The research also found a positive and highly significant correlation between price promotions and the likelihood that a consumer will purchase cups of coffee from Starbucks tomorrow, indicating that people who care about price promotions tend to purchase coffee products the following day. Therefore, the research confirms price promotion is a significant factor in coffee product choices for college students.

Chang (2022) found that brand loyalty occurs when consumers feel a level of attachment toward a brand. In this research, 29.2 - 49.2% (with a 95% confidence) of college

students chose brand loyalty as a driver when they were buying coffee products. The research also found a positive and highly significant correlation between brand loyalty and the likelihood that a consumer will purchase cups of coffee from Starbucks tomorrow, indicating that people who have brand loyalty will purchase coffee products from Starbucks the following day. Therefore, the research confirms that brand loyalty is a significant factor in college students' coffee choices.

Chang (2022) defines lifestyle as a consumer's way of life and attitudes. In this research, 80 - 98.6% (with 95% confidence) of college students chose lifestyle as a driver when buying coffee products. The research also found a positive and highly significant correlation between lifestyle and the likelihood that consumer purchases cups of coffee from Starbucks tomorrow, indicating people who can connect their way of life and attitudes will purchase coffee products from Starbucks the following day. Therefore, the research confirms that lifestyle is a significant factor in college students' coffee choices.

X. Recommendations

With the findings that 53.6 - 74.8% of college students are very likely to purchase coffee from Starbucks, we will list actionable recommendations for Starbucks to further grow its college-aged consumer base. According to our frequency analysis of 15 independent variables, our survey respondents care about the following determinants: Price consciousness, Brand Loyalty, Coffee Taste Preference, Price Promotions, and Physical Behavior. According to our frequency analysis of dependent variables, Dunkin is a strong competitor to Starbucks since a sizeable sample of respondents have purchased coffee and remained consistent customers of the brand. However, McCafe is fairly competitive since respondents have the tendency to purchase coffee from the brand.§

According to the research results, **price consciousness** positively impacted college students purchasing decisions for coffee products. Being significant and having a strong correlation to purchasing coffee products in the near future (r=0.81), consumers with high price consciousness tend to buy competitive brands such as Dunkin Donuts and McCafe. College students who are willing to purchase from Starbucks responded that they prefer cheaper product options. However, college students who have **brand loyalty** towards Starbucks with a highly significant correlation (r=0.005) still choose to purchase low-priced products. Even though consumers express loyalty when they purchase from Starbucks, they are still looking for price reductions. Our recommendation is to consider creating promotions targeting college students. This can involve offering a free beverage, pastry or food product when a customer visits Starbucks during a specific time of day. It can also involve an in-person discount on a coffee drink when a customer shows they have a My Starbucks Rewards account. According to data analysis, 54.9 - 76.9%% of college students view **price promotions** as a significant deciding factor when purchasing coffee products. As for

recommendations, Starbucks needs to offer bounce-back receipt treats, which means that college students can make a second coffee purchase for -30% only during the next 12 hours period. Starbucks can also offer a spending threshold promotion, meaning when the students spending amount at Starbucks reaches $100, college students receive 2 free coffee purchases within a 3-month expiration date.

While all of our respondents found **Coffee Taste Preference** to be important across all brands, it is noteworthy that 58.6 - 85.9% of our sample of 47 Starbucks drinkers felt strongly about coffee flavor. In addition, 52.7 - 79.1% of college students indicate **physical behaviors** are a significant deciding factor for purchasing coffee products from Starbucks, showing they care about a coffee shop's atmosphere. For this reason, it's recommended for Starbucks coffee shops near the university areas to improve the interior under the theme of the university, which makes college students feel more close to the brand. In addition, offering free samples of exclusive coffee or espresso flavors can provide consumers with a unique in-store experience. Respondents for Dunkin and McCafe did not respond strongly to the physical behaviors construct, showing that they do not prefer those brands based on the environment.

XI Assessment

Our research was able to both discover new insights about the coffee industry and confirm industry trends found in our literature review. In the pursuit of advancing knowledge in this business sector, we were successful.

However, there are ways our group could have approached this research to reach a sufficient sample size and provide a more seamless survey experience for respondents. Due to many survey incompletions, our sample size had to be reduced to under 100 respondents. Emphasizing the importance of allotting time to complete the survey to the respondent and adding a progress bar could benefit our future research. Finding a way to restructure our surveys so respondents do not feel bored or pressured could also help us maintain a high completion rate for the future.

Our sample was primarily graduate students. While this sample size allows us to demonstrate the coffee-drinking trends of graduate students effectively, it is typical for most college campuses to have fewer graduate students on campus than undergraduate students. This would make our data less indicative of a college student population as a whole. Having a more robust balance of undergraduate students could have allowed our research to more strongly demonstrate the preferences of college students on a larger scale and the younger end of our age range. Sending survey links to more locations where undergraduates would be more likely to be online, such as Facebook groups and communities for on-campus dormitories, would benefit our future research.

Based on feedback from respondents and coffee drinkers separate from this research, there are some coffee-related behavioral questions we could have asked that could have helped us build relevant constructs, such as whether one prefers a coffee to be organic or brewed fresh in the shop. To address these problems, creating prompts in the survey where respondents can state their preferences could benefit our future research. This option allows

respondents to state their preferences if they feel the options do not fully represent people's

preferences for coffee. In addition, while our constructs were relevant to our research

question and research design, there are some areas where we felt we could have asked more

pertinent questions related to the constructs themselves. In the future, the questionnaires can

be designed with a better layout, and also make sure to include "the number of coffee cups

that consumers purchased in the last week by each brand." in our survey.

For all four of us, we understood what needs to be done to conduct research that

yields actionable insights. We also learned the importance of calculating variation, reliability,

and other statistical calculations to make the insights data-driven. A data-driven insight will

be clearer and more easily understood through numbers and visualization.

XII. Story

A majority of the college students we surveyed drank Starbucks more recently than the other brands we selected, demonstrating the company's strength in the coffee industry. This could be explained through our research, where we found our respondents valued high price points in coffee and superior flavor. Therefore, taste and brand prestige appear to be two main reasons college students are drawn to Starbucks. While Dunkin and McCafe are also highly-recognizable brands in the coffee industry, our survey found their coffee's flavor is not preferred as frequently as Starbucks.

The environment inside the coffee shop is also important. Our survey found that Starbucks drinkers care deeply about a store's environment, which includes atmosphere, interior design, and music. This emphasizes the importance for Starbucks to continue curating a lively in-person experience for the coffee drinker. With that in mind, the coffee drinkers of Dunkin and McCafe did not feel strongly about the importance of their shop's atmosphere. This may be due to these locations investing less in tables and chairs where patrons can sit down and consume their products.

Together, these findings show a relationship between coffee quality and the coffee shop environment. Starbucks—a brand where respondents pride themselves on the shop's high price points and beverage quality—is more likely to linger in the shop and feel at home with the brand. While respondents who purchase Dunkin and McCafe may be loyal customers, they may feel less connected to their brand since they are not likely to interact with the in-store offerings of their coffee shops. Overall, this research shows strong coffee brands are built on a strong reputation. Based on our findings, Starbucks has one of the strongest reputations as a coffee brand in the industry, despite its strong competition.

References

Bozzola, M., Charles, S., Ferretti, T., Gerakari, E., Manson, H., Rosser, N., & von der Goltz,

P. (2021). The Coffee Guide. International Trade Centre.

https://doi.org/10.21256/zhaw-23941

Brazier, Y. (2016, March 8). Adolescents drink too much caffeine. Medical News Today.

Retrieved October 1, 2022, from https://www.medicalnewstoday.com/articles/307526

Bump, P. (2021, June 10). Millennials vs. gen Z: Why marketers need to know the difference.

HubSpot Blog. Retrieved September 30, 2022, from

https://blog.hubspot.com/marketing/Millennials-vs-gen-z

Chang, W.-J. (2020). Experiential marketing, Brand Image and brand loyalty: A case study of

starbucks. *British Food Journal*, *123*(1), 209–223.

https://doi.org/10.1108/bfj-01-2020-0014

Falkner, Lindsey, "An Exploratory Study of Generational Coffee Preferences" (2020). Honors

College Theses. 50. https://digitalcommons.murraystate.edu/honorstheses/50

from https://www.coursehero.com/file/74273439/Starbucks-Shimeng-Tongpdf/

Grant, M. (2022, September 16). Millennials vs. Gen Z: How Are They Different? The 360

Blog from Salesforce. Retrieved September 30, 2022, from

https://www.salesforce.com/blog/how-millennials-and-gen-z-are-different/

Grzegorz Maciejewski, & Sylwia Mokrysz. (2019). New trends in consumption on the coffee

market. Zeszyty Naukowe SGGW, Polityki Europejskie, Finanse i Marketing, (22(71),

132–144. https://doi.org/10.22630/pefim.2019.22.71.31

Han, J.-M., Kim, J. W., & Kim, J.-T. (2020). A Study on the Influence of the Selection

Attribute on Coffee Shop toward Use Satisfaction by College Students. The Journal of

the Korea Contents Association, 20(2), 424–434.

https://doi.org/10.5392/JKCA.2020.20.02.424

Harun, M.A. 2017. Students' Coffee Shop Choice Behaviour: A Comparative Study on

Starbucks Coffee. Journal of Business Studies, 38(2), pp. 19-41.

Ijaz, M. (2021, April 16). Opinion: Caffeine dependence detracts from college students'

mental and Physical Health. The Student Life. Retrieved October 1, 2022, from

https://tsl.news/be-aware-of-coffee-reliance/

Kim, W. G., et al. (2009). Influence of institutional DINESERV on customer satisfaction,

return intention, and word-of-mouth. International Journal of Hospitality

Management. 28(1), pp. 10-17.

Krishna, Chethana G. "Starbucks Communication Strategies – More than just a Cup of

Coffee †." IUP Journal of Soft Skills 12.3 (2018): 23-53. ProQuest. Web. 3 Oct. 2022.

MarketLine. (2014, September 26). Company Profile: Panera Bread Company. Retrieved

September 19, 2022, from

https://web-p-ebscohost-com.ezproxy.bu.edu/ehost/pdfviewer/pdfviewer?vid=5&sid=3b

cb437b-b2e9-46a8-b87c-e7f4459f82cc%40redis.

MarketLine. (2021, October 19). Company Profile: Dunkin' Brands Group Inc. Retrieved

October 2, 2022, from

https://web-p-ebscohost-com.ezproxy.bu.edu/ehost/pdfviewer/pdfviewer?vid=8&sid=11

771644-981c-49b0-9236-108d19b73fc2%40redis.

MarketLine. (2022, August 18). Company Profile: McDonald's Corp. Retrieved October 2,

2022, from

https://web-p-ebscohost-com.ezproxy.bu.edu/ehost/pdfviewer/pdfviewer?vid=11&sid=1

1771644-981c-49b0-9236-108d19b73fc2%40redis.

MarketLine. (2022, July 18). Company Profile: Starbucks Corporation. Retrieved October 2,

2022, from

https://web-p-ebscohost-com.ezproxy.bu.edu/ehost/pdfviewer/pdfviewer?vid=5&sid=11

771644-981c-49b0-9236-108d19b73fc2%40redis.

Mintel Group. (2022). Foodservice Coffee and Tea - US - 2022. Mintel. Retrieved

September 19, 2022, from

https://reports-mintel-com.ezproxy.bu.edu/display/1102879/?fromSearch=%3Ffreetext

%3Dmcdonalds%26resultPosition%3D2.

Networld Media Group, LLC. (2022, September 20). Panera Bread giving loyalty members

more control over rewards. www.fastcasual.com. Retrieved October 2, 2022, from

https://www.fastcasual.com/news/panera-bread-giving-loyalty-members-more-control-o

ver-rewards/

Starbucks Official Website. (2022). About us: Starbucks Coffee Company. About Us:

Starbucks Coffee Company. Retrieved October 2, 2022, from

https://www.starbucks.com/about-us/

Taecharungroj, V. (2016). Starbucks' Marketing Communications Strategy on Twitter.

Journal of Marketing Communications, 23(6), 552–571.

https://doi.org/10.1080/13527266.2016.1138139

Waxman, L. K. (2006). The coffee shop: Social and physical factors influencing place

attachment. Journal of Interior Design. 31(3), pp.35-53.