



Fresh Cool Drinks Food Truck Marketing Research Results

Group 2-2: Hanna Hausmann, Simon
Baumberger, Carly Cooper, Joshua Howe,
Rebecca Ruwet

TABLE OF CONTENTS

01

**INTRODUCTION &
BACKGROUND**

02

**DECISION PROBLEM &
RESEARCH STATEMENTS**

03

**METHODOLOGY &
FINDINGS**

04

**RESULTS &
CONCLUSIONS**

05

RECOMMENDATIONS

06

**RESEARCH
LIMITATIONS**

INTRO & BACKGROUND



Products

Spring rolls,
smoothies, and
juices

Market

Gen-Z, primarily
college students

Location

Library Mall on
State Street

Payment

Venmo and Cash

Seasonality

High sales in warm
months

Decision Problem & Research Statements

Decision Problem: What needs do our customers have that are currently not being met at the Fresh Cool Drinks food truck?

Research Statements:

1. Determine customer expectations and satisfaction
2. Determine customer loyalty
3. Investigate customer lifestyles
4. Determine customer problems with existing products and services

Methodology & Findings

- **Secondary Research**

- IBIS World Database
- Mintel
- Food Truck Nation Full Report
- Journal of Foodservice Business
- Sodexo

Methodology & Findings

- **Qualitative Research**
 - Observational Research
 - Depth Interviews

Methodology & Findings

What we would do:

- **Survey Method**
 - Depth interviews in-person
- **Sampling**
 - Probability sample-random

Important Results & Conclusions

Research Statement #1: Determine customer expectations and satisfaction

Customer needs are not being met

Overall satisfaction with Fresh Cool Drinks	
Mean	Standard Deviation
3.29	0.944

Important Results & Conclusions

Research Statement #1: Determine customer expectations and satisfaction

Services must be convenient to satisfy

Importance of convenience in getting takeout food

Mean	Standard Deviation
3.98	0.795

Important Results & Conclusions

Research Statement #1: Determine customer expectations and satisfaction

Waiting in lines won't affect satisfaction

		Satisfaction with Fresh Cool Drinks	Willingness to wait outside for food
Satisfaction with Fresh Cool Drinks	Pearson correlation	1	.138
	Sig. (2-tailed)		.349
	N	48	48
Willingness to wait outside for food	Pearson Correlation	.138	1
	Sig. (2-tailed)	.349	
	N	48	50

Important Results & Conclusions

Research Statement #1: Determine customer expectations and satisfaction

Lines influence food truck selection

Importance of wait time in food truck selection

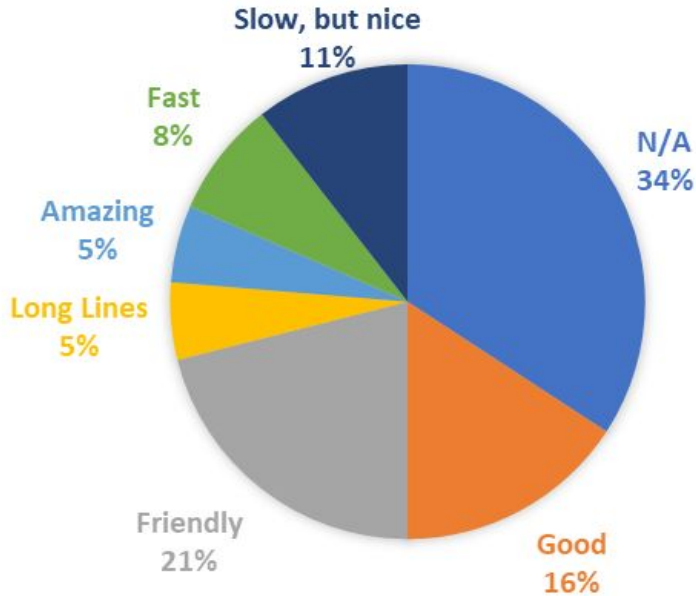
Mean	Standard Deviation
3.9	1.015

Important Results & Conclusions

→ Research Statement #1: Determine customer expectations and satisfaction

**Customers
satisfied
with
customer
service**

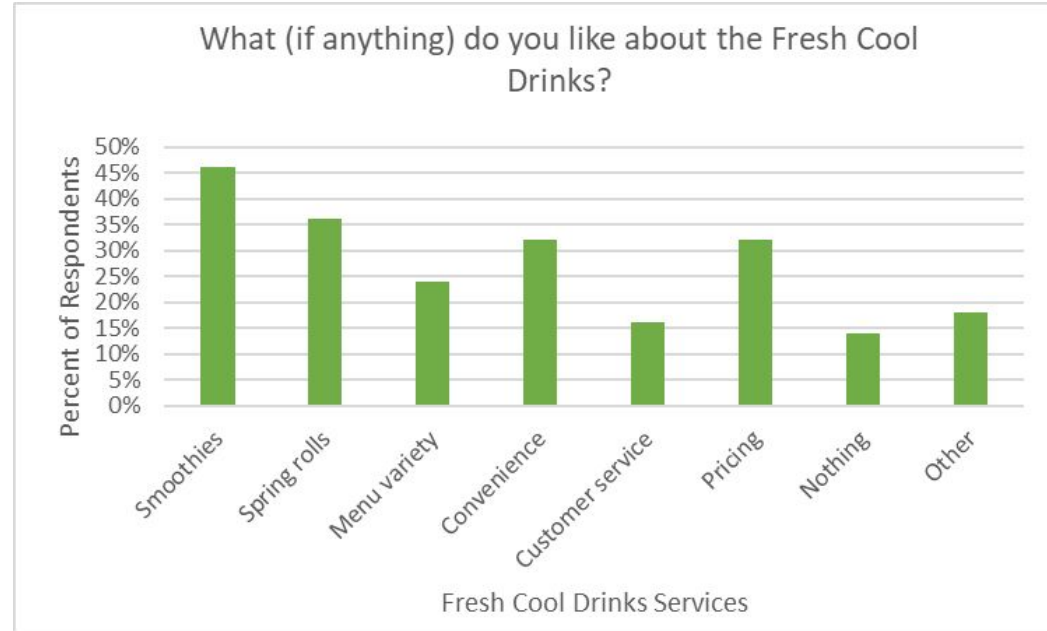
HOW WOULD YOU DESCRIBE THE SERVICE AT FRESH COOL DRINKS?



Important Results & Conclusions

Research Statement #1: Determine customer expectations and satisfaction

**Smoothies
and spring
rolls meet
expectations**



Important Results & Conclusions

Research Statement #2: Determine customer loyalty

Customers have little loyalty

Paired Samples Test									
Paired Differences					Significance				
Frequency of purchases from Fresh Cool Drinks, and Frequency of purchases from other food trucks	95% Confidence Interval								
	Mean	Standard Deviation	Standard Error Mean	Lower	Upper	t	df	One-Sided P	Two-Sided P
	.140	.670	.095	-.051	.331	1.477	49	.073	.146

Important Results & Conclusions

Research Statement #2: Determine customer loyalty

**Customers
have little
loyalty towards
food trucks**

Question	Mean	Standard Deviation
How often do you purchase from the Fresh Cool Drinks food truck?	1.40	.571

Question	Mean	Standard Deviation
How often do you purchase food from food trucks on State street other than Fresh Cool Drinks?	1.54	.579

Important Results & Conclusions

Research Statement #3: Investigate customer lifestyles

**Card is preferred
method of
payment**

Cross Tabulation			
	Payment Type		
Education	Card	Cash	Venmo
Undergraduate	89.1%	2.2%	8.7%
Graduate	100%	0%	0%
Non-Student	50%	50%	0%

Important Results & Conclusions

Research Statement #3: Investigate customer lifestyles

**Online
presence is
valued**

Question	Mean	Standard Deviation
How important are online sources when selecting food trucks to purchase from?	2.44	1.198

Question	Yes	No
Do you utilize social media when selecting food trucks to purchase from?	86%	14%

Important Results & Conclusions

Research Statement #3: Investigate customer lifestyles

Seasonal Menu

Question	Mean	Standard Deviation
Weather affects my food/drink preferences.	4.00	.707

Important Results & Conclusions

Research Statement #4: Determine consumer problems with existing products and services

Question: Which of the following times are you more likely to purchase takeout food?

**Preferred
operational
hours
5-8pm**



Important Results & Conclusions

Research Statement #4: Determine consumer problems with existing products and services

Most concerned with convenience and price

Question	Smoothies	Spring rolls	Menu variety	Convenience	Customer service	Pricing	Nothing	Other
What (if anything) do you dislike about the Fresh Cool Drinks?	2%	2%	2%	6%	4%	6%	40%	26%

Important Results & Conclusions

Research Statement #4: Determine consumer problems with existing products and services

Consumer problems not statistically significant for satisfaction

Questions:

What (if anything) do you dislike about the Fresh Cool Drinks?

Rate Overall Satisfaction in Fresh Cool Drinks.

Dislikes "Pricing"	Mean Satisfaction Rating
Yes	2.8
No	3.35

P-Value = 0.786

Dislikes "Convenience"	Mean Satisfaction Rating
Yes	3.27
No	3.67

P-Value = 0.480

RECOMMENDATIONS

Loyalty

- Promotional incentives
- Membership programs

Lifestyle

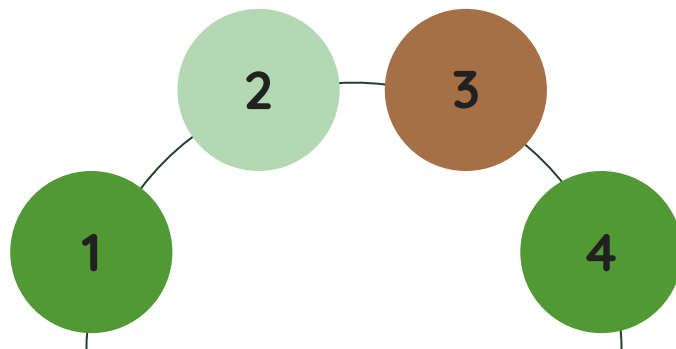
- Card payment option
- Social media page
- Website with online menu
- Seasonal menu options

Satisfaction

- Increase convenience
- Decrease wait time
- Emphasize smoothies, spring rolls, and customer service

Existing Problems

- Expand operating hours



RESEARCH LIMITATIONS

Non-Probability Sampling

- Cannot be projected to population
- Cannot measure sampling error

Question Structure

- Lack of yes/no demographic questions
- Lack of categorical measures for grouping

Limiting response options

- Received large percent of "other" responses
- Failed to include important response options



Thanks for listening!

A white line-art graphic of a leafy branch is located in the bottom right corner of the slide.