Formulation of the research problem

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Team B will perform research for the coffee mogul Starbucks. The research provided by the team will aide in marketing strategies that cater to their target market. The target market that will benefit from the study will in essence be the loyal customers that consume the most coffee throughout their day.

Starbucks opened with a single store in 1971 in Seattle’s historic Pike Place Market. As of 2014, Starbucks has over 20,519 stores open all over the world and has ventured into other markets such as tea, wholesale coffee, growing their own coffee beans, entering retail chains, and producing at-home brewers. The company has become known for being a luxury brand, resulting in customers wanting the “Starbucks experience” just as much as they want the actual coffee.

**The research question at hand is as follows: Is there a difference in the coffee consumption rate of Americans based on gender? The variables to be considered are average consumption rates, survey statistics, and geographical consumption data. The first Hypothesis statement is; there is a difference in the coffee consumption rate of Americans based on gender. The second Hypothesis statement is; there is not a difference in the coffee consumption rate of Americans based on gender**. The team will use statistics and data to determine if men drink more coffee than women, if women drink more coffee than men, or if there is no significant difference that can correlate gender with coffee consumption levels.

The problem this research would address is general decreases in sales. The research will determine whether or not the marketing department should spend resources creating gender specific marketing campaigns. The marketing department will be able to use the team’s research to increase sales.

References

Starbucks Coffee Company. (2014, January 16). *Newsroom*. Retrieved March 9, 2015, from Starbucks Coffee Company Web site: <http://news.starbucks.com/facts>

Starbucks Coffee Company. (2014, January 16). *Newsroom*. Retrieved February 18, 2014, from Starbucks Coffee Company Web site: http://news.starbucks.com/facts