MK604 Market Research and Account Planning

Final Report: CoCo Fresh Tea & Juice

Group 1:

Yun Chen

RuoTing Huang

ChihYing Chang

Keara Brown

Table of Contents

I. Executive Summary

CoCo Fresh Tea & Juice is a Taiwanese bubble tea brand, it has established more than 2,500 stores around the world and has become a global leading brand. Our team thinks that CoCo Fresh Tea & Juice, as a leading bubble tea brand with fresh and authentic flavor; moreover, Boston is a city full of international and people of Asian descent, increasing the possibility that they are familiar with and accepting of bubble tea and the CoCo Fresh brand. As a matter of fact, CoCo is a well-prepared player to join the heated competition in Boston. With current plans to expand into Boston market, there are three objectives of the current research. Firstly, to understand consumers' preference in choosing a bubble tea brand. Secondly, to examine the consumer's perception of CoCo Fresh's product concept. Lastly, to examine CoCo's brand acceptability in the Boston market.

Two research methods were implemented: focus group interview (FGI) and surveys using both face-to-face and online survey using Qualtrics. Both methods used a non-probability sampling method with convinces samples. For the FGI session, 10 young adults from Emerson College were gathered together at Emerson College in Boston where they participated in the session. The FGI findings showed a strong likability of CoCo Fresh Tea & Juice, especially when educated about the company provide fresh tea and ingredients. The survey using both face-to-face and Qualtrics was taken by 78 individuals from random people in a variety of demographics. The survey results demonstrate that there was a positive level of acceptance of CoCo Fresh Tea & Juice with a top 2 box % of 71% and a mean score of 3.90. The finding of overall evaluation passed the action standard which we set for the study, which is a top 2 box % of 60 % and a mean score of 3.50.

Based on our research findings, we recommend that CoCo Fresh Tea & Juice open a store in the Boston market.

II. Introduction

CoCo Fresh Tea & Juice is a Taiwanese bubble tea brand founded in 1997 by Chairman Tommy Hung. In 20 years, Coco has established more than 2,500 stores around the world and has become a global leading brand in the bubble tea industry. The foundation of CoCo's success is the values of high-standard quality, consistency, and service (CoCo Fresh Tea & Juice, 2017). With fresh and innovative products accompanied by a well-constructed international franchise system, CoCo Fresh Tea & Juice continually expands in Asia, Africa, America, and European continents and counting.

The bubble tea chain arena in Boston involves major competitors such as Chatime and Gong-Cha. Our team feels that CoCo Fresh Tea & Juice, as a leading bubble tea brand with fresh and authentic flavor, is a well-prepared player to join the heated competition in Boston. Furthermore, Boston is a city full of international students (Statista, 2018) (Exhibit 1) and people of Asian descent, increasing the possibility that they are familiar with and accepting of bubble tea and the CoCo Fresh brand.

This research focuses on three general research objectives: 1) to understand consumers' preference in choosing a bubble tea brand, 2) to examine the consumer's perception of CoCo Fresh's product concept, and 3) to examine CoCo's brand acceptability in the Boston market. We will gain this knowledge through both primary and secondary research analyses. Secondary research gleaned from online (Mintel, MRI, etc.) as well as academic papers will provide us a deeper understanding of consumers' demographic profile. Insights of consumers in terms of their buying motivations, preferences, and consumption habits will be generated by the primary research, which will be conducted through a Focus Group Interview and the survey.

III. Literature Review

A. Internal Analysis

Company Analysis

History- In 1997, the first CoCo store was established in Tamsui, a small county in Taipei full of ancient art and history. The founder Tommy Hung, along with two co-founders, aspired to create a tea shop that was innovative and distinctive. CoCo's success may be credited to the founders' professional backgrounds. One of the founders is from a family that has grown tea for generations, and the other founder has been dedicated to the research and development of tea for years (CoCo Fresh Tea & Juice, n.d.). With the adherence to providing the best products and innovation, CoCo has successfully tapped into tea consumers' hearts and started to penetrate all over Taiwan in 1997. In 2007, the first overseas CoCo store was opened in Suzhou, China. Since then, CoCo has accelerated its expansion all over the world.

Corporate Social Responsibility- Corporate social responsibility has proved to be an important factor that could positively affect customers' attitudes toward the brand and the products in the form of purchasing behavior and customer loyalty (Nazam, 2018). CoCo Fresh Tea & Juice has been an enterprise highly dedicated to charity for decades, with an emphasis on helping children who live in poverty or with limited resources to education. Locally, CoCo works with the Red Heart Association to hold charity events such as "CoCo Love concert" and "CoCo love in starlight-charity concerts" to provide children with opportunities to see live concerts and accesses to the music. In addition, CoCo established the fundraising "coin box" in every CoCo store to encourage customers to support children in difficulties (CoCo Fresh Tea & Juice, 2010). Globally, in 2018, CoCo has donated a brand-new E-learning center in Sri Lanka with the aspiration of creating a brighter future for the next generation (CoCo Fresh Tea & Juice, 2018).

Product Analysis

Product Concept- CoCo adheres to three major product concepts: high standard selection of fine tea, local procurement of fresh seasonal harvests, product innovation, and development. Each season, CoCo selects fresh and hand-picked tea leaves that undergo traditional 12 stages of tea making procedures. Since the fresh ingredient is the first criteria of CoCo's products, CoCo adopts a global procurement policy that enables it to find the highest quality fruits worldwide. With the high-quality tea bases and fresh ingredients, CoCo committed to research and development in order to keep surprising customers by launching new and innovative beverages annually (CoCo Fresh Tea & Juice, 2018). Currently, CoCo offers products in five categories: Fresh fruit tea, milk tea, milk and chocolate, fresh tea, and slushies and smoothies, for a total of 44 product options.

Promotion- Sales promotion is one of the important factors that affect customers when choosing bubble tea shops (Pangkey, Lapian & Tumewu, 2016). CoCo Fresh Tea & Juice constantly applies comprehensive sales promotion strategies both locally and globally. In Taiwan, almost every week CoCo promotes on-sale drinks with well-designed posters or digital boards. It cooperates with credit card companies so that customers with certain payment methods get discounts. In the United States, during a promotion period called "Happy hump day", customers can get medium bubble tea for only $2.5 (Originally $3.44) on Wednesdays (CoCo Fresh Tea & Juice, 2018). The most recent promotion example was performed when a CoCo store opened at Fisherman Wharf in San Francisco on September 15, 2018. Throughout the day, customers who purchased any top 10 drinks would receive a free complimentary medium bubble tea (Gale Group, 2018).

These promotions are not only displayed in store but also on Coco's official social media platforms. On Facebook and Instagram, CoCo usually posts its recent on-sale drinks as well as the description of its popular drinks. Moreover, it also uses social media platforms to inform customers about the events it held or participated in. For instance, CoCo participated in the Taiwanese Bubble Tea Festival in New York City on August 18, 2018. On that day, CoCo posted many pictures about the festival to invite and engage the customers with the event.

B. External Analysis

Environmental Analysis

Industrial Trends- CoCo Fresh Tea & Juice, specializing in an assortment of milk teas and fresh tea drinks, is one of the emerging brands in the upcoming years that already exhibited a strong promising growth in the tea industry. CoCo Fresh Tea & Juice now has 32 locations in the country, 22 of them in New York City. In recent years, iced tea and hot tea have been making inroads against coffee (Kaufman, 2017). The vast majority of consumers drink some kind of tea, for example, 79% of U.S. adults drink tea (Mintel 2017) (Exhibit 2). Besides, CoCo Fresh Tea & Juice, the purveyors of bubble tea can take advantage of the growing popularity of tea. After becoming a hit in Taiwan, bubble tea was embraced throughout Asia. It started to become increasingly available on the East and West Coasts a few years ago. The global bubble tea market was valued at $1,957 million in 2016, and is projected to reach $3,214 million, with the growth rates of 60%, by 2023 (Allied Market Research, 2018).

CoCo Fresh Tea & Juice has a large market in Boston because of the Asian population. Boston is full of Asian descendants, Asian college students, and young professionals who are culturally diverse and open to Asian culture and healthier option. Furthermore, Boston's Chinatown, a neighborhood located in downtown Boston since 1875, has many establishments selling bubble tea. Boston has many potential customers would be likely to have high percentage of acceptance rate to bubble tea and CoCo Fresh Tea & Juice.

Cultural and Social Factors- Bubble tea is an intrinsic part of Asian culture. In the late 1990s, the first dedicated bubble tea shop in Los Angeles opened inside a food court in Arcadia. By the early 2000s, a slew of shops dedicated to the beverage had opened such as Ten Ren, Quickly, Tapioca Express and Lollipop. They all owned by immigrants of Taiwanese descent. They were concentrated in the San Gabriel Valley, where a significant Taiwanese and Chinese community is concentrated (Wei, 2017). Bubble tea shops are so ubiquitous in Asian culture that whenever one place opens, everyone already knows about it (Lee, 2013). However, people outside of the culture are wary to go to a bubble tea shop, unless they are accompanied by someone who is familiar with bubble tea.

The skeptical reactions from first-time bubble tea drinkers increases the possibility that the drink will remain a niche trend, rather than a national sensation (Bram, 2016). Bubble tea is still a smaller market in America, completely overshadowed by more culturally familiar coffee shops, traditional juice and smoothie bars. Starbucks or Jamba Juice offer familiar and convenient options for many Americans who are not already familiar with bubble tea. Therefore, many bubble tea shops are changing their atmospheres to be more similar to American coffee shops (Laidman, 2004).

Health and Wellness- Consumers have an array of drink options and are motivated to choose beverages with healthy offerings. The global concern for good health has motivated many people to shift from alcoholic beverages to non-alcoholic beverages. Some of the larger and competing categories, including CSDs (carbonated soft drinks) and juice, lost share to other beverage types because there are more flexible beverages in offering flavor, functional innovation and combined with lower calorie totals (Mintel, 2018). For example, more consumers understand the functional health benefits of tea and reach for tea as a healthier alternative to sugar-laden beverages. Because of this tea sales have benefited, and both forms of teas and ready to drink (RTD) teas are expected to see growth in the next five years. The category saw overall dollar sales growth of 24% from 2012 to 2017 (Mintel, 2017). Furthermore, because of the increasing demand of stressful lifestyles, tea has a strong opportunity to find favor by painting a picture of its mood-enhancing qualities, such as relaxation. According to Exhibit 3, 46% of tea drinkers do so for relaxation, making it the third most motivating factor for consumption, behind good taste (65%) and thirst quenching (47%) (Mintel, 2017).

Industry Analysis

Market Size and Growth Rate- Tea industry continues to grow in the United States. In 2016, Americans consumed almost 84 billion servings of tea, or more than $3.8 billion gallons. Approximately four out of five consumers drink tea, including 87% of millennials. Tea can be found in almost 80% of all U.S. households. About 86% of all tea consumed was black tea, 13% green tea, and the small remaining amount was oolong, white and dark tea (Tea Association, 2018). In 2017, dollar sales of tea market is $7.9 billion. In 2018, total U.S. sales for tea and RTD tea is expected to exceed $7.9 billion, up incrementally from 2017. However, the pace of tea growth has slowed amid a competitive non-alcoholic beverage market. An influx of innovative offerings in bottled water, coffee, juices, and hybrid drinks featuring health and functional characteristics means more competition for consumption occasions (Mintel, 2018).

Market Trends- Tea and RTD tea sales are expected to see continued modest growth as competition continues to intensify and consumer interest beverage diversify. Non-alcoholic beverages are available in the market in various forms such as fruit juices, soft drinks, ready to drink coffee, tea, energy drinks, bottled water, isotonic drinks, and others. The nonessential nature of the non-alcoholic drinks market means that consumers will continue to be engaged only if the products meet their needs. Forecasts of the tea and RTD tea market calls for a gain of 18% between 2018 and 2023 to $9.4 billion (Mintel, 2018) (Exhibit 4).

Competitor Analysis

Boston area bubble tea competitors share several common characteristics: locations in Boston's Chinatown or clustered around Boston's many universities, tailor to a younger crowd (students, etc.), innovative offerings and the struggle to differentiate themselves, and almost all boast inviting, social atmospheres.

Kung Fu Tea- The Kung Fu Tea franchise has 6 locations in Boston near Northeastern University, Allston, and Chinatown. Kung Fu has an attractive mobile rewards program for customers. Their tea starts at $3.25 without toppings (each topping added is $0.50). Examples of the variety of toppings include aloe jelly, coffee and fruit flavored bubbles, and mung beans. Kung Fu also offers smoothies, milk teas, slushes and classic brewed teas. Perhaps the biggest advantage Kung Fu has over other competitors is its social media presence with 29.3k Instagram followers alone. It tapped into the social media habits of its younger (millennial) consumers by making a promotional music video with Cody and Wyatt, two New York City Vloggers (video bloggers) and filmmakers.

ChaTime- ChaTime is recognized as one of the fastest growing bubble tea franchises in the world and has 4 locations in Boston, including Chinatown and near Northeastern University (Ly, 2017). ChaTime positions itself as an "artisanal" teahouse. The menu includes bubble teas, milk teas, "mousse" teas, "pop" teas, regular brewed teas, and juices. The toppings here do not vary as much as the other competitors mentioned. Drink prices hover between $4-6.50 depending on size and toppings. ChaTime has an attractive loyalty program for customers and often offers deals in conjunction with Groupon.

Gong Cha- The Gong Cha franchise has 2 locations in Boston and Allston and positions itself as “tea fit for royalty”. Their specialty is known as “milk foam,” or a salted cream topping added on top of tea (“About Gong Cha,” n.d.). Other menu offerings include regular tea, milk tea, coffee, lattes, smoothies, and yogurts. Toppings vary from pudding, coconut jelly, and red bean.

Starbucks and Dunkin Donuts- CoCo Fresh faces competition from Starbucks and Dunkin Donuts, the two largest coffee chains in Boston, both of which serve tea as well as extensive coffee offerings. Through their Teavana brand, Starbucks offers shaken teas, herbal teas, and tea lattes. Most teas start at $3.65 for a small drink, up to $4.65 for a larger size. Due to their success with coffee, Starbucks benefits from their well-established brand recognition and loyalty. According to their menu, Dunkin Donuts offers a selection of “teas and herbal infusions,” including chamomile, hibiscus, and vanilla chai teas. Dunkin’s teas are cheaper with prices starting at $1.49 for a small and $2.49 for a large. The quality of Dunkin Donuts is considerably lower than other competitors but gains success from their emphasis on convenience.

Coco Fresh will surely benefit from Boston’s younger, largely international student demographic that is always looking for something new to try. Coco Fresh’s quality and emphasis on freshness will eventually help differentiate it from other bubble tea shops in Boston. Many competitor chains, such as Kung Fu Tea, have 3 or more established shops in Boston, so from the start Coco Fresh will not benefit from being as well known in the Boston market. Also, Coco Fresh is not as clearly positioned such as ChaTime the “artisanal teahouse” or Gong Cha’s “tea fit for royalty”. However, Coco Fresh has a strong foundation to build from and many opportunities for differentiation.

Consumer Analysis

In 2017, Americans consumed over 84 billion servings of tea. Primary tea drinkers most likely to fall into the 25-44-age range. This is a key consumer group entering into prime earning years, and, at the same time is being saddled with responsibilities that tea marketers have the opportunity to help with. Furthermore, the most recent version of the National Consumer Survey measured that 51% of teens drink RTD tea, up from 46% in 2012. Engaging these young drinkers will help ensure a devoted base of tea-drinking adults (Mintel, 2018).

Motivations & Needs- Typical tea drinkers are people between the age of 25-44. However, the young drinkers are engaging more and more recently (Mintel, 2018), which could be regarded as the emerging but promising target of a tea market. Additionally, tea drinkers who purchase CoCo Fresh are mostly teenagers and young professionals, who tend to purchase drinks that provide an added health benefit, contributing to consumer productivity (quick/easy hunger cessation and energy boosting), and honing in on familiar comfort and mood-boosting properties through the delivery of satisfying flavors. These consumers are likely to purchase natural and specialty/wellness teas. One of the key reasons of people nowadays are more likely to drink tea is that more and more consumers understand the functional health benefits of tea and reach for tea as a healthier alternative to other beverages. Another key is that, due to the increasing stress in daily life, young people found that tea is effective to soothe their emotions, in other words, it makes them feel a sense of relaxation. As a matter of fact, which makes drinking tea become a popular culture.

Segmentations- With the primary tea drinkers fall into the range of 25 to 44. In Boston, with the vast number of colleges and universities, has a mean age of 31.8 years which is the key target demographic for CoCo Fresh (Mintel, 2018). There are two major factors that could segment the target audience in terms of attributes.

Firstly, people who enjoy a healthier lifestyle would prefer tea and juice over any other beverage. Tea and juice are widely recognized as the kind of beverage which can bring some health benefits to human not only physically but mentally as well. By drinking tea and juice, it helps people take a break from the busy and stressful life. Additionally, young people may find tea as a "too healthy" drink to consume, which does not satisfy their palate. Yet, bubble tea would be the best alteration for such request, not only the sweetness of the flavored tea but the bubble that enhance the fun in drinking beverage. Furthermore, drinking bubble tea can be seen as an enjoyable activity among young people.

Secondly, some people consume tea and juice only in certain situations compared to coffee. For the majority of the coffee drinkers, they drink on a daily basis. Their day starts with a cup of coffee to boost their energy and get their day going. With the higher caffeine in coffee, it may have the potential to harm human's body. In fact, people who want a less caffeinated beverages would more likely to enjoy tea and juice. They are able to appreciate the flavor and aroma of their chosen drink. Drinking tea and juice is considered as an experience rather than a routine in their daily life. The experiential of drinking tea and juice goes far beyond consuming coffee, it has the ability to create an unforgettable memory.

Psychographics Approach- LOHAS is an acronym for Lifestyles of Health and Sustainability. LOHAS, based on the work of US sociologist Paul H. Ray that describes a type of consumer that actively seeks out healthier and more sustainable lifestyle, product and service options (LOHAS 2017). Drinking tea and juice is considered part of a healthy lifestyle. CoCo Fresh has a high standard selection of fine tea and a strict principle of using local procurement of fresh seasonal harvests. In CoCo Fresh, people will be able to enjoy the health benefits associated with tea and juice in their products. Additionally, drinking tea has a strong connection with relaxation. With the high-quality tea leaves and fresh ingredients, CoCo Fresh make their customers a strong model to fit the model of LOHAS.

IV. SWOT Analysis

<table>
<tr><td colspan="2">Internal Analysis</td></tr>
<tr><td>Product Strengths</td><td>Product Weaknesses</td></tr>
<tr><td>Diversity types and flavors of tea and toppings
High quality tea leaves and fresh ingredients
Health benefits
Strong relaxation association
Customized to cater to a healthier crowd</td><td>Coffee is the most culturally accepted drink in the U.S
Skeptical reactions from first-time drinkers
High cost of purchasing ingredients
Lack of by-product offerings (such as bread, snacks)</td></tr>
<tr><td colspan="2">External Analysis</td></tr>
<tr><td>Market Opportunities</td><td>Market Threats</td></tr>
<tr><td>Growing tea industry
Market growth in bubble tea market
High demand among the young population
Boston full of Asian Americans and international students from Asia
High conversion rate from trial to retrial</td><td>Coffee shops carry more tea products
Existing bubble tea shops in Boston
Coffee is the leading drink of choice in America
Increasing non-alcoholic beverages options</td></tr>
</table>

V. Market Research and Opportunities

Opportunities

The tea industry is economically strong and continues to grow gradually, it is predicted to increase by 18% between 2018 and 2023 to $9.4 billion. With the main tea drinkers are the age between 25 to 44; especially in Boston, with the vast number of colleges and universities, it has a mean age of 31.8 years which is the key target demographic for CoCo Fresh (Mintel, 2018). Furthermore, since the concept of tea shops such as Coco Fresh is originally from Asia. Boston has many Asian Americans and international students from Asia who would love to enjoy drinks that have a little taste of their hometown. Moreover, unlike other regular tea shops which only provide tea with toppings, CoCo Fresh has a wide selection of tea and juice. CoCo Fresh offers not only tea with special toppings but juice as well, which makes drinking such a beverage a pleasure to enjoy. People would have more choice of drinks when they enter CoCo Fresh. To conclude, CoCo Fresh definitely stands a better chance to succeed in the tea industry.

Problems

There are potential marketing problems for CoCo Fresh with its move into the Boston market. Firstly, bubble tea is not a universally accepted cultural drink, the majority of the purchasers are Asian Americans and international students from Asia. Furthermore, bubble tea is considered as a niche beverage compared to coffee, in fact, and it is not appealing to the mass audience. Secondly, with its high cost of purchasing ingredients, it is one of the key elements that CoCo Fresh should consider when building their market. Another marketing problem is that there are many existing successful bubble tea shops in Boston, which may make it difficult for CoCo Fresh to fit into the tea industry in Boston.

Coffee is the leading drink of choice in America and coffee shops are now carrying more tea options. CoCo Fresh may have some difficulties to surpass coffee shops in the market of beverages. Additionally, many people prefer to brew and drink their own tea at home and non-alcoholic beverages in the market are intensifying and consumers have multiple choices. The other problem is that the lackluster social media presence compared to competitors. Young people nowadays use social media very often; they enjoy getting instant information from shops by scrolling on their smartphone. In reality, CoCo Fresh does not have unique value proposition which can set them apart from competitors. CoCo Fresh will need to determine some points of entry into the market that will differentiate themselves from their many competitors.

VI. Research Objectives

General Objective

Our general research objective is to examine how the Boston market customers accepts CoCo Fresh tea. Our research will help determine the most effective positioning strategy for CoCo Fresh's expansion into the Boston market.

Specific Research Objectives

- To assess the knowledge, awareness, and attitude of bubble tea.
- To identify barriers to bubble tea's acceptance and provide recommendations for success.
- To assess the perception and preferences of the CoCo Fresh Tea & Juice.
- To identify key differentiators that set Coco Fresh apart from competitors.
- Determine the ideal pricing strategy for CoCo Fresh Tea & Juice.
- Identify the best location for CoCo Fresh Tea & Juice's first location.

- Identify social media strategy.
- Determine factors that will appeal to diverse consumer segments
- Provide demographic and psychographic of target audiences

VII. Methodology

A. FGI

Participants Recruitment and profiles

October 18, 2018, at Emerson College in Boston, we conducted a focus group interview with ten members of the Boston community. All the participants were between the ages of 18 and 30 years old and had experiences with bubble tea. Our participants were a mix of undergraduate and graduate students. Some of the participants are from China and Taiwan, where bubble tea shops were originated, in fact, they have better knowledge of bubble tea than the locals. The participants had a common interest in drinking bubble tea and trying new tea shop brands. Nevertheless, there was an interesting diversity of opinions stemming from different ethnicities.

Procedures

The Emerson College FGI studio was used for the focus group; space is equipped with industry-standard recording devices. Once all the participants had arrived, a short introduction was given by Keara Brown, moderator for the session, and confidentiality forms were signed. We also prepare some snacks and coffee as refreshments for the participants. The entire session was recorded, and a variety of scripted questions were asked to guide audiences towards bubble tea and experience of going to tea shops.

Participants were then introduced to the brand by showing the concept board along with some photos of potential competitors of CoCo. After showing a commercial about CoCo Fresh Tea & Juice, the products and price of the brand, the group were asked to share their first impression and attitudes upon seeing CoCo Fresh Tea & Juice. Before the session ended, the participants were debriefed and thanked; the entire process lasted 55 minutes.

Key Questions

The Focus Group Interview was based on a few key questions. The first series of questions asked the participants to explain their attitude towards drinking bubble tea and the experience of going to a tea shop. The group were asked to describe when it comes to bubble tea; in terms of their intention of purchasing bubble tea, the price and taste, what are the qualities that they considered the most important. Moreover, the audience were asked to draw their biggest concerns with regard to bubble tea and what a perfect bubble tea shop should be like. After these questions, the moderator asked the group to compare the consumption of coffee and tea from their personal experience.

Once the initial baseline questions were completed, the participants were then exposed to the concept of CoCo Fresh Tea & Juice through the assist of the concept board presentation along with a company commercial. After a brief introduction about the brand, the group was asked to describe their first impression upon seeing CoCo and give an overall evaluation.

The final groups of questions included CoCo's location preferences (where would they like to see CoCo Fresh open up in Boston), potential competitors (the overall quality in comparison with competitors), price sensitivity (how much would they willing to pay for CoCo), promotional incentives (what kind of promotions that CoCo should have) and source finding information about CoCo. They were also asked to identify the advantages and disadvantages of the brand. Finally, the participants were asked to share their overall perceptions and recommendations to the brand.

B. Survey

Data Collection Method

The data collection for this study consisted of using both face-to-face and online survey using Qualtrics. The first ten questions were about general opinion about bubble tea. After the initial questions, a concept board was included in the questionnaire to give respondents an idea about CoCo Fresh Tea & Juice. After viewing the concept board, another nine questions were asked to determine impressions and purchase intentions of CoCo Fresh Tea & Juice. The final six questions were demographic ones.

Sampling methods and Samples

For the purpose of this study, we used convenience sampling. Some of our respondents were randomly selected in various public places and others completed the online survey using Qualtrics through a link shared on social media. We had 78 respondents (56 female and 22 male). The age of the respondents varied widely, but the majority were between 18-25 years of age. Most of the survey takers had at least a Bachelor's Degree. Although there was a wide range of ethnicities, respondents were mostly Asian or Pacific Islander. More than half of the respondents were students; the break down of age with the survey respondents was between 18 to 25.

Measures

The questionnaire was used to measure different opinions and consumer attitudes towards bubble tea in general and CoCo Fresh Tea & Juice as a brand. Overall evaluation and purchase intention of CoCo Fresh Tea & Juice were also measured in our survey.

The first set of questions began by asking their preference between coffee and tea and measuring the frequency of bubble tea consumption. After that, we asked how often our respondents visited a tea shop and their favorite tea/bubble tea brand in the US. We then measured the motivation of drinking bubble tea and the qualities of choosing bubble tea. We also measured the factors in choosing a bubble tea shop and how much will they willing to pay for a medium size of the bubble.

Before the second set of questions were asked, the respondents were shown a concept board about CoCo Fresh Tea & Juice. Using a semantic differential scale, we measured the CoCo Fresh brand image with adjectives like contemporary, fresh, revolutionary, reliable, exciting, tasty. Using a 5-point Likert scale, we measured the impressions of the attributes of CoCo Fresh Tea & Juice. The final questions measured purchase intention, promotional incentives, price sensitivity, where do they expect to find information about CoCo and where the respondents would prefer CoCo Fresh Tea & Juice to open in Boston.

Data Analysis

In this study, we examined the quantitative by using SPSS. Gender and different age range were the two independent variables we selected, and we grouped the respondents by three groups: 18 - 25, 26 - 30 and above 30. For the questions, which used a 5-point Likert scale, mean scores were used; for single and multiple responses questions, percentages were used. We use descriptive statistics to gain the total mean score and ANOVA to find the mean score of each gender and age range. Finally, cross-tabulations were used to analyze the relationship between independent variables and dependent variables with percentages.

Action Standard

The action standard we decided to use in the survey is the high action standard (a top 2 box of 60% and a mean score of 3.50). Our rationale for our choice is based on our assessment of the bubble tea shop market in the Boston area which is already quite saturated, and there are several competitors are well-established with loyalty customers bases. As a matter of fact, entering the Boston market might not be easy at first. Also, CoCo Fresh Tea & Juice has a slimmer budget than the other competitors and with a moderate entry cost, CoCo Fresh might have some obstacles when they first started their business. Moreover, bubble tea is not as widely accepted as coffee in the United States, with its young product life cycle, CoCo Fresh Tea & Juice definitely has much room for growth in the Boston market. Finally, although the decision would be risky, the fact that CoCo Fresh Tea & Juice is a new brand for the customers to enjoy fresh tea, which is some experiences that they will never have before. With CoCo's success in all over the world, which lead us to feel confident about our decision to go with a high action standard.

VIII. Results

A. FGI

Reasons for Drinking Bubble Tea

The majority of the focus group participants interviewed are considered regular tea drinkers, consuming tea between 2-4 times a week. At least 20% of the focus group that was interviewed said that they are drawn to bubble tea because of its connection to Asian culture, and that bubble tea is popular in the communities where they are from. 40% of the group said that they drink tea for the social aspect with friends. A popular opinion among the group was that tea was a good alternative to the caffeine in coffee and that tea tastes better. An interesting comment that came up at least seven times among participants from Asian countries was that even though they are regular purchasers of tea where they are from, they saw their tea consumption decrease after moving to the U.S. Common reasons for this included: in the U.S. the tea is more expensive, not as fresh or as sweet, inauthentic, and that it "tastes different." As one participant noted, "It's like water to me, used to be. Now studying in Boston it is kind of expensive compared to my country so now I seldom drink it."

Positioning Strategy

After viewing the concept slides, several respondents admitted that they were unclear about the current positioning of CoCo Fresh: "I think is their positioning is stands between like bubble tea shop and juice shop. So I don't know whether their preside." Others commented that the positioning was not high end, and that it reminded them of McDonalds: "it not about the quality, just like the price is copy, and there are many bubble tea brand is very fancy, compare to CoCo" and If the store is fancy, they will use better ingredients, better materials and the decoration is more fancy and the taste and service are much better." Several respondents suggested that CoCo Fresh use their "different kinds of drink" and "fresh juice, fresh ingredients" to differentiate itself from competitors.

Pricing

When asked about the suggested price of $4- $4.50 for bubble tea at CoCo Fresh depending on the size, most respondents said that the prices were expensive but also what they are used to paying in Boston so they would pay it anyway, almost out of habit. Popular comments included "It's like what I'd pay anyway" and "Like yeah that's expensive. It is the same expensive that I would spend." Therefore, I do not think price is a deterring factor when purchasing bubble tea. As one respondent said, "For being honest, most of my friends like bubble tea anyway. If I just say hey there's a new bubble tea shop, do you want to go try it? They'll be like yeah! Let's go! Regardless [of price]."

Reaction Towards Bubble Tea

As much as 50% of respondents commented that bubble tea has too much sugar, and that it is more of a "fun" drink or special treat: "I like it as a treat but not that sweet so if it's too sweet I won't order it again" and "not a fan of the Boba yeah and my first impression would be too much sugar." Regardless, many acknowledged that while boba might not be the healthiest drink, there is room for compensation: "I feel like it could be healthy if you pick the right tea like the natural green tea and add the bubble, I think it is better than complete sugary drinks." Some respondents deterred by the sugar/ health factor of bubble tea acknowledged the option of ordering juice instead: "You can just choose juice instead of milk tea." In order to have better success with the Boston market, CoCo Fresh should emphasize the fact that the sugar level in tea can be customized and also market their variety of fresh juices as well.

Desired Attribute- Convenience

When asked about their ideal bubble tea shop, respondents had a strong reaction to the aspect of convenience. They were very clear about being deterred by long lines and long wait times- "like you order and then it's like you are always standing and waiting for tea" and that their ideal bubble tea shop would have fast service. One thing for Coco Fresh to consider would be mobile ordering via a mobile app: "like when choosing between the brand that doesn't have mobile order and those who have, I would choose the one who does." However, CoCo needs to figure out how to balance the need for convenience with the desire for high-end positioning.

Desired Attribute- Authenticity

One concept that came up several times in both the motivating factor for choosing a specific bubble tea shop and in marketing concepts was the desire for authenticity. Many people shared the concern that bubble tea in Boston can be very "manufactured" and "Americanized." After being showed the concept slides, many were vocal about the desire for more authentic, "traditional" advertising of the bubble tea: "the bottom one sounds more authentic to me. Because I can imagine that in someone's house. Like you go there." This advertising was less commercial and not as staged as the other concepts. In order to be successful, CoCo must continue to embrace aspects of Asian culture and avoid becoming seen as overly manufactured and inauthentic.

Brand Awareness

Several respondents responded that CoCo Fresh is at a disadvantage due to low brand awareness in the Boston area: "[CoCo Fresh is] not well known as other competitors, like brand awareness. They are so small." Competitors such as Kung Fu Tea are more well known and have several locations around the city. In order to increase brand awareness, it will be critical for CoCo Fresh to generate buzz around their offerings as customers want to know about CoCo fresh before even walking inside. Respondents suggested the use of Facebook and Instagram, as "some tea shops have Instagram, including the location, it is nice, because you can get to know what this store look like, and also Facebook, make more personal." Others made note of traditional advertising, so that "that when you go into Chinatown, they will have the banner, and outdoor something said they will open the new store here, then you will know, and will anticipate that." It is clear that brand awareness of bubble tea brands is very important on the community level and that consumers prefer a more talked-about brand.

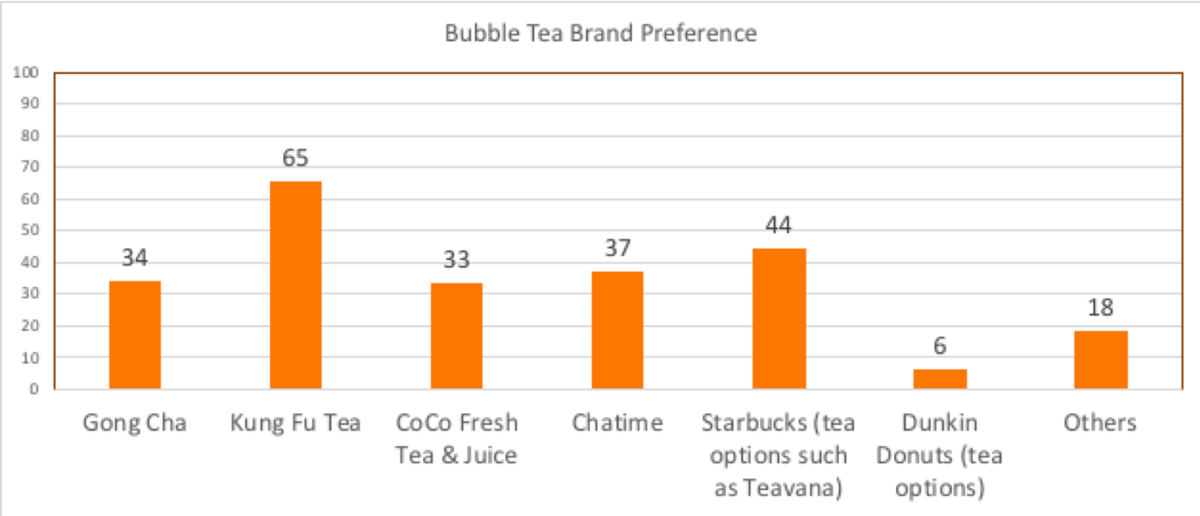
With an overall positive evaluation and high purchase intention from our focus group participants, it is our conclusion from this research that CoCo Fresh could be successful in the Boston market if they were to take into consideration the importance of positioning, authenticity, convenience, and brand awareness.

B. Survey

I. Attitudes and Behavior of Bubble Tea Consumption

Bubble tea brand preference

When surveying bubble tea consumptions in the Boston area, it is important to determine which brand bubble tea drinkers prefer. According to survey results (see Table 1), 65% of respondents prefer Kung Fu Tea (65%), followed by Starbucks tea options (44%), Chatime (37%) and Gong Cha (34%). This research found the difference by gender in terms of the preference of Chatime. Females showed a greater preference for Chatime (44%), compared to males (16%). In terms of age, 30+ age segment showed a greater preference for Starbucks tea options (90%), compared to the counterparts (42% and 31%).



The Motivation of drinking bubble tea

Survey results indicated that tastes good (95%), like the options of flavor or topping (55%) and for relaxation (50%) appeared to be the most favored motivation of drinking bubble tea (see Table 2). There were no obvious differences by gender. However, the respondents with 30+ age tended to drink bubble tea because like the tea shop environment (40%), which is more than the respondents with 18-25 age (6%) and 26-30 age (15%). Additionally, 30+ age segment showed that they think bubble tea has fewer calories than other drinks (22%), while people with 18-25 age only had 3% and 0% of people with 26-30 age think bubble tea has fewer calories.

The Qualities of choosing bubble tea

According to the survey results (see Table 3), 78 % of respondents chosen bubble tea based on the quality of ingredients used. To a lesser degree, price (68%) appears to be the second reason and followed by a variety of flavors and toppings (47%), brand reputation (45%) promotions (43%) and healthy options (34%). Furthermore, Female respondents (39%) considered healthy options more than male respondents (21%). As for differences within age segment, 67% people with 30+ age chosen bubble tea because of healthy options more than other groups.

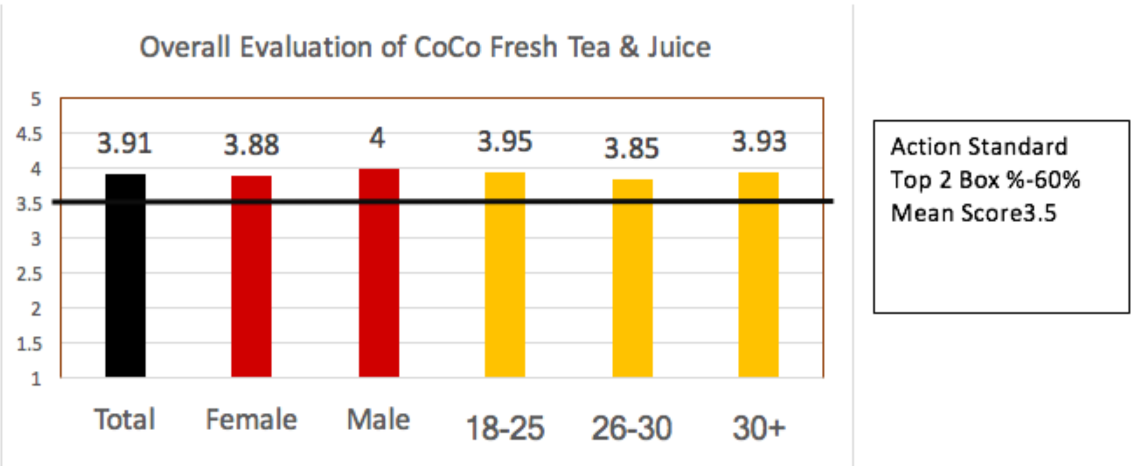
The Factors in choosing a bubble tea shop

For CoCo Fresh Tea & Juice entering the Boston area, we need to know the factors would determine people in choosing a bubble tea shop (see Table 4). 90% of respondents dedicated location is the main factor, and following by store hours (49%) and time-saving ordering process (49%). Additionally, people revealed staff's friendly service (43%), store atmosphere and design (41%) and delivery service (30%) are other factors.And there were some differences in terms of age level. Over half of people with 18-25 age (56%) showed staffs' friendly service is the reason to choose a bubble tea shop, however, only 26% of respondents with 26-30 age considered that. Furthermore, 32% female respondents showed sample trail is one of the consideration reason to choose a bubble tea shop while no male respondents agreed that (0%).

II. Consumer Acceptability of CoCo Fresh Tea & Juice Brand Concept

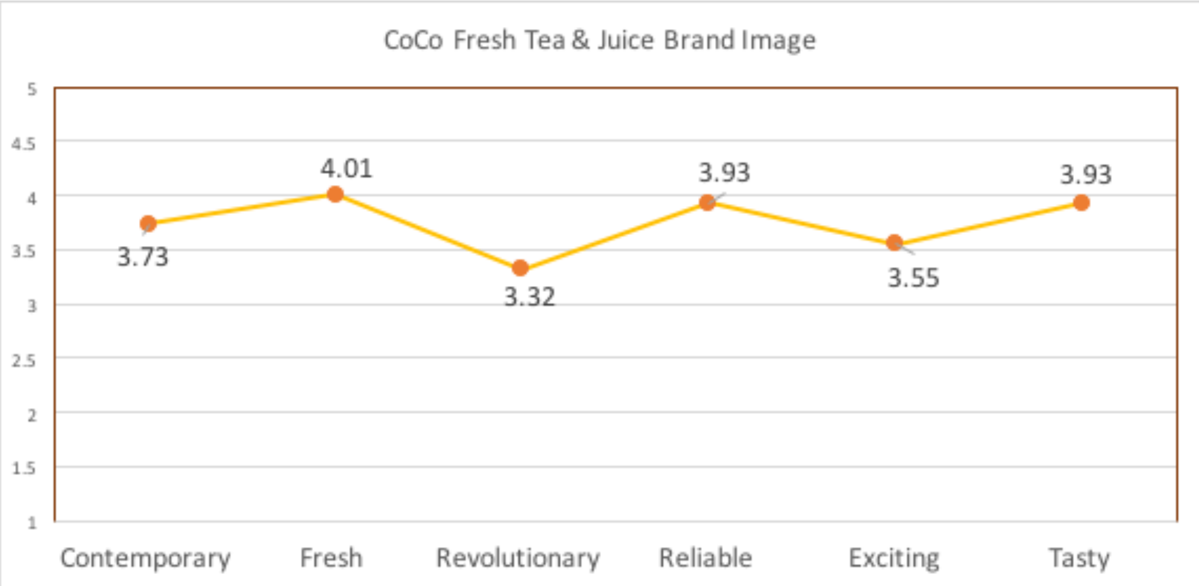
<u>Overall evaluation of CoCo Fresh Tea & Juice</u>

The majority of respondents showed positive attitudes toward CoCo Fresh with a mean score of 3.91% and top 2 box % of 71% (see Table 5). This finding passed the action standard, which is 60% of top 2 box % and 3.5 of mean score. These findings showed a difference by age with a younger segment (ages 18-25) showing a more favorable attitude towards CoCo Fresh (3.95, 70%) compared to their counterparts 3.85, 3.93 for means, 71% and 70% for top 2 box %). In terms of gender, males showed a more favorable attitude towards CoCo Fresh with means score of 4 and top 2 box % of 73% compared to females with a mean score of 3.88 and top 2 box% of 70%**.**



<u>CoCo Fresh Tea & Juice brand image</u>

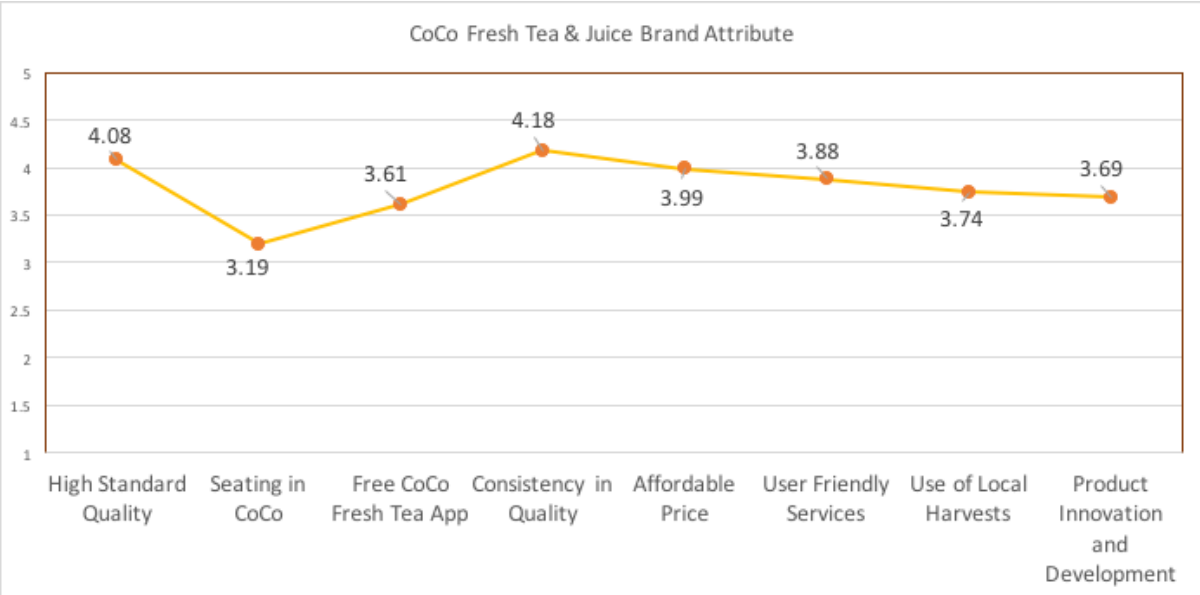
Respondents regarded CoCo Fresh Tea & Juice most as fresh (mean score of 4.01) and reliable (mean score of 3.93 in Table 6), tasty (mean score of 3.93), and followed by contemporary (mean score of 3.73), exciting (mean score of 3.55) and revolutionary (mean score of 3.32). There is no obvious difference in CoCo Fresh Tea & Juice's brand images among respondents from gender and the segment of age.



<u>CoCo Fresh Tea & Juice brand attribute</u>

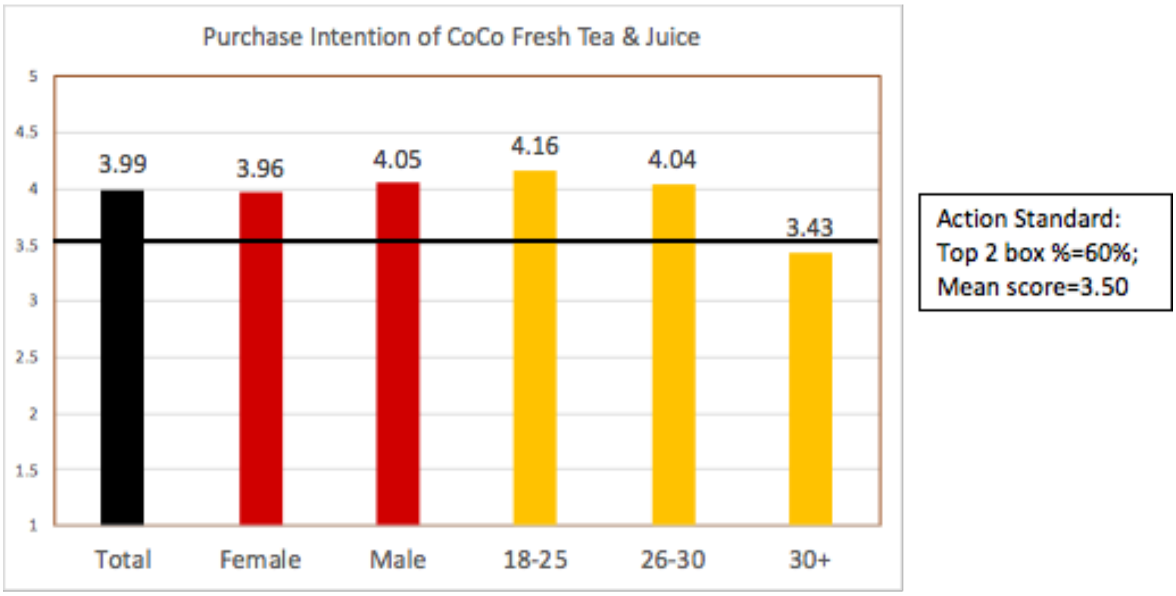
The most favorable feature of CoCo Fresh Tea & Juice was consistency in quality (mean score of 4.18 in Table 7), followed by high standard quality (mean score of 4.08), affordable price (mean score of 3.99) and user friendly services (mean score of 3.88). Respondents also had positive attitude towards use of local harvests (mean score of 3.74), product innovation and development (mean score of 3.69), and free CoCo Fresh Tea app (mean score of 3.61). Additionally, seating in CoCo was less favorable by respondents (mean score of 3.19).

While female respondents favored more on use of local harvests (mean score of 3.89 compared with 3.36 for male respondents), and also favored more about free CoCo Fresh Tea App(mean score of 3.71 compared with 3.36 for male respondents). Considering different age segment, younger segment (18-25 years old) valued more about the consistency in quality (mean score of 4.38 compared with 3.93 for 26-30 age or 4.14 for 30+ age of respondents).



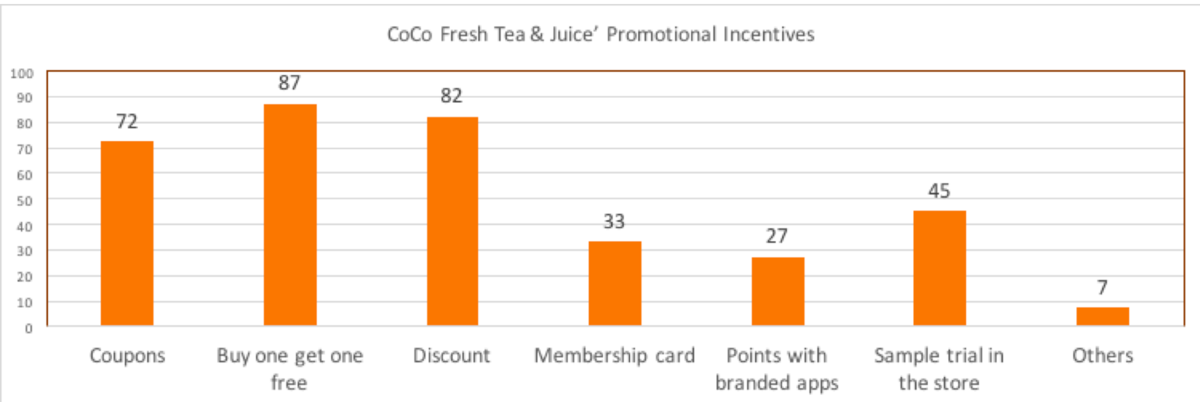
Purchase intention of CoCo Fresh Tea & Juice

The majority of respondents showed a high level of purchase intention toward CoCo Fresh Tea & Juice with a mean score of 3.99% and top 2 box % of 77% (see Table 8). This finding passed the action standard, which is 60% of top 2 box % and 3.50 of mean score. This finding showed a difference by age with younger segments (ages 18-25 and ages 26-30) showing a higher level of purchase intention towards CoCo Fresh Tea & Juice (4.16, 81%; 4.04, 81%) compared to their age 30+ counterparts (3.43 for means, 57% for top 2 box %). In terms of gender, males showed a more favorable purchase intention towards CoCo Fresh Tea & Juice with a mean score of 4.05 and top 2 box % of 82%, compared to females with a mean score of 3.96 and top 2 box% of 75%.



CoCo Fresh Tea & Juice' promotional incentive

This research examined different types of promotional incentives customer in Boston prefer (see Table 9). Buy one get one free (87%), discount (82%) and coupons (72%) appeared to be the most favored ways of promotional incentives. To a lesser degree, Sample trial in the store (45%), membership card (33%), and points with branded apps (27%) were the next favorite incentives.



CoCo Fresh Tea & Juice' Bubble tea price

Survey results indicated that the majority of respondents prefer to spend \$3~\$4 (71%)

for a medium bubble tea at CoCo Fresh Tea & Juice, followed by under$3 (15%) and $5~$6 (14%) (see Table 10). This research found the difference by age, with the younger segment (age 18-25) showing greater willingness to spend $5~$6 for a medium bubble tea at CoCo Fresh Tea & Juice (21%), compared to the counterparts (7% and 8%).

CoCo Fresh Tea & Juice' Boston location

This research examined different locations that bubble tea consumers in Boston expect CoCo Fresh Tea & Juice store to be located in (see Table 11). Chinatown (66%), Newbury Street (56%), Allston (55%) and Cambridge (55%) appeared to be the most favored locations of CoCo Fresh Tea & Juice store. To a lesser degree, Downtown crossing (46%) was the next favorite location, followed by Copley square (36%), Prudential Center (33%), and Quincy market/ Faneuil hall (33%).

CoCo Fresh Tea & Juice' information finding source

Based on survey results (see Table 12), the majority of respondents would like to find information about CoCo Fresh Tea & Juice from social media (94%). To a lesser degree, word of mouth (77%) appears to be the second option of the information source. And followed by product review sites (60%), brand website (47%), mobile apps (45%), blog (23%) and TV commercials (16%). There were no differences by gender. However, respondents with 30+ age (46%) preferred TV commercials as receiving information channel than people with 18-25 age (11%) and 26-30 age (12%). Additionally, both 18-25 age (22%) and 26-30 age (31%) of segment like the blog as a finding information source than 30+ age segment (0%).

IX. Conclusions and Recommendations

A. Conclusions and Recommendations

Motivations/Qualities/Concerns

The motivations our study revealed for bubble tea drinkers in Boston drinking bubble tea were mainly to enjoy the tasty flavor, options of toppings, and the relaxing element. Bubble tea to them is a treat after a long tiring day that gives them a sense of joy and relaxation. In terms of the qualities in choosing a bubble tea shop, customers in Boston especially pay attention to the qualities of ingredients, price, and the variety of flavors and toppings. They like bubble tea shops that provide wide selections with healthy options. Besides, they also care about the brand reputation but are more willing to try a new brand if there are promotions such as buy one get one free or discount.

The biggest concern our target customers have is the fact that the bubble tea contains too much sugar and is not healthy compared to other beverages. They think bubble tea is a beverage you can drink occasionally but not every day. Furthermore, some of our FGI participants expressed concerns about the price. They think the average price of the bubble tea is too high, which hinders their willingness to drink more often. Meanwhile, our study also discovered that most of the target customers are annoyed by the long lines and crowded stores that happen usually in current bubble tea shops. They wish to have a more convenient and time-saving process from ordering a bubble tea to actually getting the bubble tea.

Overall Marketability

In terms of overall evaluation of Coco Fresh Tea & Juice, the mean score of 3.91 and the Top 2 Box of 71%, passed the action standard of Top 2 Box of 60% and mean score of 3.5. The purchase intention with the mean score of 3.99 and the Top 2 Box of 77% also met the action standard, which is a mean score of 3.5 and a Top 2 Box of 60%. Thus, the data shows that Coco Fresh Tea & Juice has an opportunity to enter the Boston market successfully.

Positioning Strategy

According to the focus group interview and the survey results, CoCo Fresh Tea & Juice is perceived by the Boston consumer as a high quality, fresh and authentic place to purchase tea drinks, especially for bubble tea. Boston's many international young professionals who enjoy quality tea shops suggests that CoCo Fresh Tea & Juice will definitely succeed and thrive in the Boston market.

Based on our research, a strong positioning statement for CoCo Fresh Tea & Juice would be... "The tea shop serves with the freshest ingredients using local harvest, which brings you the best tea that will make you feel like home." By pointing out the quality of the product and the authenticity, the brand will build a special relationship with Bostonians who cherish the freshness of a good tea shop. Furthermore, by emphasizing the product as a representative of home, the foundation will be laid for the ones who are fresh to join Boston community.

Targeting

Our survey results showed a consistent positive evaluation and purchase intention for CoCo Fresh Tea & Juice across both gender and age brackets, especially in the age between 18 to 30. First, there was no significant difference between females and males in both overall evaluation and purchase intention. Based on overall evaluation, the Top 2 Box % in male and female are (73% and 70%) and mean score (4.00 and 3.88). As for purchase intention, the Top 2 Box % in male and female are (82% and 75%) and mean score (4.05 and 3.96). Moreover, in terms of ethnicity, international students and Asian Americans are more likely to enjoy bubble tea. The consistency of the survey results on a demographic level leads us to believe that a stronger targeting strategy would be based on age and ethnicity.

Using this rationale, a strong target for CoCo Fresh Tea and Juice to focus on would be young professionals either male or female who enjoy authentic cuisine from Asia. This person is an international student from Taiwan, this is his/her first time to the US, and it is also his/her first year in Boston as a graduate student. He/she is having a hard time adapting not only from school work but also American culture, especially food. He/she doesn't consider themselves as a regular coffee drinker, in fact, he/she is searching for some substitutes for coffee as a relaxation. He/she is quite picky about a tea shop's authenticity and freshness. He/she consider themselves as a big fan of bubble tea, he/she usually drink bubble twice a week back in Taiwan, as a matter of fact, he/she is finding the bubble tea that could meet the expectation of their favorite beverage. He/she chooses their tea shop base on which one serves the freshest ingredients, the most authentic flavor and is closest to their school. He/she is comfortable spending up to $5 on a medium size of bubble tea, but would likely to spend for the bubble tea that reminds them of their hometown.

4 Ps marketing mix strategies

When introducing Coco Fresh Tea & Juice to the Boston market, we have several recommendations regarding the marketing mix of product, place, price and promotion, to ensure Coco Fresh Tea & Juice successfully adapt to Boston local market and make profitable.

Product

According to our survey and FGI results, the respondents both agreed the quality of ingredients used is one of the most important considerate standard when choosing bubble tea. In order to emphasize the best quality of ingredients, Coco Fresh Tea & Juice should connect their brand image with fresh fruit and juice they use for drinks. It can also help them to differentiate with their competitors. Coco Fresh Tea & Juice can convey the message to the audience about "they not only use fresh ingredients, but also consistency in quality", which can facilitate their target audience to make an association between "Fresh", "High quality" and "Tasty" with Coco Fresh Tea & Juice. Besides, Coco is from Taiwan, where the country invented bubble tea, it can also emphasize their brand as "authentic".

Price

As for the price for Coco fresh tea & juice, most international students in FGI said bubble tea in the U.S is much expensive than Asia. However, they would be willing to pay. Most of the participants agreed $5 is the reasonable price. From our survey result, $3-$6 is most respondents are acceptable. Combined with both result, we propose Coco use $5-$6 for their regular price on drinks and can have some drink promotions for $3-$4 during the holiday sales.

Place

From the FGI result, the interviewee mentioned that higher population in college students would be the ideal place for Coco to open their first shop in Boston. The survey indicated the same result that Chinatown will be the best option. There are many school, such as Tuft University, Emerson College near Chinatown and Newbury street. Furthermore, most respondents pointed out Cambridge and Allston. Cambridge is the famous school district, where MIT and Harvard is located in and there are a lot of international students from Asia live in Allston. Therefore, we propose Coco can open their first shop in Chinatown and expand second stores near Newbury street, Cambridge or Allston.

Promotion

Our target audience is 18-30 years old students and young professional. The media they use most is social media and their purchase intention is easier influenced by worth of moth from our survey result. A comprehensive social media strategy can not only help Coco to build brand awareness beyond referrals, but it can also expand their marketing efforts. The greatest advantage of a strong social media platform is that it is one of the most powerful drivers for increased word-of-mouth buzz. Accordingly, we suggest that Coco conduct several promotion campaigns and also provide customer service and create engagement on their social media.

Furthermore, buy one get one free is the promotion most people like from both our FGI and survey results. Discount and coupons are most people's favorite as well. We recommend after Coco open their first shop in Boston, they should hold a buy one get one free campaign and promote on their social media channel. It will also have some advantages to localize their social media platform. For example, open an account for the audience in Boston, such as "Coco Fresh Tea & Juice Boston" on Facebook and Instagram. Besides, the interviewees in our FGI said they didn't like to wait in a long line to buy for bubble tea. Corresponding to our survey results, time-saving ordering process is the top 3 reasons for our target audience to choose a bubble tea shop. Therefore, we propose CoCo Fresh Tea & Juice can create an app service for Boston to provide mobile order and delivery service in the future.

B. Future research direction

In conclusion, we have examined the brand marketability of CoCo Fresh Tea & Juice in Boston via survey and FGI with small sample size. In regards to sampling, we used non-probability sampling method with convenience samples. In the future, random sampling method could be applied for reducing error and enhancing the external validity. Additionally, future research can be conducted to further determine the marketability of CoCo Fresh Tea & Juice in Boston. One topic that could be continually researched is ethnicity. If CoCo Fresh Tea & Juice decides to expand to multiple shops in Boston, it would be important to conduct research to identify how to attract more ethnicities besides Asian or Pacific Islanders to drink bubble tea. Understanding the key reason for the difference in ethnicity of potential customers could be very beneficial for the expansion of CoCo Fresh Tea & Juice in Boston.

Another topic that could be researched is how to better clarify CoCo Fresh's positioning in the minds of Boston consumers. In order to compete with competitor chains such as Kung Fu Tea, CoCo must have various locations around Boston, and where would these locations be most accepted by the Boston market. Another area that is deserving of research is how to make bubble tea and CoCo Fresh accepted by and sensitive to various cultures in the Boston area.

Creative Brief

Brand/Client
CoCo Fresh Tea & Juice

Why are we advertising?
To create brand awareness of CoCo Fresh Tea & Juice in Boston

Who else is getting our money?
- Primary Competitors: Kung Fu Tea, Gong Cha and ChaTime
- Secondary Competitor: Starbucks

Who are we talking to?
Males and females ages 18-30. Students and young professionals, especially those from Asian cultures.

What do they currently think?
Fresh, Reliable, Tasty, Authentic

What would we like them to think?
If I buy Coco Fresh Tea & Juice, then I can choose many options of flavor and toppings with high quality ingredient.
If I buy Coco Fresh Tea & Juice, then I can have more healthy options.
If I buy Coco Fresh Tea & Juice, then I can taste the authentic bubble tea.

Why should they believe it?
Because Coco Fresh Tea & Juice always use the high quality of ingredient, including juice and fruit, and Coco Fresh Tea & Juice is from Taiwan, the country that invented bubble tea.

What is the single most persuasive idea we can convey?
The freshest you can get in Boston.

When and where is the target most receptive to our message?
- Social media
- Posters in Chinatown
- Advertisement on the public transportation

Are there any creative guidelines?
Young and energetic vibe. Bright color, cute, and aesthetic design

XI. Appendix

A. FGI

a. **FGI Discussion Guide and FGI concept board**

b. **FGI Transcript**

B. Survey

a. **Questionnaire and concept board**

b. **Top-line report**

c. **Summary tables**

d. **SPSS output**

e. **References**

C. PowerPoint Presentation Slides

FGI Discussion Guide

Discussion Guide: CoCo Fresh Tea & Juice

Good afternoon, everyone. My name is Keara Brown and I am a student of the Strategic Communication for Marketing graduate program at Emerson College. I would like to thank all of you for coming here today. Today's discussion is going to revolve around the topic of **bubble tea**. I urge all of you to speak your minds, as all opinions are very important to us. There is no right or wrong answer. We will be recording this session to prevent loss of information and everything you say will remain confidential.

Introduction

1. Let us begin with a round of introductions. We'll do it a little differently this time. I'd like each one of you to introduce yourself and tell me **what is your first impression of bubble tea.**

Understanding Attitudes Toward Bubble Tea

2. Let's talk about bubble tea. How often do you drink bubble tea?

3. Which shop(s) do you visit to purchase bubble tea? What kind of bubble tea shops do you prefer? Why do you like the shop(s)?

4. When you buy bubble tea, usually how much do you pay for a cup of bubble tea?

5. Why do you drink bubble tea? Please tell me the reasons for drinking bubble tea.

6. Tell me what qualities are important to you when you choose your bubble tea.

MODERATOR TO ALLOW RESPONSES AND ADD THE FOLLOWING IF NOT MENTIONED

a. Low calorie
b. Location
c. Price
d. Reputation
e. Quality of Ingredients used
f. Variety of bubble tea flavors and toppings
g. Store hours
h. Healthy options
i. Inviting, social atmosphere
j. Convenient/ Time-saving
k. Clerk's service & attitude

7. If we had to make a list of your biggest concerns with regard to bubble tea, what would they be? Please feel free to share your concerns.

a) Imagine there is a magic box in the middle of the table and all of you can put all your concerns regarding bubble tea shop in the box and make them go away. What would you put in?

8. Imagine there is a perfect bubble tea brand, what would it be like? What do you expect from an ideal bubble tea?

9. Do you think bubble tea is a healthy option for drinks? If so, why do you think so? If not, why you don't think so?

10. Do you drink coffee? If so, which one do you prefer to drink – either coffee or tea?

10a. Moderator – for those who prefer coffee => Why do you prefer to drink coffee over tea?
10b. Moderator – for those who prefer tea => Why do you prefer to drink tea over coffee?

11. From your experience of coffee and tea, could you please tell me differences between coffee and tea?

Concept Evaluation

12. I have something to show to you today. MODERATOR - Show Slides [1- 5] with **PRODUCT NAME, DESCRIPTION, BENEFITS, commercial, and show the Coco Fresh and competitors images.**

    MODERATOR: SHOW THE COMMERCIAL
    https://www.youtube.com/watch?v=EctJimvE_JI

    a) What thoughts, images, moods come to your mind on seeing this?
    b) Which images look more attractive for you? which are less attractive, and why?
    c) Do you think price for CoCo Fresh Tea & Juice is expensive, reasonable, or economical? How much are you willing to pay for CoCo Fresh Tea & Juice?

13. Imagine you are back at home now and you are telling your friends about CoCo Fresh Tea & Juice. How would you describe it? MODERATOR TO HIDE THE CONCEPT BOARD PRIOR TO ASKING QUESTION

    a) What are the benefits?
    b) Do you think your friends would like to try it after you describe it? Why or why not?

14. **Let's take a look at the concept board again**. Imagine if this company were to put up its bubble tea in an exhibition. What kind of people would go to this booth to look at the brand? Could you describe these people in terms of age, gender, occupation, lifestyles, or personality?

a) Could you also please describe the person who would shop here? Why do you say so?

15. Imagine your best friend invites you to visit the CoCo Fresh Tea & Juice store just opened this weekend in Boston. Where do you think it is best located?

    a) Why do you think that location is the best?
    b) How long do you plan to stay there?

16. Imagine CoCo Fresh was running a marathon. Who would be its toughest competitor and why?

    a) What advantages does CoCo Fresh have which none of the other contenders have?
    b) What disadvantages does CoCo Fresh have which none of the other contenders have?
    c) MODERATOR TO REPEAT a & b FOR CoCo Fresh COMPETITOR

17. Imagine CoCo Fresh magically turns into a human being. What kind of person would it be?

    a) Age/Gender/Occupation
    b) Hobbies
    c) Lifestyles

18. There is a girl, Jennifer, who dislikes her experience in CoCo Fresh, why do you think she doesn't like it? What, according to you, are her concerns regarding CoCo Fresh and why?

19. What kind of promotions would encourage you to try drinking 'CoCo Fresh Tea and Juice'?

20. Where would you expect to find information about 'CoCo Fresh Tea and Juice'?

21. Do you have any recommendations for 'CoCo Fresh Tea and Juice'?

    a) How to become more popular
    b) How to reach its target audience

Thank You & Debrief

FGI Concept Board

- CoCo Fresh Tea & Juice is a Taiwanese brand founded in 1997 by Chairman Tom
- In 20 years, Coco has established more stores around the world
- The foundation of CoCo's success is th high-standard quality, consistency, and se

Three major product concepts:

- High standard selection of fine tea
- Local procurement of fresh seasonal harvests
- Product innovation and development.


CoCo TOP 10 BEST SELLERS
6. Red Bean Matcha Milk Tea
M 4.5 L 5.0
7. Sago Taro Milk Tea
M 4.5 L 5.0
8. Lemon Yakult
L 5.4
9. Mango Smoothie
M 4.7 L 5.2
1. Bubble Tea
M 4.0 L 4.5
2. 3 Guys
M 5.0 L 5.5
3. Lemon King
L 4.7
4. Bubble Gaga
M 4.2 L 4.7
5. Black Tea Macchiato
M 4.0 L 4.5

FGI Transcript

FGI Transcript : CoCo Fresh Tea & Juice

Moderator: Good afternoon everyone, my name is Keara Brown and I am a student uh we are studying the strategic communication for marketing grad program um and we want to thank you for coming here today because we understand you have a life and a schedule um and so today we are going to talk about bubble tea and I urge you to speak your minds and your opinions are really important and valued here and there is no right or wrong answer. And Carla is going to be recording the session just to prevent loss of information and everything you say here will be confidential. The first thing we want to do is have you guys introduce yourselves and when you introduce yourselves please tell us what your impression is of bubble tea so we will start with Stephanie .

P10: Hi, I am (P10) and I grew up in a really like Asian community in LA were bubble tea is huge and we actually call it Boba so moving to Boston was kind of weird that it's called that but I love Boba especially milk tea.

P8 : My name is (P8) and I like so I've always been an anime fan, so I didn't start going to conventions and learning about the culture until I got to college, so I like I went to TeaDo for the first time two years ago that was my first experience with bubble tea. And ever since then I really like bubble tea and I've been going to different places and trying different kinds.

P7: My name is (P7), when I came to college I made friends with people who enjoyed bubble tea so it became something I do regularly because I love tea so I was just like yeah.

P6: Hi, I am (P6) and I am from the rural Midwest and there is not much there and I ran an aesthetic blog on Tumblr and I kept seeing pictures of Boba so I was like wow that looks good. When I came to college I tried it for the first time and I love it.

P5: Hi I am (P5) and I am from Taiwan, the place that invented Bubble tea so when I am in school I usually drink it like four times a week. It's like water to me, used to be. Now studying in Boston it is kind of expensive compared to my country so now I seldom drink it but I have like bought bubbles from my country so I can make it myself.

P4 : Hi my name is (P4). I am a graduate student here about bubble tea I like the real tea but am not a fan of the Boba yeah and my first impression would be too much sugar.

P3: I am (P3) , I am also from Taiwan and bubble tea is famous in my country but the brand in Taiwan is totally different the brand here.

P2: Hi I am (P2) I am from China and I am a huge fan of bubble tea but we have various bubble tea shops in China. Here I am kind of disappointed because less flavor and less choices and price is high and not as fresh as in China.

P1: I am (P1), I am from China. For me I do not usually eat bubble tea and I think bubble tea is too sweet so when I drink bubble tea I ask them for less sugar.

Moderator: Ok thank you so much, that was helpful. SO let's talk about bubble tea. How often do you drink bubble tea?

P9: I've had it 3 times in my whole life.

Moderator: that definitely works.

P7: I have it two to four times a week.

P8: Me too, I am not proud of it. It's really expensive.

P5: Twice a month

P4: yeah

P3: Twice a week

P2: I usually have one per day

P1: maybe twice a month? In china, maybe once a week.

Moderator: Which shop or shops if you prefer more than one, do you visit to buy bubble tea? And when you are there what kind of bubble tea shops do you like and why? I am just going to restate that: Which shops do you visit to purchase bubble tea and what kind of bubble tea shops do you prefer and why do you like them?

P1: Do you mean here in Boston

Moderator: You can say both but we'd prefer Boston

P4: I think Gong Cha is new here right? It don't have that last year. That is actually my favorite brand of bubble tea so ever since they opened a store here. I am like every week to go there. I guess and I do not like other brands.

P7: We go to Tea Do a lot because it is closely and I like Tea Do for if I am getting a green tea or a mango tea but if I am getting bubble tea I prefer Kung Fu Tea because Tea Do is extremely sweet so I have to get half sugar or less if I am doing milk tea there.

P1: Gong Cha is also my favorite because it offers looks like and tastes like China and it has many other choices.

P10: In Boston I don't drink it as much because I do not think it is as authentic as back home but there are places I visit back home I like Tea Fresh I don't think they have them here like Tea Station, they are both from Taiwan but also in LA.

P5: I think in Boston there is a bubble tea brand come from Taiwan called Gong Cha but the taste and everything is totally different so here I'd say Kung Fu tea is the best.

Moderator: Thank you that was helpful. The next question when you do buy bubble tea how much do you pay per cup?

P6: I feel like they average out like, if you are getting a small its going to be from like 3 to 5 dollars and large is from 5 to 7. 7 is awful.

P4: I would say $5 would be fine

P7: A large at Kung Fu Tea is $6.50 so expensive

Moderator: I honestly didn't know that. So the next question we kind of already touched on this but why specifically do you drink bubble tea, kind of what your reasons are, any other reasons why you like drinking bubble tea.

P8: For me it kind of still is a social tea, like if my friends are going to get bubble tea I am going to get bubble tea because I want to hang out with them and it is just like a thing that we do.

P2: For me in the morning I drink coffee so in the afternoon I drink bubble tea because I do not want more coffee in my drink so.

P4: Kind of the same for me. In the morning I always have coffee and tea in the evening. Bubble tea is not caffeinated so for me it is relaxing and more social.

Moderator: So you kind of have a ritual for both coffee and tea?

P4: My boss loves bubble tea so every afternoon we are going to get bubble tea.

P2: I don't think tea has much caffeine because of the milk and sugar and sometimes I take the bubble tea with dinner.

Moderator: So you guys drink both coffee and tea?

P2: Yeah

P1: (Nods head yes)

Moderator: What qualities are important when you chose your bubble tea?

P5: Boba most be chewy and sweet. I don't like it when it is hard and not fresh.

P9: Also sweetness because I like it as a treat but not that sweet so if it's too sweet I won't order it again.

Moderator: Right, Ok. Anyone else?

P4: I recently like to try new things. I am not a huge Boba fan but they stated adding some fruit in that stuff and I like the new ingredients they put into the tea that's not sweet but has some other flavor. My recent favorite had some coconuts I don't know the language. Coconut … It's like Boba but not Boba. Like a substitute for Boba.

Moderator: Where do you get that? The substitute for the Boba?

P4: I already forgot the name.

Moderator: Sorry guys. Ok. If we had to make a list with regards of your biggest concerns with bubble tea, what would they be? Feel free to share your concerns.

P9: Like with milk tea the sugar content is a concern.

P7: The price.

P6: I am going to say it again: the price.

Moderator: No yeah definitely. Whatever comes to mind.

P7: Variety I guess?

P2: Artificial materials

P6: I would love to like, be able to taste bubble tea that is not like, that's actually fresh. That'd be cool. I guess the concern is like that everything is many like manufactured and very Americanized.

P2: But in China we will use fresh milk and everything is fresh.

Moderator: Yeah, it's helpful. Anyone else?

P3: The sugar contains of the bubble because of most of the bubble here is very sweet. In Taiwan, the bubble is not so sweet or with the honey flavor.

Moderator: It's interesting. This is more creative question. Imagine there is a magic box in the middle of the table and all of you can put all your concerns regarding bubble tea shop in the box and make them go away. What would you put in?

P7: You are talking about the experience in the shop?

Moderator: Yeah! Or like the worst shop you can think of, like what would that be like?

P7: Long wait.

P9: Also, something like you order and then it's like you are always standing and waiting for tea. It's more like the organization, the shops' layout. So, I don't like it.

P6: I feel like a lot of seating is kind of amazing. Because like sometimes you just wanna grab and go but I also like, when it is a social thing when you want to spend time with friends and it's nice to have place to seat.

P1, P2, P3, P6: (Nodding)

P4: Sometimes I feel like all the bubble tea shops are just so small.

P6: Yes! They are so small.

P4: They don't have rooms for you just for standing and waiting.

P10: Um Hmm.

P4: It's just insane.

P2: They didn't nicely decorate it.

P7: Yeah!

P2: It's always crowded and seems very old.

Moderator: Okay. So now we are switching from the bubble tea shop to bubble tea brand. So, imagine there is a perfect bubble tea brand, what would it be like? What do you expect from an ideal bubble tea?

P4: Fast service.

P6, P7: Yeah

P4: They just wait for so long.

Moderator: Okay.

P1: The good quality of the ingredient.

P10: (Nodding)

P2: Trendy.

P9: Or maybe like the mobile order component. Like when choosing between the brand that doesn't have mobile order and those who have, I would choose the one who does.

Moderator: Okay. Do you think bubble tea is a healthy option for drinks?

P6, P7: No, not healthy.

Moderator: Ok. If so, why do you think so? If not, why you don't think so?

P1: So many sugar. I think it is for fun.

P10: I feel like it could be healthy if you pick the right tea like the natural green tea and add the bubble, I think it is better than complete sugary drinks.

P4: But bubble is made of sugar.

P10: I know. But, you can compensate a little bit.

P6: Yeah it is full of starch so there is no nutrition value.

P7: Yeah.

Moderator: What about for the people that do not get the bubble? Does it still taste healthy or unhealthy?

P5: Yeah you can just choose juice instead of milk tea.

Moderator: Yeah.

P4: I kind of spoil myself, so I am like I don't go to the bubble tea shop more often. I drink hot tea and spoil myself with bubble tea.

Moderator: Ok. Do you drink coffee? If so, which one do you prefer to drink – either coffee or tea?

P6: Personally, I think they are different. Like coffee like, if I get an ice coffee or hot coffee at Starbucks or something, I am like try to wake up. So, like the refresher in Starbucks they are fruity and fun and like cold and good. Like that's why I would get bubble tea for. It more like a social thing. Because there is so much sugar in it, I don't really think of coffee and bubble tea on the same level. But, that just like personally.

P9: I actually work at Starbucks, so the first thing I will do in the morning is to get a black coffee. I use it to wake up. But like later on I drink tea just for the taste.

Moderator: For those one who prefer coffee or tea, what are the reasons?

P10: For me coffee doesn't taste good. I just think, like tea is healthier because it's essentially water and leaves.

P1: I would say the taste. I think the taste for the bubble tea is much better than coffee. Although it adds sugar and milk but it tastes better.

P7: Even though I drink coffee a lot because I don't get enough sleep. But for me it's like something I drink out of necessity, because I need caffeine. But I literally would never drink coffee if I didn't need the caffeine. But bubble tea is something that I get regularly. It is like social thing because I enjoy it as a drink. So, coffee I definitely would not choose over bubble tea when it came down to like you have to pick one.

Moderator: For those one who prefer coffee over bubble tea, what would that be?

P4: I think I am in this group because I need the caffeine. I probably won't have bubble tea more often because it is a treat. Like a social event so I won't drink that every day. But for coffee, it's like I drink every day. And I agree with you like, just different functions. So, coffee is like you need it to wake up, but bubble tea is more fun. I know it's very popular for Gong-Cha like they put cream cheese on top of the tea, which taste really really great. But in China they have different kind of styles. They put cream cheese over coffee. Kind of mixing together.

Moderator: Anyone else choose coffee over bubble tea, and why?

P9: For the caffeine content, first of all. And also just because coffee, if you drink black like I do, which is zero calories. So, like in my mind I can drink five cups a day, which is not true but like in my mind I can drink five since it's zero calories. So, I'd drink more. But for bubble tea, I would never do that.

Moderator: Thank you. From your experience of coffee and tea, could you please tell me differences between coffee and tea?

P4: Sweet.

P9: Tea goes on smoother I think.

P6: I feel like it's lighter. Coffee is like jump start for yourself and tea is like refreshing, taste good.

P4: I think the dimension is different. Like how to measure the coffee because there are like medium roasted, dark roasted. But for tea I think it's more different flavors. You can add flowers in it or it could be just leaves. And there are black tea, green tea and even Matcha right? So, very different.

P2: In China, we think coffee will make us being worse, but tea will make our skin more shining. It is kind of rumor but I believe that.

Moderator: Interesting. OK,we are look at the technology.

P2: wow, is CoCo.

(Moderator explains the slides and show the commercial)

Moderator: What thoughts, images, moods come to your mind on seeing this?

P8: Super cute!

P7: I love the mascot.

P6: Yeah! Love the mascot. That's so cute.

M: Anyone else?

P5: It's more like a juice than a tea shop.

Moderator: Mmmm. That's what you think. Ok.

(Moderator explains the slides)

Moderator: Which images look more attractive for you? which are less attractive, and why?

P9: I like the bottom right. Because, I think it need some focus and it's lined up nicely. And, I can see the variety of theirs. And it's better than the one next to it.

Moderator: Cool.

P7: I actually don't like that one.

(Everyone laugh)

P7: Well… the wall behind it looks dirty. It just doesn't look as like nice.

Moderator: Which one are you talking about?

P7: The lower right. The Gong Cha. Because it just doesn't look like it's in a nice setting as much. Umm. I mean the tea looks good but everything else I'd change.

Moderator: That's helpful.

P8: Talk about the exact same one. The bottom right. For me, it's way less market than the other two. Like the other two are very staged with the way that they step up the tea. Like it's graphically nice. Whereas the bottom one sounds more authentic to me. Because I can imagine that in someone's house. Like you go there. And that's like the table top. Yeah. And like the back ground it's like yeah the wall looks kind of looks dirty, but you can also see that as the design of the wall type of thing to make it look more traditional. If that make sense umm. So yeah.

Moderator: Does anyone what's to contribute to the last slide?

P6: This is such a weird detail. But they put the water on the cups it makes it look better. The Kung Fu Tea one in the middle, was like, it looked like they were copy pasting it over and over again that's gross. Yeah! When they put the water droplets on it, it's like, I mean, I don't want a wet cup to make it looks better. It makes it look cuter.

Moderator: Do you think price for CoCo Fresh Tea & Juice is expensive, reasonable, or economical?

P7: Reasonable. It's look like what I'd pay anyway. I'd walk into the places like yeah.

P4: Like yeah that's expensive. It's the same expensive that I would spend.

Moderator: Anyone else? How much are you willing to pay for CoCo Fresh Tea & Juice?

P5: I would say average of 6 dollars is fine for me. I mean like if it's above 6, I'd just make one at home.

P2: I would pay for them. Because it's fresher and looks nice. I know this brand. They're everywhere in China.

Moderator: Yeah. That's why it interesting to get a mix of international students. Anyone else?

P1: 5 dollars.

Moderator: What are you basing that?

P1: Since I usually buy bubble tea around five dollars.

Moderator: Okay. So that's your price point. Okay, next is imagine you are back at home now and you are telling your friends about CoCo Fresh Tea & Juice. How would you describe it to them?

P9: Fresher than … (?)

P3: Fresh ingredient. A variety of flavors.

Moderator: : Anyone else?

P8: Aesthetically pleasing.

P2: I would say it is the most authentic bubble tea.

P1: acceptable price.

P6: It's like bright and cute.

M: That was helpful.

Moderator: What would you tell them the benefits of this particular brand? After seeing the… I guess you guys have answered that…

Moderator: Do you think your friends would like to try after you describe it? Why or Why not?

P9: Yeah. Because it's like the quality of a decent ?? price. Yeah. It's expensive. But it's not completely out there expensive.

P8: For being honest, most of my friends like bubble tea anyway. If I just say hey there's a new bubble tea shop, do you want to go try it? They'll be like yeah! Let's go! Regardless.

Moderator: : So you do it for the fans I see. I'm just kidding. Anyone else do you think your friends would after you describe it will your friends go?

Moderator: Yeah! You're nodding.

P1: It is healthier than other bubble tea.

Moderator: Hopefully they'll que up the…So we were just gonna leave them on for background tea so we're not looking at that…

Moderator: so this time your friend is invite you to visit the CoCo Fresh Tea store, that just open in this weekend at Boston. Where so you think the store would be? Where do you think the store would be best located? If there would be a CoCo Fresh where would you put it?

P5: Beside Emerson.

P9: I've been living in the bias that want to be closer. Yeah. Somewhere in between Copley station and Chinatown.

P8: I feel like anywhere with a higher population in college students would be ideal. So rather it is downtown Boston, like near, I'm thinking like North Eastern area or near like Cambridge specifically. Cuz there's a lot of college students there.

Moderator: Okay. Anyone else? So Second part. So if you were going to CoCo Fresh with a friend, how long would you plan to stay at the store? Would you stay around after getting a tea or… what?

P6: It depends. It's probably not very helpful, but if I'm jus like going to like go bubble tea, I won't. But if I'm with my friends, I may stay there for like maybe half an hour or something.

P9: If they have outlets and couches, like tables and chairs and all the other. And I'd like to stay there and do work, I'd stay there for a while.

P7: If they also sold food, definitely. Like food appetizers.

P4: I never saw CoCo have some a lot of seating area, so probably just gonna grab and go.

Moderator: : That was all very helpful. This is another imagination hat one. Imagine CoCo is running a marathon, who would be his toughest competitor and why?

P7: Kung fu Tea. Because I feel like at least in Boston. There's like a billion of them. It's a very big chain here. And as far as authenticity goes, Gong Cha. I can't think of any well-known places would like get close to that.

P4: I agree with Kung Fu Tea. Because they have multiple stores and it's really convenient when you want a Boba. Also, I think that CoCo is not a bubble tea brand, I feel like they have more fruit. Because I never go there to get a bubble tea, I always go there for some, called lemon tea something, or some strawberry, I don't know.

Moderator: : So it's fruit tea.

P4: So it's not like milk tea.

P5: I think CoCo is trying to do like make juice or tea or more interesting, and you also want something chewy, and you would go with some toppings with that, but basically I considered it is a tea brand or juice brand, not as bubble tea.

Moderator: What advantages does CoCo fresh have but other competitors you guys mentioned didn't have? What advantages does CoCo fresh tea have over other competitors?

P7: Different kinds of drink.

P3: Fresh juice, fresh ingredients.

P5: More colorful, compare with competitors.

P4: Stick with the fresh one is because lemon tea, their competitors don't have that, like Kung Fu tea don't have lemon tea, so I feel like this whole lemon tea in USP is more specific, more fresh, and they have more flavors.

Moderator: so what disadvantages that CoCo tea fresh have compare to other competitors?

P9: not well known as other competitors, like brand awareness. They are so small.

P1, P2: (Nods head yes)

P3: They don't have so many stores and they would not like open many stores in one place.

Moderator: so you are talking about location?

P3: Yes.

Moderator: any other thoughts?

P5: I think is their positioning is stands between like bubble tea shop and juice shop. So I don't know whether their preside.

P4: Do you think they have a good tea? Because I don't feel that way.

P5: I don't feel that way because CoCo is from Taiwan. And in Taiwan positioning is not like high-end.

P2: Yes, CoCo fresh tea is not high-end. Also the same in China.

P5: So I think it will be quite difficult to compete with Kung Fu tea. But since is fresh and new to Boston, so maybe it will be popular because in Boston there is no any shops you can add juice with boba, it might be fresh.

Moderator: When you said "high-end', you said their image is not high-end, what do you mean by "high-end'?

P5: Like in Taiwan there are many bubble shops, from packaging, decoration, and store, like CoCo is just like grab and go, you wouldn't say in there. But I am not sure whether CoCo in Boston will be more decorative or high-end attribute.

P4: Actually I agree with you. They feel like kinds of like McDonalds, it not about the quality, just like the price is copy, and there are many bubble tea brand is very fancy, compare to CoCo.

P2: Yes, that's right. I just want to add something on her. If the store is fancy, they will use better ingredients, better materials and the decoration is more fancy and the taste and service are much better.

Moderator: OK. anything else? What kinds of promotions will encourage you to try CoCo Fresh Tea and Juice?

P4: Anything

P7: Yes, any kinds of promotions.

P2: Discount.

P6: I like everything.

P7: Especially is a social thing, you want to grab one for friend so like..

P6: Buy one get one free**.**

P7: Yes. We only pay 5 dollars and each get one, let's something I will get a try, and I might come back.

Moderator: Where would you expect to find information about CoCo Fresh Tea and Juice?

P4: Friends.

P5: Maybe social media.

P7: like Instagram.

P6: I see some tea shops have Instagram, including the location, it is nice, because you can get to know what this store look like, and also Facebook, make more personal.

Moderator: So Facebook and Instagram?

P5: Yelp?

P1, P2, P4, P6, P7: (Nodding) Ya.

P4: I also think that when you go into Chinatown, they will have the banner, and outdoor something said they will open the new store here, then you will know, and will anticipate that.

P7: I want something talked about menu before I have to walk inside

P1, P2, P3,P4, P6: (Nodding) Ya.

Moderator: Ok, that's the last question. Do you have any recommendations for CoCo Fresh Tea and Juice? Such as how CoCo Fresh Tea and Juice become more popular or how to reach their target audiences? Any recommendations for CoCoTea Fresh.

P9: The social media more familiar with the customers much helpful.

P4: I want some new drink, innovative, like you never think that before, I would like to try that.

Moderator: Anything else?

P3: Order and deliver more convenient, you don't have to wait.

P5: I think is CoCo has app, like Ku Fung tea has, it can update their information or promotion on it, I think is helpful.

P7: I think as far as the larger communication goal is they communicate as a fact that they are Taiwanese company and a lot of people would like to go and it will feel this is fantastic and feel like many special drinks there are. Many people would like to go for that.

Moderator: Anything else? OK. We thanks for your time today. Thanks for participating. Your information will be confidential. Does anyone has any questions?

(Everyone shake head)

Moderator: Great. I will stop here. Everyone is awesome. Thank you.

Survey:

Questionnaire and concept board

Dear Participant,

We are graduate students of the Strategic Communication for Marketing program of Emerson College, Boston. We are conducting this survey for my research methods class, and my primary research interest is to examine how you choose tea/ bubble tea, and what qualities and attributes are important to you when making this decision. This survey is strictly voluntary and will take about 10-15 minutes. Your answers will be kept completely confidential. If you have any questions, please feel free to ask me or contact me at 857-930-3311 or chihying_chang@emerson.edu.

Thank you very much and I hope you enjoy filling this out!

Yours faithfully,

ChihYing Chang

RuoTing Huang

Yun Chen

Keara Brown

Q1. Do you drink bubble tea?
____ Yes (please go to Q2)
____ No (please stop doing the survey. Thanks.)

Q2. Which beverage do you usually prefer to drink?
____ Tea
____ Coffee
____ Both tea and coffee
____ No preference

Q3. How often do you drink bubble tea?
____ Less than once a month
____ Once a month
____ 2 – 3 times a month
____ Once a week
____ 2 – 3 times a week
____ 4 times a week or more often

Q4. When do you usually go to the tea shop for bubble tea? Please select all that apply.
____ Morning
____ Weekday after school or work
____ Lunch break
____ Evening
____ Weekends
____ Others (Please specify ______________)

Q5. Of all the brands listed below, which are your favorite ones for a tea/ bubble tea **in the US**? Please select all that apply.
____ Gong Cha (貢茶)
____ Kung Fu Tea (功夫茶)
____ CoCo Fresh Tea & Juice（CoCo都可）
____ Chatime （日出茶太）
____ Starbucks (tea options such as Teavana)
____ Dunkin Donuts (tea options)
____ Others (Please specify __________________)

Q6. Why do you like to drink bubble tea? Please select all that apply.
_____ It tastes good.
_____ I like the options of flavor or topping.
_____ For social with my friends.
_____ Price is reasonable.
_____ I like the tea shop environment.
_____ For relaxation.
_____ Bubble tea has fewer calories than other drinks.
_____ Others (Please specify _________________)

Q7. When you choose bubble tea, what of the following qualities are important to you? Please check all that apply.
_____ Price
_____ Brand reputation
_____ Quality of ingredients used
_____ A variety of flavors and toppings
_____ Healthy options
_____ Inviting, social atmosphere
_____ Promotions
_____ Others (Please specify __________________)

Q8. When you choose a bubble tea shop, which of the following factors matter to you? Please check all that apply.
_____ Location
_____ Store hours
_____ Time-saving ordering process
_____ Store atmosphere & design
_____ Sample trial
_____ Delivery service
_____ Staffs' friendly service
_____ Others (Please specify __________________)

Q9. How much are you willing to pay for a medium size (500 cc) of bubble tea?
_____ Under $3
_____ $3~$4
_____ $5~$6
_____ $7~$8
_____ $9 or higher

Q10. How likely are you willing to try a new bubble tea shop in Boston, if they opened a new location?
____ Very unlikely
____ Unlikely
____ Neutral
____ Likely
____ Very likely

Q11. What is the color of the sky? Even though the correct answer is “Blue”, please choose “Red” for this question.
____ Green
____ Black
____ Blue
____ Red

Please carefully read the concept board of CoCo Fresh Tea & Juice on the next page and answer the questions that follow.

COCO FRESH TEA & JUICE

CoCo Fresh Tea & Juice is a **Taiwanese** bubble tea brand founded in 1997 by Chairman Tommy Hung. In 20 years, Coco has established more than 2,500 stores around the world. The foundation of CoCo's success is the values of high-standard quality, consistency, and service.

*With CoCo Fresh Tea app, you order online and pick up the drink at the store.

Three of **CoCo Fresh Tea & Juice** concepts: (1) High standard selection of fine tea, (2) Local procurement of fresh seasonal harvests, and (3) Product innovation and development.

Please see the the price of CoCo Fresh tea & Juice as above (Blue circle)

Q1. What is your overall evaluation of CoCo Fresh Tea & Juice, after you read its concept board?

____ Strongly dislike
____ Slightly dislike
____ Neutral
____ Slightly like
____ Strongly like

Q2. On a scale of 1-5, please indicate how well the following adjectives describe CoCo Fresh Tea & Juice's image. Please choose the number that best reflects your feeling.

	1	2	3	4	5	
(1) Traditional	____	____	____	____	____	Contemporary
(2) Not fresh	____	____	____	____	____	Fresh
(3) Routine	____	____	____	____	____	Revolutionary
(4) Unreliable	____	____	____	____	____	Reliable
(5) Dull	____	____	____	____	____	Exciting
(6) Awful	____	____	____	____	____	Tasty

Q3. How do you evaluate CoCo Fresh Tea & Juice in terms of attributes listed below? Please choose the number that best represents your thoughts ("1" being "not appealing at all", "5" being "very appealing").

	Not appealing				Very appealing
(1) High-standard quality	1	2	3	4	5
(2) Seating in CoCo	1	2	3	4	5
(3) Free CoCo Fresh Tea app*	1	2	3	4	5
(4) Consistency in quality	1	2	3	4	5
(5) Affordable price	1	2	3	4	5
(6) User friendly services	1	2	3	4	5
(7) Use of local harvests	1	2	3	4	5
(8) Product innovation and development	1	2	3	4	5

Q4. If CoCo Fresh Tea & Juice were to open a new store in Boston, how likely would you be to purchase drinks there?

____ Very unlikely
____ Unlikely
____ Maybe or maybe not
____ Likely
____ Very likely

Q5. What kind of promotional incentives would motivate you to try bubble tea at CoCo Fresh Tea & Juice? Check all that apply.
____Coupons
____Buy one get one free
____Discount
____Membership card
____Points with branded apps
____Sample trial in the store
____Others (Please specify _____________)

Q6. How much are you willing to spend on a medium size (500 cc) of bubble tea at CoCo Fresh Tea & Juice?
____Under $3
____$3~$4
____$5~$6
____$7~$8
____$9 or higher

Q7. If CoCo Fresh Tea & Juice is opening in Boston, where do you think it should be located? Check all that apply.
____Downtown Crossing
____Newbury Street
____Copley Square
____Cambridge
____Chinatown
____Prudential Center
____Quincy Market / Faneuil Hall
____Allston
____Others (Please specify _____________)

Q8. From what source do you expect to find information about CoCo Fresh Tea & Juice? Please check all that apply.
____Social media
____Mobile apps
____Newspaper (e.g., New York Times, BuzzFeed)
____TV commercials
____Blog
____Brand website

____Magazines
____Word of mouth
____Product review sites (e.g., Yelp)
____Others (Please specify _____________)

Q9. In which social media platforms do you expect to find more information about CoCo Fresh Tea & Juice? Please check all that apply.
____Facebook
____Twitter
____Instagram
____Pinterest
____YouTube
____Snapchat
____Others (please specify: _________________________)

<u>We would like to ask you several questions about your demographics for statistical purposes.</u>

Q1. Which gender do you identify yourself with?
____Female
____Male
____Transgender
____Other
____Prefer not to say

Q2. How old are you?
____18 - 25
____26 - 30
____31 - 35
____Above 36

Q3. Please specify your ethnicity.
____Native American
____Hispanic or Latino
____African American
____Asian or Pacific Islander
____Caucasian American
____Muti-racial (2 or more races)
____Others (Please specify _____________)

Q4. What is your highest level of education?
____Some high school or less
____High school graduate
____Some college or Associate's degree
____Bachelor's degree
____Master's degree or higher
____Others (Please specify _______________)

Q5. Which of the following best describes your occupation status?
____Student
____Full-time employment
____Part-time employment
____Self-employed
____Homemaker
____Others (Please specify _______________)

Q6. Among the income brackets below, please choose the one that best describes your annual household income before tax.
____Under $25,000
____$25,000 - $49,000
____$50,000 - $74,000
____$75,000 - $99,000
____Above $100,000

Thank you so much for your participation!

Top-line report

Top-Line Report for Coco Fresh Tea & Juice

(Action Standard: Top 2 Box % 60%, Mean Scores 3.50)

	Total	Females	Males
(No. of Respondents)	(78)	(56)	(22)
Overall Evaluation			
Top 2 Box %	71%	70%	73%
Mean Scores	3.90	3.88	4.00
Brand Image			
Traditional vs. Contemporary	3.75	3.79	3.59
Not fresh vs. Fresh	4.03	3.98	4.09
Routine vs. Revolutionary	3.34	3.38	3.18
Unreliable vs. Reliable	3.95	3.95	3.91
Dull vs. Exciting	3.57	3.57	3.50
Awful vs. Tasty	3.95	3.88	4.09
Evaluation by Attributes			
High-standard quality	4.06	4.05	4.14
Seating in CoCo	3.19	3.29	2.95
Free CoCo Fresh Tea app	3.60	3.71	3.36
Consistency in quality	4.16	4.20	4.14
Affordable price	3.99	4.02	3.91
User friendly services	3.89	3.93	3.82
Use of local harvest	3.73	3.89	3.36
Product innovation and development	3.67	3.75	3.55
Purchase Intention			
Top 2 Box %	77%	75%	82%
Mean Scores	4.00	3.96	4.05

Overall Evaluation:
1. Strongly dislike, 2. Slightly dislike, 3. Neutral, 4. Slightly like,
5. Strongly like

Brand Image:
1 = Traditional, 2 = 2, 3 = 3, 4 = 4, 5 = Contemporary

Evaluation by Attributes:
1 = Not appealing, 2 = 2, 3 = 3, 4 = 4, 5 = Very appealing

Purchase Intention:
1. Very unlikely, 2. Unlikely, 3. Maybe or maybe not, 4. Likely, 5. Very likely

Top 2 Box % is the combined percentage of the top 2 choices (e.g., 4 slightly like + 5 strongly like).

Summary Tables

Table of Contents: CoCo Fresh Tea & Juice

I. Attitudes and Behavior of Bubble Tea Consumption

Table 1 Bubble Tea Brand Preference

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(73)	(53)	(20)	(38)	(27)	(8)
	%	%	%	%	%	%
Brand Preference						
Gong Cha	34	32	40	37	41	0
Kung Fu Tea	65	66	63	65	69	56
CoCo Fresh Tea & Juice	33	34	32	41	31	11
Chatime	37	44	16	41	39	20
Starbucks (Tea options such as Teavana)	44	43	48	42	31	90
Dunkin Donuts (tea options)	6	6	5	8	4	0
Others	18	21	11	22	12	22

Table 2 The Motivation of Drinking Bubble Tea

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(76)	(55)	(21)	(37)	(27)	(12)
	%	%	%	%	%	%
Motivation						
It tastes good.	95	95	95	97	93	92
I like the options of flavor or topping.	55	56	53	56	62	33
For social with my friends.	21	23	16	28	12	22
Price is reasonable.	11	8	21	16	8	0
I like the tea shop environment.	13	8	26	6	15	40
For relaxation.	50	44	65	54	54	22
Bubble tea has fewer calories than other drinks.	4	6	0	3	0	22
Others	10	12	5	11	8	11

Table 3 The Qualities of Choosing Bubble Tea

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(75)	(55)	(20)	(38)	(26)	(11)
	%	%	%	%	%	%
Quality						
Price	68	64	80	71	62	73
Brand reputation	45	46	43	46	39	60
Quality of ingredients used	78	78	76	76	70	100
A variety of flavors and toppings	47	47	45	47	46	44
Healthy options	34	39	21	28	31	67
Inviting, social atmosphere	23	27	11	22	23	22
Promotions	43	47	32	49	39	33
Others	13	12	15	11	19	0

Table 4 The Factors In Choosing a Bubble Tea Shop

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(77)	(56)	(21)	(38)	(27)	(12)
	%	%	%	%	%	%
Factor						
Location	90	88	95	90	85	100
Store hours	49	54	37	47	54	44
Time-saving ordering process	49	46	55	53	39	58
Store atmosphere & design	41	45	32	42	35	63
Sample trial	24	32	0	27	15	33
Delivery service	30	29	32	28	35	22
Staffs' friendly service	43	43	40	56	26	40
Others	7	10	0	6	12	0

II. Consumer Acceptability of CoCo Fresh Tea & Juice Brand Concept

Table 5 Overall Evaluation of CoCo Fresh Tea & Juice

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(37)	(27)	(14)
	%	%	%	%	%	%
Overall Evaluation						
Strongly dislike	0	0	0	0	0	0
Slightly dislike	1	0	5	0	4	0
Neutral	28	30	23	30	26	29
Slightly like	49	52	41	46	52	50
Strongly like	22	18	32	24	19	21
--------------------------------	-----	-----	-----	-----	-----	-----
Total	100	100	100	100	100	100
Top 2 Box %	[71]	[70]	[73]	[70]	[71]	[70]
Mean scores	3.91	3.88	4.00	3.95	3.85	3.93

Table 6 CoCo Fresh Tea & Juice Brand Image

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(37)	(27)	(14)
	Mean	Mean	Mean	Mean	Mean	Mean
Brand Image						
Contemporary vs. Traditional	3.73	3.79	3.59	3.91	3.59	3.50
Fresh vs. Not Fresh	4.01	3.98	4.09	3.97	4.07	4.00
Revolutionary vs. Routine	3.32	3.38	3.18	3.40	3.26	3.21
Reliable vs. Unreliable	3.93	3.93	3.90	4.03	3.93	3.71
Exciting vs. Dull	3.55	3.57	3.50	3.62	3.52	3.43
Tasty vs. Awful	3.93	3.88	4.09	3.92	4.00	3.86

Table 7 CoCo Fresh Tea & Juice Brand Attribute

		Gender			Age	
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(37)	(27)	(14)
	Mean	Mean	Mean	Mean	Mean	Mean
Brand Attribute						
High Standard Quality	4.08	4.05	4.14	4.11	4.04	4.07
Seating in CoCo	3.19	3.29	2.95	3.24	3.15	3.15
Free CoCo Fresh Tea App	3.61	3.71	3.36	3.59	3.59	3.71
Consistency in Quality	4.18	4.20	4.14	4.38	3.93	4.14
Affordable Price	3.99	4.02	3.91	4.03	3.85	4.14
User Friendly Services	3.88	3.93	3.82	3.97	3.81	3.86
Use of Local Harvests	3.74	3.89	3.36	3.70	3.48	4.36
Product Innovation and Development	3.69	3.75	3.55	3.65	3.52	4.14

Table 8 Purchase Intention of CoCo Fresh Tea & Juice

		Gender			Age	
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(37)	(27)	(14)
	%	%	%	%	%	%
Purchase Intention						
Very unlikely	4	4	5	3	4	7
Unlikely	1	2	0	0	4	0
Maybe or maybe not	18	20	14	16	11	36
Likely	46	45	50	41	48	57
Very likely	31	30	32	40	33	0
--------------------------------	-----	-----	-----	-----	-----	-----
Total	100	100	100	100	100	100
Top 2 Box %	[77]	[75]	[82]	[81]	[81]	[57]
Mean scores	3.99	3.96	4.05	4.16	4.04	3.43

Table 9 CoCo Fresh Tea & Juice' Promotional Incentives

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(79)	(57)	(22)	(38)	(27)	(14)
	%	%	%	%	%	%
Brand Preference						
Coupons	72	72	73	68	74	79
Buy one get one free	87	86	91	90	93	71
Discount	82	84	77	82	85	77
Membership card	33	35	30	37	23	46
Points with branded apps	27	24	35	32	23	18
Sample trial in the store	45	45	45	50	31	58
Others	7	8	5	8	4	9

Table 10 CoCo Fresh Tea & Juice' Bubble Tea Price

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(38)	(27)	(13)
	%	%	%	%	%	%
Price						
Under $3	15	13	23	11	19	23
$3~$4	71	73	64	68	74	69
$5~$6	14	14	14	21	7	8
$7~$8	0	0	0	0	0	0
$9 or higher	0	0	0	0	0	0
------------------------------	-----	-----	-----	-----	-----	-----
Total	100	100	100	100	100	100

Table 11 CoCo Fresh Tea & Juice New Store Location in Boston

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(37)	(27)	(14)
	%	%	%	%	%	%
Location						
Downtown Crossing	46	44	50	41	41	69
Newbury Street	56	60	48	57	42	90
Copley Square	36	35	38	36	23	64
Cambridge	55	50	68	50	52	82
Chinatown	66	71	55	71	70	42
Prudential Center	33	33	33	27	31	60
Quincy Market/ Faneuil Hall	33	33	33	39	15	60
Allston	55	55	55	61	52	40
Others	14	10	23	15	15	10

Table 12 Sources Finding Information about CoCo Fresh Tea & Juice

(Multiple Responses)

		Gender		Age		
	Total	Female	Male	18-25	26-30	30+
(No. of Respondents)	(78)	(56)	(22)	(37)	(27)	(14)
	%	%	%	%	%	%
Information Sources						
Social media	94	97	86	92	96	93
Mobile Apps	45	50	30	50	35	50
Newspaper	6	4	10	3	4	22
TV Commercials	16	13	25	11	12	46
Blog	23	26	15	22	31	0
Brand Website	47	49	40	50	42	44
Magazines	7	8	5	6	4	18
Word of Mouth	77	75	81	78	77	70
Product review sites	60	60	60	62	62	46
Others	6	8	0	9	4	0

SPSS output

Output for Data Table #1

GongCha * Gender Crosstabulation

			Gender		
			Female	Male	Total
GongCha	yes	Count	17	8	25
		% within Gender	32.1%	40.0%	34.2%
	no	Count	36	12	48
		% within Gender	67.9%	60.0%	65.8%
Total		Count	53	20	73
		% within Gender	100.0%	100.0%	100.0%

GongCha * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
GongCha	yes	Count	14	11	0	25
		% within NewAge3groups	36.8%	40.7%	0.0%	34.2%
	no	Count	24	16	8	48
		% within NewAge3groups	63.2%	59.3%	100.0%	65.8%
Total		Count	38	27	8	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

KungFuTea * Gender Crosstabulation

			Gender		
			Female	Male	Total
KungFuTea	yes	Count	35	12	47
		% within Gender	66.0%	63.2%	65.3%
	no	Count	18	7	25
		% within Gender	34.0%	36.8%	34.7%
Total		Count	53	19	72
		% within Gender	100.0%	100.0%	100.0%

KungFuTea * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
KungFuTea	yes	Count	24	18	5	47
		% within NewAge3groups	64.9%	69.2%	55.6%	65.3%
	no	Count	13	8	4	25
		% within NewAge3groups	35.1%	30.8%	44.4%	34.7%
Total		Count	37	26	9	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

CocoFreshTea * Gender Crosstabulation

			Gender		
			Female	Male	Total
CocoFreshTea	yes	Count	18	6	24
		% within Gender	34.0%	31.6%	33.3%
	no	Count	35	13	48
		% within Gender	66.0%	68.4%	66.7%
Total		Count	53	19	72
		% within Gender	100.0%	100.0%	100.0%

CocoFreshTea * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
CocoFreshTea	yes	Count	15	8	1	24
		% within NewAge3groups	40.5%	30.8%	11.1%	33.3%
	no	Count	22	18	8	48
		% within NewAge3groups	59.5%	69.2%	88.9%	66.7%
Total		Count	37	26	9	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Chatime * Gender Crosstabulation

			Gender		
			Female	Male	Total
Chatime	yes	Count	24	3	27
		% within Gender	44.4%	15.8%	37.0%
	no	Count	30	16	46
		% within Gender	55.6%	84.2%	63.0%
Total		Count	54	19	73
		% within Gender	100.0%	100.0%	100.0%

Chatime * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Chatime	yes	Count	15	10	2	27
		% within NewAge3groups	40.5%	38.5%	20.0%	37.0%
	no	Count	22	16	8	46
		% within NewAge3groups	59.5%	61.5%	80.0%	63.0%
Total		Count	37	26	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Starbucks * Gender Crosstabulation

			Gender		
			Female	Male	Total
Starbucks	yes	Count	22	10	32
		% within Gender	43.1%	47.6%	44.4%
	no	Count	29	11	40
		% within Gender	56.9%	52.4%	55.6%
Total		Count	51	21	72
		% within Gender	100.0%	100.0%	100.0%

Starbucks * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Starbucks	yes	Count	15	8	9	32
		% within NewAge3groups	41.7%	30.8%	90.0%	44.4%
	no	Count	21	18	1	40
		% within NewAge3groups	58.3%	69.2%	10.0%	55.6%
Total		Count	36	26	10	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

DunkinDounts * Gender Crosstabulation

			Gender		
			Female	Male	Total
DunkinDounts	yes	Count	3	1	4
		% within Gender	5.9%	5.3%	5.7%
	no	Count	48	18	66
		% within Gender	94.1%	94.7%	94.3%
Total		Count	51	19	70
		% within Gender	100.0%	100.0%	100.0%

DunkinDounts * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
DunkinDounts	yes	Count	3	1	0	4
		% within NewAge3groups	8.3%	3.8%	0.0%	5.7%
	no	Count	33	25	8	66
		% within NewAge3groups	91.7%	96.2%	100.0%	94.3%
Total		Count	36	26	8	70
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

BCOthersQ5 * Gender Crosstabulation

			Gender		
			Female	Male	Total
BCOthersQ5	yes	Count	11	2	13
		% within Gender	21.2%	10.5%	18.3%
	no	Count	41	17	58
		% within Gender	78.8%	89.5%	81.7%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

BCOthersQ5 * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
BCOthersQ5	yes	Count	8	3	2	13
		% within NewAge3groups	21.6%	12.0%	22.2%	18.3%
	no	Count	29	22	7	58
		% within NewAge3groups	78.4%	88.0%	77.8%	81.7%
Total		Count	37	25	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Output for Data Table #2

Crosstabs

Tastegood * Gender Crosstabulation

			Gender		
			Female	Male	Total
Tastegood	yes	Count	52	20	72
		% within Gender	94.5%	95.2%	94.7%
	no	Count	3	1	4
		% within Gender	5.5%	4.8%	5.3%
Total		Count	55	21	76
		% within Gender	100.0%	100.0%	100.0%

Tastegood * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Tastegood	yes	Count	36	25	11	72
		% within NewAge3groups	97.3%	92.6%	91.7%	94.7%
	no	Count	1	2	1	4
		% within NewAge3groups	2.7%	7.4%	8.3%	5.3%
Total		Count	37	27	12	76
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Liketheflavor * Gender Crosstabulation

			Gender		
			Female	Male	Total
Liketheflavor	yes	Count	29	10	39
		% within Gender	55.8%	52.6%	54.9%
	no	Count	23	9	32
		% within Gender	44.2%	47.4%	45.1%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

Priceisreasnoable * Gender Crosstabulation

			Gender		Total
			Female	Male	
Priceisreasnoable	yes	Count	4	4	8
		% within Gender	7.7%	21.1%	11.3%
	no	Count	48	15	63
		% within Gender	92.3%	78.9%	88.7%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

Priceisreasnoable * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Priceisreasnoable	yes	Count	6	2	0	8
		% within NewAge3groups	16.2%	7.7%	0.0%	11.3%
	no	Count	31	24	8	63
		% within NewAge3groups	83.8%	92.3%	100.0%	88.7%
Total		Count	37	26	8	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Teashop * Gender Crosstabulation

			Gender		Total
			Female	Male	
Teashop	yes	Count	4	5	9
		% within Gender	7.8%	26.3%	12.9%
	no	Count	47	14	61
		% within Gender	92.2%	73.7%	87.1%
Total		Count	51	19	70
		% within Gender	100.0%	100.0%	100.0%

Teashop * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Teashop	yes	Count	2	4	3	9
		% within NewAge3groups	5.6%	15.4%	37.5%	12.9%
	no	Count	34	22	5	61
		% within NewAge3groups	94.4%	84.6%	62.5%	87.1%
Total		Count	36	26	8	70
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Relaxation * Gender Crosstabulation

			Gender		
			Female	Male	Total
Relaxation	yes	Count	23	13	36
		% within Gender	44.2%	65.0%	50.0%
	no	Count	29	7	36
		% within Gender	55.8%	35.0%	50.0%
Total		Count	52	20	72
		% within Gender	100.0%	100.0%	100.0%

Relaxation * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Relaxation	yes	Count	20	14	2	36
		% within NewAge3groups	54.1%	53.8%	22.2%	50.0%
	no	Count	17	12	7	36
		% within NewAge3groups	45.9%	46.2%	77.8%	50.0%
Total		Count	37	26	9	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Teashop * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Teashop	yes	Count	2	4	3	9
		% within NewAge3groups	5.6%	15.4%	37.5%	12.9%
	no	Count	34	22	5	61
		% within NewAge3groups	94.4%	84.6%	62.5%	87.1%
Total		Count	36	26	8	70
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Relaxation * Gender Crosstabulation

			Gender		Total
			Female	Male	
Relaxation	yes	Count	23	13	36
		% within Gender	44.2%	65.0%	50.0%
	no	Count	29	7	36
		% within Gender	55.8%	35.0%	50.0%
Total		Count	52	20	72
		% within Gender	100.0%	100.0%	100.0%

Relaxation * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Relaxation	yes	Count	20	14	2	36
		% within NewAge3groups	54.1%	53.8%	22.2%	50.0%
	no	Count	17	12	7	36
		% within NewAge3groups	45.9%	46.2%	77.8%	50.0%
Total		Count	37	26	9	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Fewercalories * Gender Crosstabulation

			Gender		Total
			Female	Male	
Fewercalories	yes	Count	3	0	3
		% within Gender	5.8%	0.0%	4.2%
	no	Count	49	19	68
		% within Gender	94.2%	100.0%	95.8%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

Fewercalories * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Fewercalories	yes	Count	1	0	2	3
		% within NewAge3groups	2.8%	0.0%	22.2%	4.2%
	no	Count	35	26	7	68
		% within NewAge3groups	97.2%	100.0%	77.8%	95.8%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

BCOthersQ6 * Gender Crosstabulation

			Gender		Total
			Female	Male	
BCOthersQ6	yes	Count	6	1	7
		% within Gender	12.0%	5.0%	10.0%
	no	Count	44	19	63
		% within Gender	88.0%	95.0%	90.0%
Total		Count	50	20	70
		% within Gender	100.0%	100.0%	100.0%

Output for Data Table #3

Crosstabs

Price * NewAge3groups Crosstabulation

			NewAge3groups 18-25	26-30	30+	Total
Price	yes	Count	27	16	8	51
		% within NewAge3groups	71.1%	61.5%	72.7%	68.0%
	no	Count	11	10	3	24
		% within NewAge3groups	28.9%	38.5%	27.3%	32.0%
Total		Count	38	26	11	75
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Price * Gender Crosstabulation

			Gender Female	Male	Total
Price	yes	Count	35	16	51
		% within Gender	63.6%	80.0%	68.0%
	no	Count	20	4	24
		% within Gender	36.4%	20.0%	32.0%
Total		Count	55	20	75
		% within Gender	100.0%	100.0%	100.0%

Brandreputation * NewAge3groups Crosstabulation

			NewAge3groups 18-25	26-30	30+	Total
Brandreputation	yes	Count	17	10	6	33
		% within NewAge3groups	45.9%	38.5%	60.0%	45.2%
	no	Count	20	16	4	40
		% within NewAge3groups	54.1%	61.5%	40.0%	54.8%
Total		Count	37	26	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Brandreputation * Gender Crosstabulation

			Gender Female	Male	Total
Brandreputation	yes	Count	24	9	33
		% within Gender	46.2%	42.9%	45.2%
	no	Count	28	12	40
		% within Gender	53.8%	57.1%	54.8%
Total		Count	52	21	73
		% within Gender	100.0%	100.0%	100.0%

VarietyofFavors * Gender Crosstabulation

			Gender		
			Female	Male	Total
VarietyofFavors	yes	Count	24	9	33
		% within Gender	47.1%	45.0%	46.5%
	no	Count	27	11	38
		% within Gender	52.9%	55.0%	53.5%
Total		Count	51	20	71
		% within Gender	100.0%	100.0%	100.0%

Healthy * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Healthy	yes	Count	10	8	6	24
		% within NewAge3groups	27.8%	30.8%	66.7%	33.8%
	no	Count	26	18	3	47
		% within NewAge3groups	72.2%	69.2%	33.3%	66.2%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Healthy * Gender Crosstabulation

			Gender		
			Female	Male	Total
Healthy	yes	Count	20	4	24
		% within Gender	38.5%	21.1%	33.8%
	no	Count	32	15	47
		% within Gender	61.5%	78.9%	66.2%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

Inviting * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Inviting	yes	Count	8	6	2	16
		% within NewAge3groups	22.2%	23.1%	22.2%	22.5%
	no	Count	28	20	7	55
		% within NewAge3groups	77.8%	76.9%	77.8%	77.5%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Inviting * Gender Crosstabulation

			Gender		
			Female	Male	Total
Inviting	yes	Count	14	2	16
		% within Gender	26.9%	10.5%	22.5%
	no	Count	38	17	55
		% within Gender	73.1%	89.5%	77.5%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

Promotion * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Promotion	yes	Count	18	10	3	31
		% within NewAge3groups	48.6%	38.5%	33.3%	43.1%
	no	Count	19	16	6	41
		% within NewAge3groups	51.4%	61.5%	66.7%	56.9%
Total		Count	37	26	9	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Promotion * Gender Crosstabulation

			Gender		
			Female	Male	Total
Promotion	yes	Count	25	6	31
		% within Gender	47.2%	31.6%	43.1%
	no	Count	28	13	41
		% within Gender	52.8%	68.4%	56.9%
Total		Count	53	19	72
		% within Gender	100.0%	100.0%	100.0%

BCOthersQ7 * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
BCOthersQ7	yes	Count	4	5	0	9
		% within NewAge3groups	11.1%	19.2%	0.0%	12.9%
	no	Count	32	21	8	61
		% within NewAge3groups	88.9%	80.8%	100.0%	87.1%
Total		Count	36	26	8	70
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

BCOthersQ7 * Gender Crosstabulation

			Gender		
			Female	Male	Total
BCOthersQ7	yes	Count	6	3	9
		% within Gender	12.0%	15.0%	12.9%
	no	Count	44	17	61
		% within Gender	88.0%	85.0%	87.1%
Total		Count	50	20	70
		% within Gender	100.0%	100.0%	100.0%

Output for Data Table #4

Location * NewAge3groups Crosstabulation

			NewAge3groups 18-25	26-30	30+	Total
Location	Yes	Count	34	23	12	69
		% within NewAge3groups	89.5%	85.2%	100.0%	89.6%
	No	Count	4	4	0	8
		% within NewAge3groups	10.5%	14.8%	0.0%	10.4%
Total		Count	38	27	12	77
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Location * Gender Crosstabulation

			Gender Female	Male	Total
Location	Yes	Count	49	20	69
		% within Gender	87.5%	95.2%	89.6%
	No	Count	7	1	8
		% within Gender	12.5%	4.8%	10.4%
Total		Count	56	21	77
		% within Gender	100.0%	100.0%	100.0%

StoreHours * NewAge3groups Crosstabulation

			NewAge3groups 18-25	26-30	30+	Total
StoreHours	yes	Count	17	14	4	35
		% within NewAge3groups	47.2%	53.8%	44.4%	49.3%
	no	Count	19	12	5	36
		% within NewAge3groups	52.8%	46.2%	55.6%	50.7%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

StoreHours * Gender Crosstabulation

			Gender		
			Female	Male	Total
StoreHours	yes	Count	28	7	35
		% within Gender	53.8%	36.8%	49.3%
	no	Count	24	12	36
		% within Gender	46.2%	63.2%	50.7%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

TimeSavingOrderingProcess * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
TimeSavingOrderingProcess	yes	Count	19	10	7	36
		% within NewAge3groups	52.8%	38.5%	58.3%	48.6%
	no	Count	17	16	5	38
		% within NewAge3groups	47.2%	61.5%	41.7%	51.4%
Total		Count	36	26	12	74
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

TimeSavingOrderingProcess * Gender Crosstabulation

			Gender		
			Female	Male	Total
TimeSavingOrderingProcess	yes	Count	25	11	36
		% within Gender	46.3%	55.0%	48.6%
	no	Count	29	9	38
		% within Gender	53.7%	45.0%	51.4%
Total		Count	54	20	74
		% within Gender	100.0%	100.0%	100.0%

StoreAtmosphereAndDesign * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
StoreAtmosphereAndDesign	yes	Count	15	9	5	29
		% within NewAge3groups	41.7%	34.6%	62.5%	41.4%
	no	Count	21	17	3	41
		% within NewAge3groups	58.3%	65.4%	37.5%	58.6%
Total		Count	36	26	8	70
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

StoreAtmosphereAndDesign * Gender Crosstabulation

			Gender		Total
			Female	Male	
StoreAtmosphereAndDesign	yes	Count	23	6	29
		% within Gender	45.1%	31.6%	41.4%
	no	Count	28	13	41
		% within Gender	54.9%	68.4%	58.6%
Total		Count	51	19	70
		% within Gender	100.0%	100.0%	100.0%

SampleTrial * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
SampleTrial	yes	Count	10	4	3	17
		% within NewAge3groups	27.0%	15.4%	33.3%	23.6%
	no	Count	27	22	6	55
		% within NewAge3groups	73.0%	84.6%	66.7%	76.4%
Total		Count	37	26	9	72
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

SampleTrial * Gender Crosstabulation

			Gender		
			Female	Male	Total
SampleTrial	yes	Count	17	0	17
		% within Gender	32.1%	0.0%	23.6%
	no	Count	36	19	55
		% within Gender	67.9%	100.0%	76.4%
Total		Count	53	19	72
		% within Gender	100.0%	100.0%	100.0%

DeliveryService * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
DeliveryService	yes	Count	10	9	2	21
		% within NewAge3groups	27.8%	34.6%	22.2%	29.6%
	no	Count	26	17	7	50
		% within NewAge3groups	72.2%	65.4%	77.8%	70.4%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

DeliveryService * Gender Crosstabulation

			Gender		
			Female	Male	Total
DeliveryService	yes	Count	15	6	21
		% within Gender	28.8%	31.6%	29.6%
	no	Count	37	13	50
		% within Gender	71.2%	68.4%	70.4%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

SampleTrial * Gender Crosstabulation

			Gender		
			Female	Male	Total
SampleTrial	yes	Count	17	0	17
		% within Gender	32.1%	0.0%	23.6%
	no	Count	36	19	55
		% within Gender	67.9%	100.0%	76.4%
Total		Count	53	19	72
		% within Gender	100.0%	100.0%	100.0%

DeliveryService * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
DeliveryService	yes	Count	10	9	2	21
		% within NewAge3groups	27.8%	34.6%	22.2%	29.6%
	no	Count	26	17	7	50
		% within NewAge3groups	72.2%	65.4%	77.8%	70.4%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

DeliveryService * Gender Crosstabulation

			Gender		
			Female	Male	Total
DeliveryService	yes	Count	15	6	21
		% within Gender	28.8%	31.6%	29.6%
	no	Count	37	13	50
		% within Gender	71.2%	68.4%	70.4%
Total		Count	52	19	71
		% within Gender	100.0%	100.0%	100.0%

StaffsFriendlyService * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
StaffsFriendlyService	yes	Count	20	7	4	31
		% within NewAge3groups	55.6%	25.9%	40.0%	42.5%
	no	Count	16	20	6	42
		% within NewAge3groups	44.4%	74.1%	60.0%	57.5%
Total		Count	36	27	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

StaffsFriendlyService * Gender Crosstabulation

			Gender		
			Female	Male	Total
StaffsFriendlyService	yes	Count	23	8	31
		% within Gender	43.4%	40.0%	42.5%
	no	Count	30	12	42
		% within Gender	56.6%	60.0%	57.5%
Total		Count	53	20	73
		% within Gender	100.0%	100.0%	100.0%

BCothersQ8 * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
BCothersQ8	yes	Count	2	3	0	5
		% within NewAge3groups	5.7%	12.0%	0.0%	7.4%
	no	Count	33	22	8	63
		% within NewAge3groups	94.3%	88.0%	100.0%	92.6%
Total		Count	35	25	8	68
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

BCothersQ8 * Gender Crosstabulation

			Gender		
			Female	Male	Total
BCothersQ8	yes	Count	5	0	5
		% within Gender	10.2%	0.0%	7.4%
	no	Count	44	19	63
		% within Gender	89.8%	100.0%	92.6%
Total		Count	49	19	68
		% within Gender	100.0%	100.0%	100.0%

Output for Data Table #5

evaluation * Gender Crosstabulation

			Gender: Female	Gender: Male	Total
evaluation	Slightly dislike	Count	0	1	1
		% within Gender	0.0%	4.5%	1.3%
	Neutral	Count	17	5	22
		% within Gender	30.4%	22.7%	28.2%
	Slightly like	Count	29	9	38
		% within Gender	51.8%	40.9%	48.7%
	Strongly like	Count	10	7	17
		% within Gender	17.9%	31.8%	21.8%
Total		Count	56	22	78
		% within Gender	100.0%	100.0%	100.0%

evaluation * NewAge3groups Crosstabulation

			NewAge3groups: 18-25	NewAge3groups: 26-30	NewAge3groups: 30+	Total
evaluation	Slightly dislike	Count	0	1	0	1
		% within NewAge3groups	0.0%	3.7%	0.0%	1.3%
	Neutral	Count	11	7	4	22
		% within NewAge3groups	29.7%	25.9%	28.6%	28.2%
	Slightly like	Count	17	14	7	38
		% within NewAge3groups	45.9%	51.9%	50.0%	48.7%
	Strongly like	Count	9	5	3	17
		% within NewAge3groups	24.3%	18.5%	21.4%	21.8%
Total		Count	37	27	14	78
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
evaluation	Female	56	3.8750	.68920	.09210	3.6904	4.0596	3.00	5.00
	Male	22	4.0000	.87287	.18610	3.6130	4.3870	2.00	5.00
	Total	78	3.9103	.74181	.08399	3.7430	4.0775	2.00	5.00
VisitCoCoBoston	Female	56	3.9643	.95278	.12732	3.7091	4.2194	1.00	5.00
	Male	22	4.0455	.95005	.20255	3.6242	4.4667	1.00	5.00
	Total	78	3.9872	.94654	.10717	3.7738	4.2006	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
evaluation	Between Groups	.247	1	.247	.445	.507
	Within Groups	42.125	76	.554		
	Total	42.372	77			
VisitCoCoBoston	Between Groups	.104	1	.104	.115	.736
	Within Groups	68.883	76	.906		
	Total	68.987	77			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
evaluation	Female	56	3.8750	.68920	.09210	3.6904	4.0596	3.00	5.00
	Male	22	4.0000	.87287	.18610	3.6130	4.3870	2.00	5.00
	Total	78	3.9103	.74181	.08399	3.7430	4.0775	2.00	5.00
VisitCoCoBoston	Female	56	3.9643	.95278	.12732	3.7091	4.2194	1.00	5.00
	Male	22	4.0455	.95005	.20255	3.6242	4.4667	1.00	5.00
	Total	78	3.9872	.94654	.10717	3.7738	4.2006	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
evaluation	Between Groups	.247	1	.247	.445	.507
	Within Groups	42.125	76	.554		
	Total	42.372	77			
VisitCoCoBoston	Between Groups	.104	1	.104	.115	.736
	Within Groups	68.883	76	.906		
	Total	68.987	77			

Output for Data Table #6

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
evaluation	Female	56	3.8750	.68920	.09210	3.6904	4.0596	3.00	5.00
	Male	22	4.0000	.87287	.18610	3.6130	4.3870	2.00	5.00
	Total	78	3.9103	.74181	.08399	3.7430	4.0775	2.00	5.00
contemporary	Female	56	3.7857	.88860	.11874	3.5477	4.0237	1.00	5.00
	Male	22	3.5909	1.00755	.21481	3.1442	4.0376	2.00	5.00
	Total	78	3.7308	.92122	.10431	3.5231	3.9385	1.00	5.00
Fresh	Female	56	3.9821	.88402	.11813	3.7454	4.2189	1.00	5.00
	Male	22	4.0909	.68376	.14578	3.7877	4.3941	2.00	5.00
	Total	78	4.0128	.82955	.09393	3.8258	4.1999	1.00	5.00
Revolutionary	Female	56	3.3750	.90579	.12104	3.1324	3.6176	1.00	5.00
	Male	22	3.1818	.79501	.16950	2.8293	3.5343	2.00	5.00
	Total	78	3.3205	.87525	.09910	3.1232	3.5179	1.00	5.00
Reliable	Female	56	3.9464	.86170	.11515	3.7157	4.1772	1.00	5.00
	Male	22	3.9091	.68376	.14578	3.6059	4.2123	3.00	5.00
	Total	78	3.9359	.81128	.09186	3.7530	4.1188	1.00	5.00
Exciting	Female	56	3.5714	.98824	.13206	3.3068	3.8361	1.00	5.00
	Male	22	3.5000	.67259	.14340	3.2018	3.7982	2.00	5.00
	Total	78	3.5513	.90665	.10266	3.3469	3.7557	1.00	5.00
Tasty	Female	56	3.8750	.95465	.12757	3.6193	4.1307	1.00	5.00
	Male	22	4.0909	.61016	.13009	3.8204	4.3614	3.00	5.00
	Total	78	3.9359	.87297	.09884	3.7391	4.1327	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
evaluation	Between Groups	.247	1	.247	.445	.507
	Within Groups	42.125	76	.554		
	Total	42.372	77			
contemporary	Between Groups	.599	1	.599	.704	.404
	Within Groups	64.747	76	.852		
	Total	65.346	77			
Fresh	Between Groups	.187	1	.187	.269	.606
	Within Groups	52.800	76	.695		
	Total	52.987	77			
Revolutionary	Between Groups	.589	1	.589	.767	.384
	Within Groups	58.398	76	.768		
	Total	58.987	77			
Reliable	Between Groups	.022	1	.022	.033	.856
	Within Groups	50.657	76	.667		
	Total	50.679	77			
Exciting	Between Groups	.081	1	.081	.097	.756
	Within Groups	63.214	76	.832		
	Total	63.295	77			
Tasty	Between Groups	.736	1	.736	.966	.329
	Within Groups	57.943	76	.762		
	Total	58.679	77			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
evaluation	18-25	37	3.9459	.74334	.12220	3.6981	4.1938	3.00	5.00
	26-30	27	3.8519	.76980	.14815	3.5473	4.1564	2.00	5.00
	30+	14	3.9286	.73005	.19511	3.5071	4.3501	3.00	5.00
	Total	78	3.9103	.74181	.08399	3.7430	4.0775	2.00	5.00
contemporary	18-25	37	3.9189	.89376	.14693	3.6209	4.2169	1.00	5.00
	26-30	27	3.5926	.93064	.17910	3.2244	3.9607	2.00	5.00
	30+	14	3.5000	.94054	.25137	2.9569	4.0431	1.00	5.00
	Total	78	3.7308	.92122	.10431	3.5231	3.9385	1.00	5.00
Fresh	18-25	37	3.9730	.76327	.12548	3.7185	4.2275	2.00	5.00
	26-30	27	4.0741	.82862	.15947	3.7463	4.4019	2.00	5.00
	30+	14	4.0000	1.03775	.27735	3.4008	4.5992	1.00	5.00
	Total	78	4.0128	.82955	.09393	3.8258	4.1999	1.00	5.00
Revolutionary	18-25	37	3.4054	.98487	.16191	3.0770	3.7338	2.00	5.00
	26-30	27	3.2593	.71213	.13705	2.9776	3.5410	2.00	4.00
	30+	14	3.2143	.89258	.23855	2.6989	3.7296	1.00	5.00
	Total	78	3.3205	.87525	.09910	3.1232	3.5179	1.00	5.00
Reliable	18-25	37	4.0270	.76327	.12548	3.7725	4.2815	2.00	5.00
	26-30	27	3.9259	.72991	.14047	3.6372	4.2147	2.00	5.00
	30+	14	3.7143	1.06904	.28571	3.0970	4.3315	1.00	5.00
	Total	78	3.9359	.81128	.09186	3.7530	4.1188	1.00	5.00
Exciting	18-25	37	3.6216	.82836	.13618	3.3454	3.8978	2.00	5.00
	26-30	27	3.5185	.93522	.17998	3.1486	3.8885	1.00	5.00
	30+	14	3.4286	1.08941	.29116	2.7996	4.0576	1.00	5.00
	Total	78	3.5513	.90665	.10266	3.3469	3.7557	1.00	5.00
Tasty	18-25	37	3.9189	.75933	.12483	3.6657	4.1721	2.00	5.00
	26-30	27	4.0000	.67937	.13074	3.7313	4.2687	3.00	5.00
	30+	14	3.8571	1.40642	.37588	3.0451	4.6692	1.00	5.00
	Total	78	3.9359	.87297	.09884	3.7391	4.1327	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
evaluation	Between Groups	.144	2	.072	.128	.880
	Within Groups	42.228	75	.563		
	Total	42.372	77			
contemporary	Between Groups	2.571	2	1.285	1.536	.222
	Within Groups	62.775	75	.837		
	Total	65.346	77			
Fresh	Between Groups	.162	2	.081	.115	.891
	Within Groups	52.825	75	.704		
	Total	52.987	77			
Revolutionary	Between Groups	.526	2	.263	.337	.715
	Within Groups	58.461	75	.779		
	Total	58.987	77			
Reliable	Between Groups	.998	2	.499	.753	.475
	Within Groups	49.682	75	.662		
	Total	50.679	77			
Exciting	Between Groups	.423	2	.211	.252	.778
	Within Groups	62.872	75	.838		
	Total	63.295	77			
Tasty	Between Groups	.208	2	.104	.134	.875
	Within Groups	58.471	75	.780		
	Total	58.679	77			

Output for Data Table #7

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
HighStandardQuality	Female	56	4.0536	.84034	.11229	3.8285	4.2786	1.00	5.00
	Male	22	4.1364	.83355	.17771	3.7668	4.5059	2.00	5.00
	Total	78	4.0769	.83385	.09441	3.8889	4.2649	1.00	5.00
SeatingInCoCo	Female	55	3.2909	1.11675	.15058	2.9890	3.5928	1.00	5.00
	Male	22	2.9545	1.13294	.24154	2.4522	3.4569	1.00	5.00
	Total	77	3.1948	1.12436	.12813	2.9396	3.4500	1.00	5.00
FreeCoCoFreshTeaApp	Female	56	3.7143	.90883	.12145	3.4709	3.9577	1.00	5.00
	Male	22	3.3636	1.17698	.25093	2.8418	3.8855	1.00	5.00
	Total	78	3.6154	.99650	.11283	3.3907	3.8401	1.00	5.00
ConsistencyInQuality	Female	56	4.1964	.69856	.09335	4.0094	4.3835	2.00	5.00
	Male	22	4.1364	.83355	.17771	3.7668	4.5059	2.00	5.00
	Total	78	4.1795	.73403	.08311	4.0140	4.3450	2.00	5.00
AffordablePrice	Female	56	4.0179	.79752	.10657	3.8043	4.2314	2.00	5.00
	Male	22	3.9091	.92113	.19639	3.5007	4.3175	2.00	5.00
	Total	78	3.9872	.82955	.09393	3.8001	4.1742	2.00	5.00
UserFriendlyServices	Female	56	3.9286	.73502	.09822	3.7317	4.1254	2.00	5.00
	Male	22	3.8182	.79501	.16950	3.4657	4.1707	2.00	5.00
	Total	78	3.8974	.74885	.08479	3.7286	4.0663	2.00	5.00
UseOfLocalHarvests	Female	56	3.8929	.88787	.11865	3.6551	4.1306	2.00	5.00
	Male	22	3.3636	1.09307	.23304	2.8790	3.8483	1.00	5.00
	Total	78	3.7436	.97282	.11015	3.5243	3.9629	1.00	5.00
ProductInnovationAndDevelopment	Female	56	3.7500	.87905	.11747	3.5146	3.9854	1.00	5.00
	Male	22	3.5455	.80043	.17065	3.1906	3.9003	2.00	5.00
	Total	78	3.6923	.85748	.09709	3.4990	3.8856	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HighStandardQuality	Between Groups	.108	1	.108	.154	.696
	Within Groups	53.430	76	.703		
	Total	53.538	77			
SeatingInCoCo	Between Groups	1.778	1	1.778	1.414	.238
	Within Groups	94.300	75	1.257		
	Total	96.078	76			
FreeCoCoFreshTeaApp	Between Groups	1.942	1	1.942	1.981	.163
	Within Groups	74.519	76	.981		
	Total	76.462	77			
ConsistencyInQuality	Between Groups	.057	1	.057	.105	.747
	Within Groups	41.430	76	.545		
	Total	41.487	77			
AffordablePrice	Between Groups	.187	1	.187	.269	.606
	Within Groups	52.800	76	.695		
	Total	52.987	77			
UserFriendlyServices	Between Groups	.192	1	.192	.340	.561
	Within Groups	42.987	76	.566		
	Total	43.179	77			
UseOfLocalHarvests	Between Groups	4.424	1	4.424	4.912	.030
	Within Groups	68.448	76	.901		
	Total	72.872	77			
ProductInnovationAndDevelopment	Between Groups	.661	1	.661	.898	.346
	Within Groups	55.955	76	.736		
	Total	56.615	77			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
HighStandardQuality	18-25	37	4.1081	.77401	.12725	3.8500	4.3662	3.00	5.00
	26-30	27	4.0370	.97985	.18857	3.6494	4.4247	1.00	5.00
	30+	14	4.0714	.73005	.19511	3.6499	4.4929	3.00	5.00
	Total	78	4.0769	.83385	.09441	3.8889	4.2649	1.00	5.00
SeatingInCoCo	18-25	37	3.2432	1.21118	.19912	2.8394	3.6471	1.00	5.00
	26-30	27	3.1481	1.13353	.21815	2.6997	3.5966	1.00	5.00
	30+	13	3.1538	.89872	.24926	2.6108	3.6969	2.00	5.00
	Total	77	3.1948	1.12436	.12813	2.9396	3.4500	1.00	5.00
FreeCoCoFreshTeaApp	18-25	37	3.5946	.95625	.15721	3.2758	3.9134	1.00	5.00
	26-30	27	3.5926	1.18514	.22808	3.1238	4.0614	1.00	5.00
	30+	14	3.7143	.72627	.19410	3.2949	4.1336	2.00	5.00
	Total	78	3.6154	.99650	.11283	3.3907	3.8401	1.00	5.00
ConsistencyInQuality	18-25	37	4.3784	.72078	.11850	4.1381	4.6187	2.00	5.00
	26-30	27	3.9259	.72991	.14047	3.6372	4.2147	2.00	5.00
	30+	14	4.1429	.66299	.17719	3.7601	4.5257	3.00	5.00
	Total	78	4.1795	.73403	.08311	4.0140	4.3450	2.00	5.00
AffordablePrice	18-25	37	4.0270	.92756	.15249	3.7178	4.3363	2.00	5.00
	26-30	27	3.8519	.76980	.14815	3.5473	4.1564	2.00	5.00
	30+	14	4.1429	.66299	.17719	3.7601	4.5257	3.00	5.00
	Total	78	3.9872	.82955	.09393	3.8001	4.1742	2.00	5.00
UserFriendlyServices	18-25	37	3.9730	.83288	.13693	3.6953	4.2507	2.00	5.00
	26-30	27	3.8148	.68146	.13115	3.5452	4.0844	3.00	5.00
	30+	14	3.8571	.66299	.17719	3.4743	4.2399	3.00	5.00
	Total	78	3.8974	.74885	.08479	3.7286	4.0663	2.00	5.00
UseOfLocalHarvests	18-25	37	3.7027	1.07664	.17700	3.3437	4.0617	1.00	5.00
	26-30	27	3.4815	.80242	.15443	3.1641	3.7989	2.00	5.00
	30+	14	4.3571	.74495	.19910	3.9270	4.7873	3.00	5.00
	Total	78	3.7436	.97282	.11015	3.5243	3.9629	1.00	5.00
ProductInnovationAndDevelopment	18-25	37	3.6486	.97799	.16078	3.3226	3.9747	1.00	5.00
	26-30	27	3.5185	.57981	.11158	3.2892	3.7479	3.00	5.00
	30+	14	4.1429	.86444	.23103	3.6437	4.6420	2.00	5.00
	Total	78	3.6923	.85748	.09709	3.4990	3.8856	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HighStandardQuality	Between Groups	.079	2	.040	.056	.946
	Within Groups	53.459	75	.713		
	Total	53.538	77			
SeatingInCoCo	Between Groups	.167	2	.084	.065	.938
	Within Groups	95.911	74	1.296		
	Total	96.078	76			
FreeCoCoFreshTeaApp	Between Groups	.167	2	.083	.082	.921
	Within Groups	76.295	75	1.017		
	Total	76.462	77			
ConsistencyInQuality	Between Groups	3.218	2	1.609	3.154	.048
	Within Groups	38.269	75	.510		
	Total	41.487	77			
AffordablePrice	Between Groups	.893	2	.446	.642	.529
	Within Groups	52.095	75	.695		
	Total	52.987	77			
UserFriendlyServices	Between Groups	.418	2	.209	.367	.694
	Within Groups	42.761	75	.570		
	Total	43.179	77			
UseOfLocalHarvests	Between Groups	7.187	2	3.594	4.103	.020
	Within Groups	65.685	75	.876		
	Total	72.872	77			
ProductInnovationAndDevelopment	Between Groups	3.728	2	1.864	2.643	.078
	Within Groups	52.887	75	.705		
	Total	56.615	77			

Output for Data Table #8

VisitCoCoBoston * Gender Crosstabulation

			Gender		
			Female	Male	Total
VisitCoCoBoston	very unlikely	Count	2	1	3
		% within Gender	3.6%	4.5%	3.8%
	Unlikely	Count	1	0	1
		% within Gender	1.8%	0.0%	1.3%
	Maybe or maybe not	Count	11	3	14
		% within Gender	19.6%	13.6%	17.9%
	Likely	Count	25	11	36
		% within Gender	44.6%	50.0%	46.2%
	Very likely	Count	17	7	24
		% within Gender	30.4%	31.8%	30.8%
Total		Count	56	22	78
		% within Gender	100.0%	100.0%	100.0%

VisitCoCoBoston * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
VisitCoCoBoston	very unlikely	Count	1	1	1	3
		% within NewAge3groups	2.7%	3.7%	7.1%	3.8%
	Unlikely	Count	0	1	0	1
		% within NewAge3groups	0.0%	3.7%	0.0%	1.3%
	Maybe or maybe not	Count	6	3	5	14
		% within NewAge3groups	16.2%	11.1%	35.7%	17.9%
	Likely	Count	15	13	8	36
		% within NewAge3groups	40.5%	48.1%	57.1%	46.2%
	Very likely	Count	15	9	0	24
		% within NewAge3groups	40.5%	33.3%	0.0%	30.8%
Total		Count	37	27	14	78
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
evaluation	Female	56	3.8750	.68920	.09210	3.6904	4.0596	3.00	5.00
	Male	22	4.0000	.87287	.18610	3.6130	4.3870	2.00	5.00
	Total	78	3.9103	.74181	.08399	3.7430	4.0775	2.00	5.00
VisitCoCoBoston	Female	56	3.9643	.95278	.12732	3.7091	4.2194	1.00	5.00
	Male	22	4.0455	.95005	.20255	3.6242	4.4667	1.00	5.00
	Total	78	3.9872	.94654	.10717	3.7738	4.2006	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
evaluation	Between Groups	.247	1	.247	.445	.507
	Within Groups	42.125	76	.554		
	Total	42.372	77			
VisitCoCoBoston	Between Groups	.104	1	.104	.115	.736
	Within Groups	68.883	76	.906		
	Total	68.987	77			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
evaluation	Female	56	3.8750	.68920	.09210	3.6904	4.0596	3.00	5.00
	Male	22	4.0000	.87287	.18610	3.6130	4.3870	2.00	5.00
	Total	78	3.9103	.74181	.08399	3.7430	4.0775	2.00	5.00
VisitCoCoBoston	Female	56	3.9643	.95278	.12732	3.7091	4.2194	1.00	5.00
	Male	22	4.0455	.95005	.20255	3.6242	4.4667	1.00	5.00
	Total	78	3.9872	.94654	.10717	3.7738	4.2006	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
evaluation	Between Groups	.247	1	.247	.445	.507
	Within Groups	42.125	76	.554		
	Total	42.372	77			
VisitCoCoBoston	Between Groups	.104	1	.104	.115	.736
	Within Groups	68.883	76	.906		
	Total	68.987	77			

Output for Data Table #9

BuyoneGetoneFree * Gender Crosstabulation

			Gender		Total
			Female	Male	
BuyoneGetoneFree	Yes	Count	49	20	69
		% within Gender	86.0%	90.9%	87.3%
	No	Count	8	2	10
		% within Gender	14.0%	9.1%	12.7%
Total		Count	57	22	79
		% within Gender	100.0%	100.0%	100.0%

BuyoneGetoneFree * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
BuyoneGetoneFree	Yes	Count	34	25	10	69
		% within NewAge3groups	89.5%	92.6%	71.4%	87.3%
	No	Count	4	2	4	10
		% within NewAge3groups	10.5%	7.4%	28.6%	12.7%
Total		Count	38	27	14	79
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Discount * Gender Crosstabulation

			Gender		Total
			Female	Male	
Discount	Yes	Count	47	17	64
		% within Gender	83.9%	77.3%	82.1%
	No	Count	9	5	14
		% within Gender	16.1%	22.7%	17.9%
Total		Count	56	22	78
		% within Gender	100.0%	100.0%	100.0%

Discount * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Discount	Yes	Count	31	23	10	64
		% within NewAge3groups	81.6%	85.2%	76.9%	82.1%
	No	Count	7	4	3	14
		% within NewAge3groups	18.4%	14.8%	23.1%	17.9%
Total		Count	38	27	13	78
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

PointswithBrandedApps * Gender Crosstabulation

			Gender		
			Female	Male	Total
PointswithBrandedApps	Yes	Count	13	7	20
		% within Gender	23.6%	35.0%	26.7%
	No	Count	42	13	55
		% within Gender	76.4%	65.0%	73.3%
Total		Count	55	20	75
		% within Gender	100.0%	100.0%	100.0%

PointswithBrandedApps * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
PointswithBrandedApps	Yes	Count	12	6	2	20
		% within NewAge3groups	31.6%	23.1%	18.2%	26.7%
	No	Count	26	20	9	55
		% within NewAge3groups	68.4%	76.9%	81.8%	73.3%
Total		Count	38	26	11	75
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

MembershipCard * Gender Crosstabulation

			Gender		
			Female	Male	Total
MembershipCard	Yes	Count	19	6	25
		% within Gender	34.5%	30.0%	33.3%
	No	Count	36	14	50
		% within Gender	65.5%	70.0%	66.7%
Total		Count	55	20	75
		% within Gender	100.0%	100.0%	100.0%

MembershipCard * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
MembershipCard	Yes	Count	14	6	5	25
		% within NewAge3groups	36.8%	23.1%	45.5%	33.3%
	No	Count	24	20	6	50
		% within NewAge3groups	63.2%	76.9%	54.5%	66.7%
Total		Count	38	26	11	75
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

SampletrialinStore * Gender Crosstabulation

			Gender		
			Female	Male	Total
SampletrialinStore	Yes	Count	25	9	34
		% within Gender	44.6%	45.0%	44.7%
	No	Count	31	11	42
		% within Gender	55.4%	55.0%	55.3%
Total		Count	56	20	76
		% within Gender	100.0%	100.0%	100.0%

SampletrialinStore * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
SampletrialinStore	Yes	Count	19	8	7	34
		% within NewAge3groups	50.0%	30.8%	58.3%	44.7%
	No	Count	19	18	5	42
		% within NewAge3groups	50.0%	69.2%	41.7%	55.3%
Total		Count	38	26	12	76
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

ACOthersQ5 * Gender Crosstabulation

			Gender		
			Female	Male	Total
ACOthersQ5	Yes	Count	4	1	5
		% within Gender	7.5%	5.0%	6.8%
	No	Count	49	19	68
		% within Gender	92.5%	95.0%	93.2%
Total		Count	53	20	73
		% within Gender	100.0%	100.0%	100.0%

ACOthersQ5 * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
ACOthersQ5	Yes	Count	3	1	1	5
		% within NewAge3groups	8.1%	4.0%	9.1%	6.8%
	No	Count	34	24	10	68
		% within NewAge3groups	91.9%	96.0%	90.9%	93.2%
Total		Count	37	25	11	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Output for Data Table #10

CoCoPrice * Gender Crosstabulation

			Gender		
			Female	Male	Total
CoCoPrice	Under$3	Count	7	5	12
		% within Gender	12.5%	22.7%	15.4%
	$3~$4	Count	41	14	55
		% within Gender	73.2%	63.6%	70.5%
	$5~$6	Count	8	3	11
		% within Gender	14.3%	13.6%	14.1%
Total		Count	56	22	78
		% within Gender	100.0%	100.0%	100.0%

CoCoPrice * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
CoCoPrice	Under$3	Count	4	5	3	12
		% within NewAge3groups	10.5%	18.5%	23.1%	15.4%
	$3~$4	Count	26	20	9	55
		% within NewAge3groups	68.4%	74.1%	69.2%	70.5%
	$5~$6	Count	8	2	1	11
		% within NewAge3groups	21.1%	7.4%	7.7%	14.1%
Total		Count	38	27	13	78
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Output for Data Table #11

DowntownCrossing * Gender Crosstabulation

			Gender: Female	Gender: Male	Total
DowntownCrossing	Yes	Count	24	11	35
		% within Gender	43.6%	50.0%	45.5%
	No	Count	31	11	42
		% within Gender	56.4%	50.0%	54.5%
Total		Count	55	22	77
		% within Gender	100.0%	100.0%	100.0%

DowntownCrossing * NewAge3groups Crosstabulation

			NewAge3groups: 18-25	NewAge3groups: 26-30	NewAge3groups: 30+	Total
DowntownCrossing	Yes	Count	15	11	9	35
		% within NewAge3groups	40.5%	40.7%	69.2%	45.5%
	No	Count	22	16	4	42
		% within NewAge3groups	59.5%	59.3%	30.8%	54.5%
Total		Count	37	27	13	77
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

NewburyStreet * Gender Crosstabulation

			Gender: Female	Gender: Male	Total
NewburyStreet	Yes	Count	31	10	41
		% within Gender	59.6%	47.6%	56.2%
	No	Count	21	11	32
		% within Gender	40.4%	52.4%	43.8%
Total		Count	52	21	73
		% within Gender	100.0%	100.0%	100.0%

NewburyStreet * NewAge3groups Crosstabulation

			NewAge3groups: 18-25	NewAge3groups: 26-30	NewAge3groups: 30+	Total
NewburyStreet	Yes	Count	21	11	9	41
		% within NewAge3groups	56.8%	42.3%	90.0%	56.2%
	No	Count	16	15	1	32
		% within NewAge3groups	43.2%	57.7%	10.0%	43.8%
Total		Count	37	26	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

CopleySquare * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
CopleySquare	Yes	Count	13	6	7	26
		% within NewAge3groups	36.1%	23.1%	63.6%	35.6%
	No	Count	23	20	4	47
		% within NewAge3groups	63.9%	76.9%	36.4%	64.4%
Total		Count	36	26	11	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Cambridge * Gender Crosstabulation

			Gender		
			Female	Male	Total
Cambridge	Yes	Count	26	15	41
		% within Gender	50.0%	68.2%	55.4%
	No	Count	26	7	33
		% within Gender	50.0%	31.8%	44.6%
Total		Count	52	22	74
		% within Gender	100.0%	100.0%	100.0%

Cambridge * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Cambridge	Yes	Count	18	14	9	41
		% within NewAge3groups	50.0%	51.9%	81.8%	55.4%
	No	Count	18	13	2	33
		% within NewAge3groups	50.0%	48.1%	18.2%	44.6%
Total		Count	36	27	11	74
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Chinatown * Gender Crosstabulation

			Gender		
			Female	Male	Total
Chinatown	Yes	Count	39	12	51
		% within Gender	70.9%	54.5%	66.2%
	No	Count	16	10	26
		% within Gender	29.1%	45.5%	33.8%
Total		Count	55	22	77
		% within Gender	100.0%	100.0%	100.0%

Chinatown * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Chinatown	Yes	Count	27	19	5	51
		% within NewAge3groups	71.1%	70.4%	41.7%	66.2%
	No	Count	11	8	7	26
		% within NewAge3groups	28.9%	29.6%	58.3%	33.8%
Total		Count	38	27	12	77
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

PrudentialCenter * Gender Crosstabulation

			Gender		
			Female	Male	Total
PrudentialCenter	Yes	Count	17	7	24
		% within Gender	32.7%	33.3%	32.9%
	No	Count	35	14	49
		% within Gender	67.3%	66.7%	67.1%
Total		Count	52	21	73
		% within Gender	100.0%	100.0%	100.0%

PrudentialCenter * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
PrudentialCenter	Yes	Count	10	8	6	24
		% within NewAge3groups	27.0%	30.8%	60.0%	32.9%
	No	Count	27	18	4	49
		% within NewAge3groups	73.0%	69.2%	40.0%	67.1%
Total		Count	37	26	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Allston * Gender Crosstabulation

			Gender		
			Female	Male	Total
Allston	Yes	Count	28	12	40
		% within Gender	54.9%	54.5%	54.8%
	No	Count	23	10	33
		% within Gender	45.1%	45.5%	45.2%
Total		Count	51	22	73
		% within Gender	100.0%	100.0%	100.0%

Allston * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Allston	Yes	Count	22	14	4	40
		% within NewAge3groups	61.1%	51.9%	40.0%	54.8%
	No	Count	14	13	6	33
		% within NewAge3groups	38.9%	48.1%	60.0%	45.2%
Total		Count	36	27	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

ACOtherQ7 * Gender Crosstabulation

			Gender		
			Female	Male	Total
ACOtherQ7	Yes	Count	5	5	10
		% within Gender	10.4%	22.7%	14.3%
	No	Count	43	17	60
		% within Gender	89.6%	77.3%	85.7%
Total		Count	48	22	70
		% within Gender	100.0%	100.0%	100.0%

ACOtherQ7 * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
ACOtherQ7	Yes	Count	5	4	1	10
		% within NewAge3groups	14.7%	15.4%	10.0%	14.3%
	No	Count	29	22	9	60
		% within NewAge3groups	85.3%	84.6%	90.0%	85.7%
Total		Count	34	26	10	70
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Output for Data Table #12

SocialMedia * Gender Crosstabulation

			Gender		
			Female	Male	Total
SocialMedia	Yes	Count	55	19	74
		% within Gender	96.5%	86.4%	93.7%
	No	Count	2	3	5
		% within Gender	3.5%	13.6%	6.3%
Total		Count	57	22	79
		% within Gender	100.0%	100.0%	100.0%

SocialMedia * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
SocialMedia	Yes	Count	35	26	13	74
		% within NewAge3groups	92.1%	96.3%	92.9%	93.7%
	No	Count	3	1	1	5
		% within NewAge3groups	7.9%	3.7%	7.1%	6.3%
Total		Count	38	27	14	79
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

MobileApps * Gender Crosstabulation

			Gender		
			Female	Male	Total
MobileApps	Yes	Count	28	6	34
		% within Gender	50.0%	30.0%	44.7%
	No	Count	28	14	42
		% within Gender	50.0%	70.0%	55.3%
Total		Count	56	20	76
		% within Gender	100.0%	100.0%	100.0%

MobileApps * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
MobileApps	Yes	Count	19	9	6	34
		% within NewAge3groups	50.0%	34.6%	50.0%	44.7%
	No	Count	19	17	6	42
		% within NewAge3groups	50.0%	65.4%	50.0%	55.3%
Total		Count	38	26	12	76
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Newspaper * Gender Crosstabulation

			Gender		Total
			Female	Male	
Newspaper	Yes	Count	2	2	4
		% within Gender	3.9%	10.0%	5.6%
	No	Count	49	18	67
		% within Gender	96.1%	90.0%	94.4%
Total		Count	51	20	71
		% within Gender	100.0%	100.0%	100.0%

Newspaper * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Newspaper	Yes	Count	1	1	2	4
		% within NewAge3groups	2.8%	3.8%	22.2%	5.6%
	No	Count	35	25	7	67
		% within NewAge3groups	97.2%	96.2%	77.8%	94.4%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

TVCommercials * Gender Crosstabulation

			Gender		Total
			Female	Male	
TVCommercials	Yes	Count	7	5	12
		% within Gender	13.2%	25.0%	16.4%
	No	Count	46	15	61
		% within Gender	86.8%	75.0%	83.6%
Total		Count	53	20	73
		% within Gender	100.0%	100.0%	100.0%

TVCommercials * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
TVCommercials	Yes	Count	4	3	5	12
		% within NewAge3groups	11.1%	11.5%	45.5%	16.4%
	No	Count	32	23	6	61
		% within NewAge3groups	88.9%	88.5%	54.5%	83.6%
Total		Count	36	26	11	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Blog * Gender Crosstabulation

			Gender		
			Female	Male	Total
Blog	Yes	Count	13	3	16
		% within Gender	25.5%	15.0%	22.5%
	No	Count	38	17	55
		% within Gender	74.5%	85.0%	77.5%
Total		Count	51	20	71
		% within Gender	100.0%	100.0%	100.0%

Blog * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Blog	Yes	Count	8	8	0	16
		% within NewAge3groups	22.2%	30.8%	0.0%	22.5%
	No	Count	28	18	9	55
		% within NewAge3groups	77.8%	69.2%	100.0%	77.5%
Total		Count	36	26	9	71
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

BrandWebsite * Gender Crosstabulation

			Gender		
			Female	Male	Total
BrandWebsite	Yes	Count	26	8	34
		% within Gender	49.1%	40.0%	46.6%
	No	Count	27	12	39
		% within Gender	50.9%	60.0%	53.4%
Total		Count	53	20	73
		% within Gender	100.0%	100.0%	100.0%

BrandWebsite * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
BrandWebsite	Yes	Count	19	11	4	34
		% within NewAge3groups	50.0%	42.3%	44.4%	46.6%
	No	Count	19	15	5	39
		% within NewAge3groups	50.0%	57.7%	55.6%	53.4%
Total		Count	38	26	9	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Magazines	Yes	Count	4	1	5
		% within Gender	7.7%	4.8%	6.8%
	No	Count	48	20	68
		% within Gender	92.3%	95.2%	93.2%
Total		Count	52	21	73
		% within Gender	100.0%	100.0%	100.0%

Magazines * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
Magazines	Yes	Count	2	1	2	5
		% within NewAge3groups	5.6%	3.8%	18.2%	6.8%
	No	Count	34	25	9	68
		% within NewAge3groups	94.4%	96.2%	81.8%	93.2%
Total		Count	36	26	11	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

WOM * Gender Crosstabulation

			Gender		Total
			Female	Male	
WOM	Yes	Count	39	17	56
		% within Gender	75.0%	81.0%	76.7%
	No	Count	13	4	17
		% within Gender	25.0%	19.0%	23.3%
Total		Count	52	21	73
		% within Gender	100.0%	100.0%	100.0%

WOM * NewAge3groups Crosstabulation

			NewAge3groups			Total
			18-25	26-30	30+	
WOM	Yes	Count	29	20	7	56
		% within NewAge3groups	78.4%	76.9%	70.0%	76.7%
	No	Count	8	6	3	17
		% within NewAge3groups	21.6%	23.1%	30.0%	23.3%
Total		Count	37	26	10	73
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Reviewsite * Gender Crosstabulation

			Gender		
			Female	Male	Total
Reviewsite	Yes	Count	32	12	44
		% within Gender	59.3%	60.0%	59.5%
	No	Count	22	8	30
		% within Gender	40.7%	40.0%	40.5%
Total		Count	54	20	74
		% within Gender	100.0%	100.0%	100.0%

Reviewsite * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
Reviewsite	Yes	Count	23	16	5	44
		% within NewAge3groups	62.2%	61.5%	45.5%	59.5%
	No	Count	14	10	6	30
		% within NewAge3groups	37.8%	38.5%	54.5%	40.5%
Total		Count	37	26	11	74
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

ACOtherQ8 * Gender Crosstabulation

			Gender		
			Female	Male	Total
ACOtherQ8	Yes	Count	4	0	4
		% within Gender	8.2%	0.0%	5.8%
	No	Count	45	20	65
		% within Gender	91.8%	100.0%	94.2%
Total		Count	49	20	69
		% within Gender	100.0%	100.0%	100.0%

ACOtherQ8 * NewAge3groups Crosstabulation

			NewAge3groups			
			18-25	26-30	30+	Total
ACOtherQ8	Yes	Count	3	1	0	4
		% within NewAge3groups	8.6%	4.0%	0.0%	5.8%
	No	Count	32	24	9	65
		% within NewAge3groups	91.4%	96.0%	100.0%	94.2%
Total		Count	35	25	9	69
		% within NewAge3groups	100.0%	100.0%	100.0%	100.0%

Reference

Exhibit 1

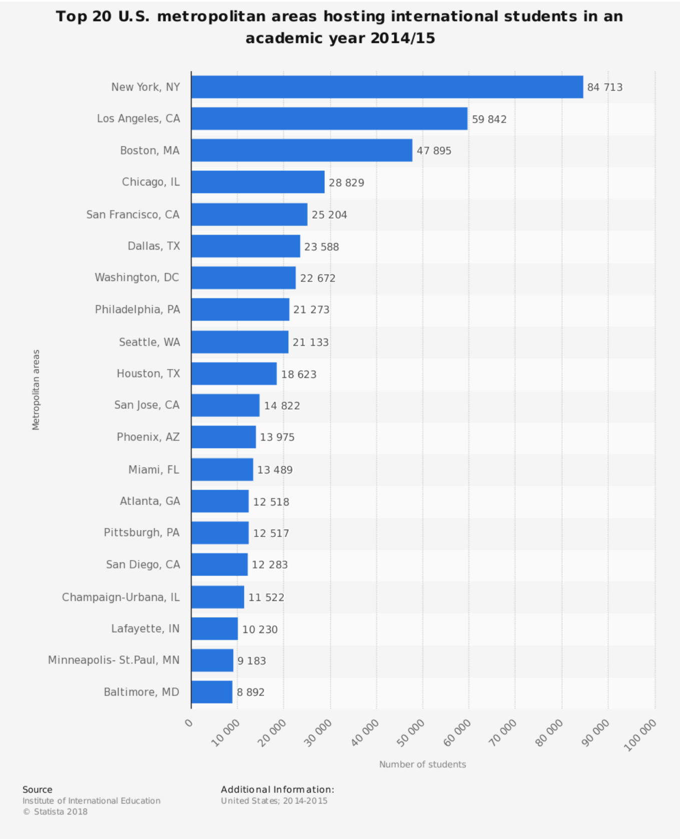
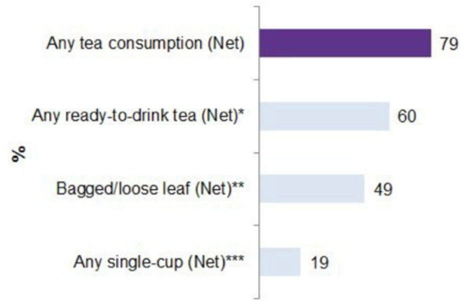


Exhibit 2

Figure 29: Tea consumption – Net, May 2017

Base: 2,000 internet users aged 18+

"Which of the following types of teas do you drink? Please do not include teas purchased from a restaurant or tea/coffeehouse. Please select ALL that apply."



*Net of:
Regular-calorie canned or bottled ready-to-drink tea (eg AriZona, Lipton Brisk, Snapple)
Multiserving ready-to-drink tea sold in refrigerated section (eg Pure Leaf, Gold Peak, Turkey Hill)
Single serving ready-to-drink tea sold in refrigerated section (eg Pure Leaf)
Multiserving ready-to-drink tea sold on nonrefrigerated shelves (eg AriZona)
Diet or low-calorie canned or bottled sweetened ready-to-drink tea (eg Lipton Diet, Snapple Lightly Sweetened)
Ready-to-drink tea blends (eg multiple tea mixes, tea with juice, tea with herbs)
Ready-to-drink kombucha (effervescent fermented tea)
**Net of:
Bagged tea (eg Lipton, Celestial Seasonings, Bigelow)
Loose leaf tea
Powdered loose leaf (eg matcha)
***Net of:
Single-cup iced tea disposable cup (eg Snapple Lemon Iced Tea Keurig cups)
Single-cup tea disposable cups (eg Celestial Seasonings or Tazo products compatible with single-cup brewer)

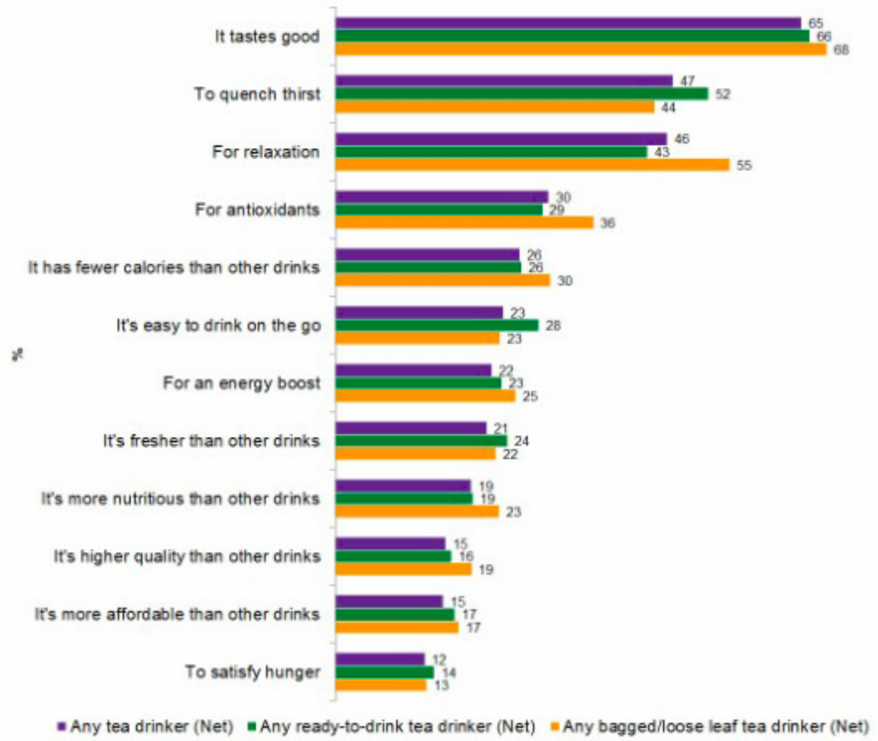
Source: Lightspeed/Mintel

Exhibit 3

Figure 48: Reasons for consumption, by type – net, May 2017

Base: 1,576 internet users aged 18+ who drink tea

"Why do you drink tea? Please select ALL that apply."

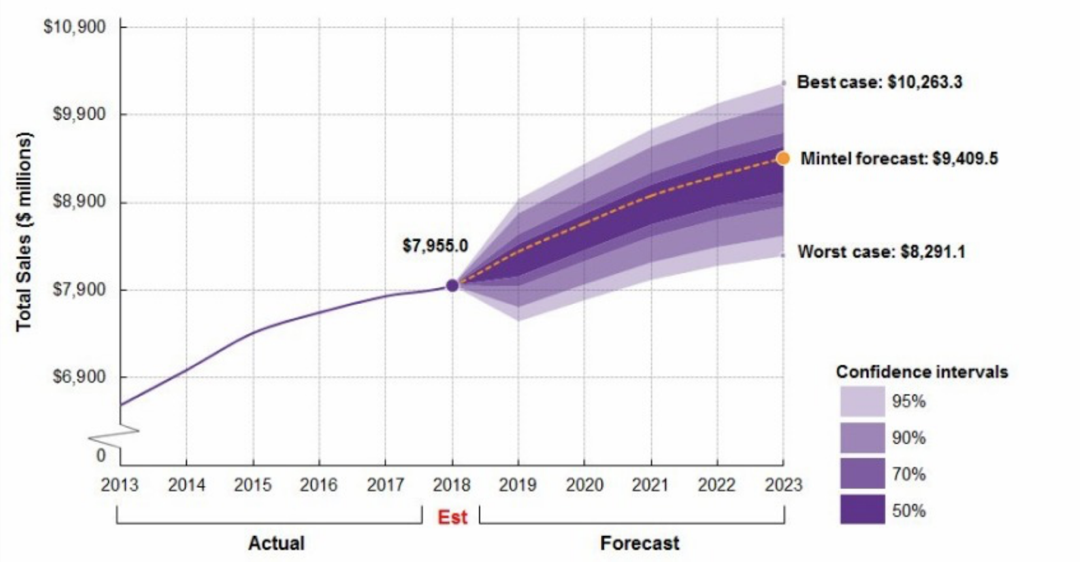


Source: Lightspeed/Mintel

Click here to zoom

Exhibit 4

Figure 8: Total US sales and fan chart forecast of tea and RTD tea, at current prices, 2013-23



Source: based on IRI InfoScan® Reviews; CSPDailyNews.com, "Category Management Handbook"; US Census Bureau, Economic Census/Mintel

About Gong Cha. (n.d.). Retrieved from http://www.gongchausa.com/about-us/

Allied Market Research (2018). Global Bubble Tea Market Expected to Reach $3,214 Million by 2023. Retrieved April 13, 2018 from https://www.prnewswire.com/news-releases/global-bubble-tea-market-expected-to-reach-3214-million-by-2023---allied-market-research-679632513.html

Bram, U. (2016). America is a coffee country—does bubble tea stand a chance? Quartz. Retrieved January 11, 2016 from https://qz.com/581715/america-is-a-coffee-country-does-bubble-tea-stand-a-chance/

CoCo Fresh Tea & Juice. (2017). *About us*. Retrieved September 21, 2018 from http://en.coco-tea.com/our-brand

CoCo Fresh Tea & Juice. (2017). *History*. Retrieved September 28, 2018 from http://en.coco-tea.com/history

CoCo Fresh Tea& Juice. (2010). *News*. Retrieved September 28, 2018 from http://www.coco-tea.com/news

CoCo Fresh Tea& Juice. (2018). *News*. Retrieved September 28, 2018 from http://en.coco-tea.com/news/Hot/hot1234

CoCo Fresh Tea& Juice. (2018). *About us*. Retrieved September 28, 2018 from http://en.coco-tea.com/our-vision

CoCo Fresh Tea& Juice. (2018). *News*. Retrieved September 28, 2018 from http://www.coco-tea.com/news/

CoCo Fresh Tea & Juice Opens Its First San Francisco Bay Area Location. (2018, August 31). *Plus Company Updates*. Retrieved from http://link.galegroup.com.proxy.emerson.edu/apps/doc/A552528599/ITOF?u=ecl_main&sid=ITOF&xid=e9dabc22

Institute of International Education. (n.d.). Top 20 U.S. metropolitan areas hosting international students in an academic year 2014/15. In *Statista - The Statistics Portal*. Retrieved September 22, 2018 from https://www-statista-com.proxy.emerson.edu/statistics/295945/us-metropolitan-areas-with-the-most-international-students/

Kaufman, J. (2017). Bubble Tea Purveyors Continue to Grow Along with Drink's Popularity. *The New York Times.* Retrieved August 16, 2017 from https://www.nytimes.com/2017/08/16/business/smallbusiness/bubble-tea.html

Laidman. "Bubble Tea arrives, not so quietly, in suburbia; the drink mixed with tapioca balls hails from Taiwan. Now "Boba" stores are bubbling up in the east bay." Contra Costa Times. Pg. C01, Retrieved October 15, 2004.

Lee, E. (2013) It's Hip to be Asian in the US. VoaNews. Retrieved June 05, 2013 from https://www.voanews.com/a/its-hip-to-be-asian-in-the-us/1675556.html

Ly, Karen. (2017). *The Boba Bubble Is About To Explode In Boston*. Retrieved July 7, 2017 from http://cravingboston.wgbh.org/article/20170623/boba-bubble-about-explode-boston

Mintel. (2017). Tea and RTD Tea - US - August 2017, from http://academic.mintel.com.proxy.emerson.edu/display/794015/

Mintel. (2017). Juice and Juice Drinks - US - May 2017, from http://academic.mintel.com.proxy.emerson.edu/display/793199/

Mintel. (2018). Carbonated Soft Drinks - US - April 2018, from http://academic.mintel.com.proxy.emerson.edu/display/860373/

Mintel. (2018). Tea and RTD Tea - US - September 2018, from http://academic.mintel.com.proxy.emerson.edu/display/921042/?highlight

Nazam, M. (2018). Analyzing Relationship Between Corporate Social Responsibility and Customer Loyalty for Beverage Consumers: A Case Study. *Journal of Marketing and Consumer Research, 44*(0), 1–7.

Pangkey, V. F., Lapian, S. L. H. V. J., & Tumewu, F. (2016). The Analytical Hierarchy Process (AHP) of Consumer Purchase Decisions in Selecting Bubble Tea Shop. *Journal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *4*(2).

Tea Association. (2018). Tea Fact Sheet – 2018-2019. Retrieved from http://www.teausa.com/14655/tea-fact-sheet

Wei, C (2017). How Boba Became an Integral Part of Asian-American Culture in Los Angeles. *LA Weekly*. Retrieved January 16, 2017 from https://www.laweekly.com/restaurants/how-boba-became-an-integral-part-of-asian-american-culture-in-los-angeles-781979

MK 604 MARKET RESEARCH & ACCOUNT PLANNING

COCO FRESH TEA & JUICE

Presented by
Yun Chen
RuoTing Huang
ChihYing Chang
Keara Brown

INTRODUCITON

Introduction

CoCo Fresh Tea & Juice is a Taiwanese bubble tea brand founded in 1997 by Chairman Tommy Hung. In 20 years, Coco has established more than 2,500 stores around the world and has become a global leading brand in the bubble tea industry. The foundation of CoCo's success is the values of high-standard quality, consistency, and service. With fresh and innovative products accompanied by a well-constructed international franchise system, CoCo Fresh Tea & Juice continually expands in Asia, Africa, America, and European continents and counting.

SITUATION ANALYSIS

Strengths and Weaknesses

Product Strengths	Product Weaknesses
• Diversity types and flavors of tea and toppings • High quality tea leaves and fresh ingredients • Health benefits • Strong relaxation association • Customized to cater to a healthier crowd	• Coffee is the most culturally accepted drink in the U.S • Skeptical reactions from first-time drinkers • High cost of purchasing ingredients • Lack of by-product offerings (such as bread, snacks)

Opportunities and Threats

Market Opportunities	Market Threats
• Growing tea industry • Market growth in bubble tea market • High demand among the young population • Full of Asian Americans and international students from Asia • High conversion rate from trial to retrial	• Coffee shops carry more tea products • Existing bubble tea shops in Boston • Coffee is the leading drink of choice in America • Increasing non-alcoholic beverages options

MARKETING PROBLEMS

Market Problems

- Bubble tea is not a universally accepted cultural drink, the majority of the purchasers are Asian Americans and international students from Asia.
- High cost of purchasing ingredients
- Many existing successful bubble tea shops in Boston
- Coffee is the leading drink of choice in America
- Many people prefer to brew and drink their own tea at home
- Non-alcoholic beverages in the market are intensifying and consumers have multiple choices.
- The lackluster social media presence compared to competitors.

RESEARCH OBJECTIVES

Research Objectives

General Objectives

To examine how the Boston market customers accept CoCo Fresh and determine the most effective positioning

Specific Research Objectives

- To assess the knowledge, awareness, and attitude of bubble tea.
- To assess the perception and preferences of the CoCo Fresh Tea & Juice.
- To identify barriers to bubble tea's acceptance and provide recommendations for success
- To identify:
  - -Ideal pricing strategy
  - -Best Boston area location for CoCo Fresh
  - -Social media strategy
  - -Factors that will appeal to diverse consumer segments

METHODS

FGI

10 participants
- 9 females / 1 male
- 18 to 30 years old
- All Emerson students
- Half international students, half live in the U.S.

Key measures
- Brand perceptions
- Purchase intention
- Brand image
- Brand attributes
- Overall evaluation

Showing the concept board
- Short commercial
- Competitors
- Price board

Survey

Data Collection Methods	Sampling Methods and Samples	Key Measures
• Face-to-face • Online survey using Qualtrics	• Non-probability sampling method with convinces samples • 78 respondents (56 female and 22 male) • 18-25 years of age • At least a Bachelor's Degree • Mostly Asian or Pacific Islander	• Brand Preference • Motivation • Qualities • Factors • Overall evaluation • Brand image • Brand Attribute • Purchase Intention • Promotional incentives • Price • Store location

Survey

Data Analysis

- SPSS
  - Gender and different age range were the two independent variables
  - ANOVA
  - cross-tabulations

Action Standards and Justification

- Top 2 box : 60%
  Mean score : 3.50
- High competition
- Slim budget
- Moderate entry cost
- Young product life cycle
- Weak brand loyalty
- High/ much room for growth

RESULTS

FGI

Reaction towards bubble tea

Many respondents said that bubble tea has too much sugar and that their first impression was that the drink is too sugary. CoCo Fresh should emphasize the fact that the sugar level in bubble tea can be customized in order to be successful among consumers.

FGI

Positioning Strategy

After viewing the concept slides, several respondents admitted that they were unclear about the current positioning of CoCo Fresh: "I think is their positioning is stands between like bubble tea shop and juice shop. So I don't know whether their preside."

FGI

Pricing

Pricing did not seem to be a deterring factor among purchase group participants. Most respondents said that the CoCo price point was expensive but it was what they are used to paying at other Boston area teashops so they would pay it anyway.

FGI

<u>Desired Attribute- Convenience</u>

Many consumers expressed the desire for fast service, no lines, and for a mobile app with mobile ordering capability.

FGI

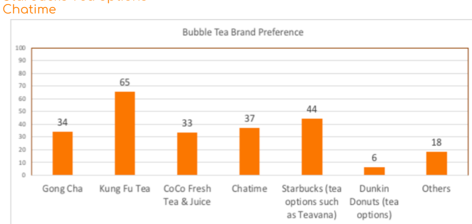
<u>Desired Attribute- Authenticity</u>

Consumers expressed the desire for authenticity in both the product itself and in marketing concepts.

Survey (Before Concept Board)

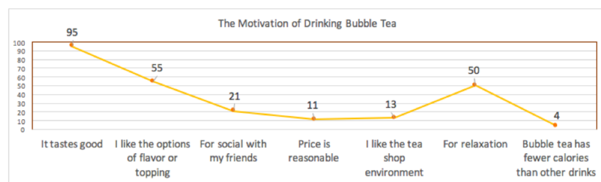
- Bubble Tea Competitor Preference

1. Kung Fu Tea
2. Starbucks Tea options
3. Chatime



Survey

- The Motivation of Drinking Bubble Tea



Survey

- The Qualities of Choosing Bubble Tea

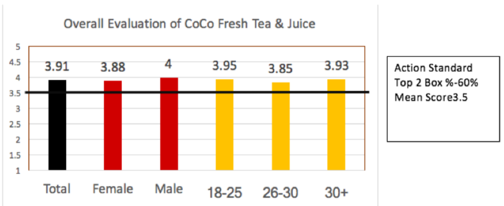
Survey

- The Factors in Choosing a Bubble Tea Shop

	Total
(No. of Respondents)	(77)
	%
Factor	
Location	90
Store hours	49
Time-saving ordering process	49
Store atmosphere & design	41
Sample trial	24
Delivery service	30
Staffs' friendly service	43
Others	7

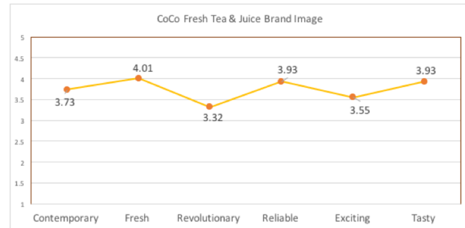
Survey (After Concept Test)

- Overall Evaluation



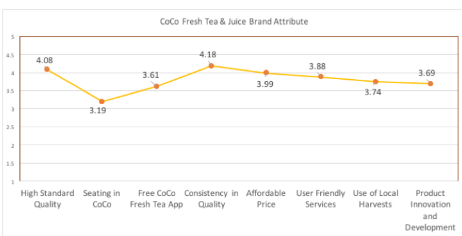
Survey

- CoCo Fresh Tea & Juice Brand Image



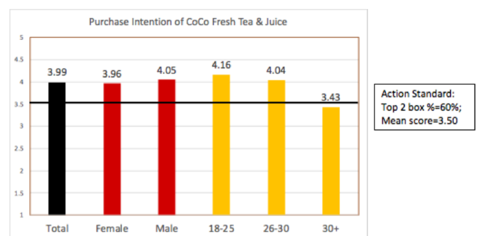
Survey

- CoCo Fresh Tea & Juice Brand Attribute



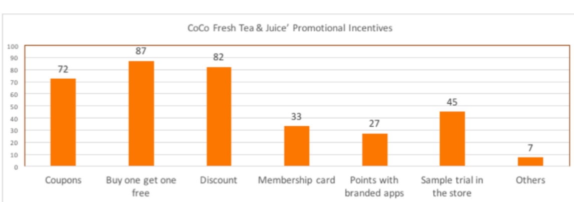
Survey

- Purchase Intention



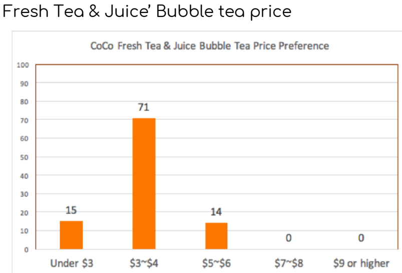
Survey

- Promotional Incentive



Survey

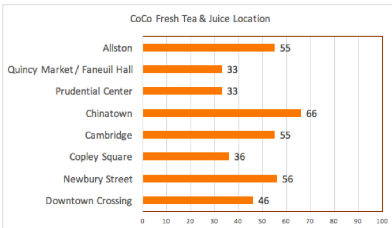
- CoCo Fresh Tea & Juice' Bubble tea price



Survey

- CoCo Fresh Tea & Juice Boston Location

1. Chinatown
2. Newbury Street
3. Cambridge/ Allston



CONCLUSION AND RECOMMENDATION

Overall Marketability

- Overall evaluation : The mean score of 3.91 and the Top 2 Box of 71%
- The purchase intention : The mean score of 3.99 and the Top 2 Box of 77%

Pass the action standard of Top 2 Box of 60% and mean score of 3.5.

Coco Fresh Tea & Juice has an opportunity to enter the Boston market successfully.

Positioning

- High quality, fresh ingredients using local harvest and authentic.
- "The tea shop serves with the freshest ingredients using local harvest, which brings you the best tea that will make you feel like home."

Targeting

- Male and female consumers
- Aged 18 - 30
- Young professionals and students
- Especially Asians

4Ps

Product

Fresh

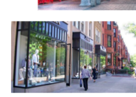
High Quality

CoCo

Authentic

Tasty

Place



4Ps

Price

$ 5- 6

Holiday promotion: $ 3-4

Promotion

- Buy one get one free
- Discount
- Coupon

Future Recommendations

Future Research Direciton

- How to better clarify CoCo Fresh's positioning in the minds of Boston consumers.
- Expansion strategy- in order to compete with competitor chains such as Kung Fu Tea CoCo must have various locations around Boston, and where would these locations be most accepted by the Boston market.
- How to make bubble tea and CoCo Fresh accepted by and sensitive to various cultures in the Boston area.