NUTRITIONAL SNACK BAR
AT THE BUBBLE

Marketing Research
MK 333

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Franklin Pierce University is a small, private regionally accredited university grounded in the liberal arts located in Rindge, NH

The college has 1,300 undergraduate students
Research is necessary to determine if there is demand for a workout nutrition snack and drink bar located at Franklin Pierce University Northfields Activity Center.
RESEARCH OBJECTIVES

- Identify the types of brands and products (protein and vitamin enriched shakes, power bars, muscle milk, etc.) that students would be interested in purchasing at the snack bar.
- Determine who would be interested in patronizing the snack bar.
- Determine the most productive hours for the snack bar to be open for business.
- Determine different pricing and payment options.
- Identify direct and indirect competitors.
LITERATURE REVIEW

- The NCAA
  - The world’s largest athletic drug testing program
    - 1% of the 11,000 student-athletes
  - 375,000 student-athletes are regularly assessed
  - Nearly 1,100 failed drug tests annually
    - Dramatic decrease in the past 20 years
Past athletes fail drug test

- 2010 Grand Valley State football player suspended for taking Jack3d
  - Provides users an energy boost before and after working out
- School was unaware of the product's recent banning
  - Penalty decreased to 5 games
Popular Collegiate Supplement Use
- 89% of Division 1 athletes had or currently use nutritional supplements

Most frequent use
- Energy drinks 73%
- Calorie replacement products of all types 61.4%
- Multivitamins 47.3%
- Creatine 37.2%
- Vitamin C 32.4%
METHODOLOGY

- Problem Identification
  - Students currently have no options for nutritional supplements on the FPU campus
  - Main cliental: student body and specifically student-athletes or Northfields Activity Center users

- Development of Survey
  - Began conducting research for literature review on the day: September 9, 2011
  - Formed an 11-question survey based on the research objectives: October 12, 14, and 17, 2011
METHODOLOGY, CONT’D

- Definition of the population
  - Student body at FPU located in Rindge, NH
  - 1,300 students

- Sample Size
  - 160 students
  - 40 people of each class standing
  - 20 females from each class
  - 20 males from each class
Data Collection Method

- We used the non-probability convenience sampling method
- We also used a quota sampling method
- We handed out the questionnaires to students in the campus center, classrooms, dormitories, and sports teams
- They were handed out October 30- November 11, 2011
Assumptions

- Respondents answered the questions completely, honestly, and accurately

Limitations

- Lack of time
- Could not use a probability sampling method
QUESTION #1

- How many times a week do you frequent the Bubble?
QUESTION #2

- Rate how important post workout nutrition is to you.

![Bar Chart]

- Very Important: 37 (23%)
- Important: 75 (47%)
- No Opinion: 37 (23%)
- Unimportant: 11 (7%)

Importance of post-workout %
QUESTION #3

- How often do you think you would take advantage of a snack bar located at the Bubble for snacks, pre-workout, and/or post-workout per week?
Which payment option would you prefer to use at a snack bar located in the Bubble?
QUESTION #4

Debit/Credit Card

- Yes: 51%
- No: 49%
QUESTION #4

Pie chart showing the distribution of responses:
- Yes: 56%
- No: 44%
Between which hours would you most likely patronize a snack bar?
QUESTION #6

- Which of the following products would you be interested in purchasing at a nutritional snack bar? Check all that apply
QUESTION #6

Powerbars

- Yes: 61%
- No: 39%
Post-workout shakes

50% Yes
50% No
QUESTION #6

Pre-workout shakes

55%

45%

- Yes
- No
Energy Drinks

- 60% No
- 40% Yes
What is the most important supplement? Check only one.
Where do you currently buy your nutritional products from? Check the one you use most.
QUESTION #9

What is your gender?
What is your class standing?
Are you an NCAA student athlete?
How often do you think you would take advantage of a snack bar per week?

- Are you an NCAA Student-Athlete?

| How often do you think you would take advantage of a snack bar per week? | Are you an NCAA Student-Athlete? |
| --- | --- | --- |
| Never | Yes | 3 | 14 | 17 |
| 1-2 times | Yes | 14 | 59 | 73 |
| 3-4 times | Yes | 23 | 20 | 43 |
| 5-7 times | Yes | 19 | 7 | 26 |
| 8+ times | Yes | 1 | 0 | 1 |
| Total | Yes | 60 | 100 | 160 |
How many times a week do you frequent the Bubble to work out?
Which of the following products would you be interested in purchasing at a nutritional snack bar? – Protein shakes

<table>
<thead>
<tr>
<th>How many times a week do you frequent the Bubble to work out?</th>
<th>Interested in purchasing—Protein shakes</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Never</td>
<td>10</td>
</tr>
<tr>
<td>1-2</td>
<td>26</td>
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<td>3-5</td>
<td><strong>37</strong></td>
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<td>6-8</td>
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<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>99</strong></td>
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</tbody>
</table>
DISCUSSION

- Nutrition is a high priority for many college students
- University of North Carolina study
  - The most frequently used supplement overall were energy drinks
  - Preference: pre-workout nutritional supplements such as creatine
- FPU study
  - 60% of students polled would not consider energy drinks a favorable purchase from a snack bar
  - Preference: post-workout nutrition
Objective 1 – Types of products that students would be interested in purchasing at a nutritional snack bar

- Protein shakes 61.9%
- Powerbars 61.3%
- Fruit 55.6%
- Post-workout shakes 50%
CONCLUSIONS, CONT’D

- Objective 2– Demand for a snack bar at the bubble
  - 89.4% would take advantage
  - 10.6% would not
- The researchers recognize that there is a demand.
CONCLUSIONS, CONT’D

- Objective 3 – Productive hours of operation
  + 50% between 3-8pm
Objective 4 – Preferred payment method options

+ RavenCard 65%
+ Debit/credit card 49.4%
+ Cash 44.%

The researchers conclude that it would most benefit the student population to offer all three forms of payment at the snack bar.
Objective 5 – Determine competition

- Grocery store 33.8%
- Walmart 32.5%
- GNC 29.4%
- Other 4.4%
RECOMMENDATIONS

- The researchers recommend incorporating a nutritional snack bar located at the bubble
  - It would be of benefit to students that a nutritionist is on site to offer proper advice
  - Benefit the new courses offered by allowing interns at this location to better their learning
- Suggest a wide selection of brands to be offered at the snack bar
REFERENCES