A MARKETING RESEARCH STUDY TO DETERMINE IF THERE IS DEMAND FOR A WORKOUT NUTRITION SNACK AND DRINK BAR AT THE NORTHFIELDS ACTIVITY CENTER

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Executive Summary

With increasing numbers of professional athletes using performance-enhancing drugs and with more supplements available to collegiate athletes, athletes have to be more aware of what supplements they are taking and whether or not they are legal under NCAA rules. Many student-
athletes take illegal supplements and do not even realize that they are doing so. Currently, Franklin Pierce University in Rindge, N.H. has no store or nutritional snack bar that provides athletes and non-athletes with pre- and post- workout supplements. The marketing research team conducted a study to determine if there is demand for a workout nutrition snack and drink bar at the Northfields Activity Center. The researchers created a survey to determine how many students would be interested in patronizing a snack bar, the preferred types of products to have at the snack bar, the preferred payment options, the most productive hours for the bar and competitors. The research demonstrated that athletes and non-athletes would be interested in patronizing a nutritional snack and drink bar at the Northfields Activity Center and thus, such a bar would be recommended for Franklin Pierce to add to its campus.

Introduction

Background Information of the Organization under Study

Franklin Pierce University is a small, private regionally accredited university grounded in the liberal arts, with a focus on personal attention and high-quality instruction. The University consists of the College at Rindge and the College of Graduate & Professional Studies. Degrees are offered through the doctoral level. The institutional mission focuses on preparing citizens and leaders of conscience for a new century that makes significant contributions to their professions and communities, whether their aspirations are local or global.

This college has 1,300 undergraduate students and 391 employees. The average class size is 16 students with a student to staff ratio of 16:1. This school holds two 14 week semesters as well as two 4 week summer sessions. The yearly tuition and fees for 2011-2012 cost $41,000 and according to Hoover’s online database, this school has
an annual income of over $69 million.

**Nature of the Problem**

Substantial evidence has been found that there is no source of a nutritional supplement for the active users of the Franklin Pierce athletic facilities. Franklin Pierce has one athletic facility option which is the Northfield Activity Center also known as “the bubble.” There are two dining options available to students which have limited nutritional value. The two dining options are the traditional cafe located in the center of campus and the “ravens nest” or “pub” which is located under the cafeteria and is open later hours. “It would be so convenient to not have to go to GNC all the time when there are nutritional options right at the bubble.” (J. Leon, personal communication, 9/28/11) It has been found that several students have to take the time to buy nutritional supplements off campus on a regular basis. By implementing a nutritional snack bar, athletes as well as athletic facility users, will benefit from the convenience of an on-campus store.

The two general nutrition centers are located approximately fifteen minutes from the Rindge campus. This poses a significant problem to students who frequently need nutritional supplements. “I try to stay healthy and take several vitamins for basketball, but it’s hard for me to get them because I don’t have a car on campus.” (N. Ezeigwe, personal communication, 9/28/11)

In addition to nutritional supplements students will have the opportunity to consult with a certified NCAA nutritionist. This will provide students with an adequate NCAA approved menu as well as basic nutrition advice. “I feel like a lot of students here don’t know about good nutrition, so having someone there for advice will definitely be beneficial.” (M. Duffin, personal
Currently there is a need to promote nutritional products and value by having an NCAA approved menu students will benefit substantially.

**Purpose of the Project**

In completion of this study the researchers will find out the desire of a nutritional bar on campus. We will identify the benefits of a nutrition bar including bringing in revenue, creating on-campus jobs and convenience options. Using the information gathered from this research Franklin Pierce University will effectively assess if there is demand for a nutrition bar. Information will also be open to the public and anyone who may be interested in working with the school to open an on-campus general nutrition center.

**Problem Statement**

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**

1. 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.
2. Determine who would be interested in patronizing the snack bar.
3. Determine the most productive hours for the snack bar to be open for business.
4. Determine different pricing and payment options.
5. Assess the economic impact of the snack bar on Franklin Pierce University campus (funding for athletics, work-study jobs, etc.).
6. Identify direct and indirect competitors.

**Definitions**

**Beta blockers**- any of a class of drugs (as propranolol) that decrease the rate and force of heart contractions and lower high blood pressure by blocking the activity of beta receptors.
**Creatine**- A white crystalline nitrogenous substance $\text{C}_4\text{H}_9\text{N}_3\text{O}_2$ found especially in the muscles of vertebras either free or as phosphocreatine: also; a synthetic usually hydrated form of creatine taken especially as a dietary supplement.

**Dietary supplement**- a product taken orally that contains one or more ingredients (as vitamins or amino acids) that are intended to supplement one’s diet and are not considered food.

**Energy drink**- beverages whose producers advertise that they boost energy. These advertisements usually do no emphasize energy derived from the sugar and caffeine they contain but rather increased energy release due to the variety of stimulants and vitamins.

**Performing enhancing drugs**- substances used by athletes to improve their performances in the sports in which they engage.

**Protein**- any of a class of nitrogenous organic compounds that consist of large molecules composed of one or more long chains of amino acids and are an essential part of all living organisms.

**National Collegiate Athletic Association (NCAA)**- a semi-voluntary association of 1,281 institutions, conferences, organizations and individuals that organizes the athletic programs of many colleges and universities in the United States.

**Nutrition**- the provision to cells and organisms of the materials necessary to support life.

**Sports drinks**- A beverage designed to help athletes rehydrate when fluids are depleted after training or competition.

**Steroids**- A type of organic compound that contains a specific arrangement of four cycloalkane rings that are joined to each-other. (Performing enhancing drug)

**Substance abuse**- (drug-abuse) refers to a maladaptive pattern of use of a substance that is not considered dependent.

**Literature Review**

**Background Information**

The National Collegiate Athletic Association, commonly known as the NCAA was founded over one hundred years ago with their purpose set “To govern competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount” (“About the

The NCAA is currently the world’s largest athletic drug testing program, subjecting an estimated 375,000 student-athletes to regular assessments. “Approximately one percent of the 11,000 National Collegiate Athletic Association student-athletes who are randomly tested each year test positive for usage of banned performance-enhancing substances” (Mitten, 2006). Although there are still nearly 1,100 failed drug tests annually, this is a number that has seen dramatic decrease over the past two decades. In a 1989 survey of student-athlete steroid usage, 4.9% admitted to using this form of performance enhancing drug. However, by 2005, the number had dropped to 1.2%. (Mitten)

**Past Athletes Failed Drug Test**

As the use of performance enhancing drugs in the professional sports industry has become almost everyday news, reports of failed drug tests at the collegiate level are finding a new way to blend in. In 2010, Grand Valley State University (GVSU) junior Zach Breen was suspended from the university's football team for taking the dietary supplement Jack3d (Zuidema, 2011). Jack3d is a widely popular supplement that provides users an energy boost before and after working out and is available over counter, making it available to all athletes and non-athletes. However, Jack3d contains methylhexaneamine which is now banned by the NCAA but neither GVSU nor Breen knew that it was. Breen had taken nine drug tests and several while he was taking Jack3d but he had never failed until methylhexaneamine was banned. The NCAA suspended Breen for the 2011 season but his suspension was decreased to five games because GVSU filed an appeal. Because of his suspension, Breen stopped taking all supplements and protein shakes because he feared testing positive and getting suspended again. The coach of
GVSU’s football team Matt Mitchell even went as far as banning all supplement use by his players to avoid any more such cases in the future.

In 2005, two Naval Academy football players were suspending for testing positive for performance-enhancing drugs in a random NCAA drug test (Olson, 2006). The two unidentified players tested positive for the substance 1-AD which contained androstenedione and testosterone which are two substances banned by the NCAA. The banned players told investigators that they were unaware that the supplement they were taking contained banned substances. After the players were banned, five others came forward and admitted that they had also been taking the supplement not knowing that it was banned but were not tested during the NCAA testing of the other players.

**Popular Collegiate Supplement Use**

According to a study conducted at the University of North Carolina, 89 percent of their Division 1 athletes had or were currently using nutritional supplements (Froiland, Koszewski, Hingst & Kopecky, 2004). The most frequently used supplements overall were energy drinks (73%), calorie replacement products of all types (61.4%), multivitamin (47.3%), creatine (37.2%), and vitamin C (32.4%); however, the athletes themselves did not consider energy drinks or calorie replacements to be supplements. Females were likely to consume calcium and multivitamins, but the males’ categories extended much further to include: ginseng, amino acids, glutamine, hydroxy-methyl-buterate (HMB), weight gainers, whey protein, and Juven. The study also found variances in athletes’ reason for taking supplements, based upon their gender. While females credited their intake towards either inadequate diet or concerns for their health, male athletes were more concerned with improvements in their speed and agility, strength and power, or for weight/muscle gain. Another discrepancy the study found was among athletes of different
sports. For example, baseball and football players were significantly more likely to use creatine, whereas wrestlers were more likely to use caffeine.

**Legal Supplement Use**

The National Collegiate Athletic Association (NCAA) has classified supplements into three different categories: Permissible, Impermissible, and Banned. Permissible Substances are items that may be provided to a student athlete by a university such as vitamins, energy bars, calorie replacement drinks, and electrolyte replacement drinks, however, institutions cannot provide products in which 30% of the calories per serving are from protein. An Impermissible Substance is a group of nutritional supplements that an institution cannot provide to an athlete, but the athlete may purchase their own (Dixon, 2011). These substances include creatine, Branched Chain Amino Acids (BCAA), and other nutritional supplements that contain more than 30% protein. Banned Substances are those that the NCAA has banned and are illegal to take as a college athlete.

A student-athlete must be smart when purchasing and consuming nutritional supplements. The supplement industry is not regulated by the Food & Drug Administration (FDA), which means that there is no guarantee that the supplements being consumed are pure and not tainted. (Dixon, 2011) Although there are strict rules and regulations, there are many supplements that an athlete can take without breaking the rules. Nutrition shakes, iron supplements, Creatine Monohydrate and other legal substances can be taken to aid hydration and performance.

The NCAA spells out what can and cannot be consumed, with a statement that states “You are solely responsible for what you consume. If you use, you use at your own risk.” The excuse “I didn’t know” is not applicable to the circumstances. It is the athletes’ responsibility to
know what they are consuming, if there are any questions the athlete can ask anyone in the athletic department or the training staff for legality or alternatives. “Drug Free Sport,” the company that drug-tests the athletes and is in partnership with the NCAA for updating the banned substance list, provides a forum and a blog for questions about substances. The NCAA also provides a full list on their website, and other affiliated websites, of banned substances and procedures; there are also several websites providing alternatives to the banned substances.

**Illegal Supplement Use**

The NCAA has put together a list of drugs and substances that student-athletes in college cannot use. Student-athletes are expected to know the list and abide by the rules that prohibit such substances. According to the NCAA, the following classes of drugs are banned: stimulants, anabolic agents, alcohol and beta blockers (banned for rifle only), diuretics and other masking agents, street drugs, peptide hormones and analogues, anti-estrogens, and beta-2 agonists. Further, the NCAA also considers the following drugs and procedures subject to restrictions: blood doping, local anesthetics (under some conditions), manipulation of urine samples, beta-2 agonists permitted only by prescription and inhalation, and caffeine if concentrations in urine exceed 15 micrograms/ml (“2011-12 NCAA banned drugs,” 2011, ¶1,3).

Each class of drug and/or stimulant has its own list of substances that are banned. The NCAA lists out a number of stimulants: Amiphenazole, cocaine, ephedrine, methamphetamine, crothetamide, ecstasy, pepradol, and doxapram, to name a few. Some anabolic agents listed are anabolic steroids, dehydrochlormethy-testosterone, DHT, norandrostenediol, oxymesterone, testosterone, and clenbuterol. Diuretics include acetazolamide, bumetanide, polythiazide, quinethazone, and spironolactone. Street drugs are heroin, and marijuana and THC (if the concentration in the urine exceeds 15 nanograms/ml). And Lastly, peptide hormones and
analogues would be chorionic gonadotrophin (HCG- human chorionic gonadotrophin),
corticotrophin, and growth hormone. (―NCAA list of banned substances,” 2011,¶1-5).

The NCAA highly stresses the fact that the list of banned substances is not complete and
any drug or supplement, including dietary and/or nutritional ones, could cause a positive drug
result. It is for this reason that all student-athletes should always consult with the appropriate
athletics department staff before using any supplement. When it comes to nutritional
supplements, ―amino acids, chrysin, chondroitin, creatine/creatine-containing compounds,
ginseng, glucosamine glycerol, HMB I-carnitin, melatonin pos-2, protein powders, and tribulus‖
are not allowed (―NCAA rules,” 2008, ¶4). It is important that all student-athletes abide by the
rules for the sake of personal athletic careers, and also for the sake of entire teams. Losing a key
player from a bad decision like substance abuse could be devastating to a team’s performance as
a whole.

Methodology and Procedures

Problem Identification

The problem that the research group identified is that students currently have no options
for nutritional supplements on the Franklin Pierce University campus. We have identified our
main client as the student body and specifically student-athletes or Northfields Activity Center
users.

Development of Survey

The development of our data collection started with our literature review. Through our
research we identified that there is demand for a snack bar located at Franklin Pierce University
Northfields Activity Center. Most of our input was provided by members of our team and experts
on the topic. We started conducting our research for our literature review on the day of 9/19/11.
Once we had the literature review assessed by Professor J. Little, we took that information to formulate questions for our questionnaire. Meeting on 10/12/11, 10/14/11, and 10/17/11, as a group we took our research objectives and formed 11 questions to gather the information we needed to continue our research. Throughout this process we have used face and content validity through expert review.

**Definition of Population**

The population that we as researchers examined was the student population at Franklin Pierce University at Rindge, which has a current student population of 1,300.

**Sample Size**

The particular chosen sample size for the nutritional snack bar survey was the Franklin Pierce University Rindge campus. Within the campus, 40 students from each class (freshman through senior year) were chosen. Specifically, 20 males and 20 females from each class were selected. Therefore, the total sample size was 160. This was determined so that the team could obtain equal and accurate results to represent the opinions of the FP campus pertaining to having a snack bar at Northfields Activity Center.

**Data Collection Method**

The quota sampling method, a sampling method of gathering representative data from a group ([www.BussinessDictionary.com](http://www.BussinessDictionary.com)), allows for a less random sample. The subgroups chosen in the Market Research project were 40 students from each grade (40 Freshmen, 40 Sophomores, 40 Juniors, and 40 Seniors). The subgroups were then divided even more with 20 females from each grade and 20 males from each grade. A total of 160 students were surveyed: 80 males and 80 females. Using a group self-administered survey allowed the respondents to take the survey in
a group context while working individually. The group self-administered survey also made it easier on the surveyor. A drop-off survey was also used, allowing the survey questions to be left with the respondents so they could return it to the surveyors at their convenience. The non-probability convenience sampling method allowed the surveyor to choose at their discretion who should be surveyed.

Assumptions

The fundamental assumption that the researchers made was that respondents answered the questions completely, honestly, and accurately.

Limitations

Due to our time constraint, we could not use a probability sampling method. Instead we were limited to using a non-probability sampling in which not everyone in our population had an equal chance of being selected for our study.

Results

Question 1

Out of 160 respondents, 24 students reported that they never frequent the bubble making up 15% of the sample. 44 students reported that they frequent the bubble 1-2 times a week making up 26.5% of the sample. 54 students reported that they frequent the bubble 3-5 times a week making up 33.8% of the sample. 36 students reported that they frequent the bubble 6-8 times a week making up 22.5% of the sample. Lastly, 2 students reported that they frequent the bubble 9 or more times a week making up 1.3% of the sample. Our researched concluded that students frequent the bubble between 3-5 times per week.

Question 2
Out of 160 respondents, 37 students reported that post-workout nutrition is very important making up 23.1% of the sample. 75 students reported that post-workout nutrition is important making up 46.9% of the sample. 37 students had no opinion on post-workout nutrition making up 23.1% of the sample. Lastly, 11 students considered post-workout nutrition unimportant making 6.9% of the sample. Our research calculated that the mean was 2.14, the standard deviation was .850 and the range was 3.

Question 3

Out of 160 respondents, 17 students reported that they would never take advantage of snack bar making up 10.6% of the sample. 73 students reported that they would take advantage of the snack bar 1-2 times per week making up 45.6% of the sample. 43 students reported that they would take advantage of the snack bar 3-4 times per week making up 26.9% of the sample. 26 students reported that they would take advantage of the snack bar 5-7 times per week making up 16.3% of the sample. 1 student reported that they would take advantage of the snack bar 8 or more times per week making up .6% of the sample. Our research concluded that students would take advantage of a snack bar 1-2 times a week.

Question 4

Out of 160 respondents, 104 students reported that they would prefer to use a Ravencard at the snack bar making up 65.0% of the sample. 56 students reported that they would not prefer to use a Ravencard at the snack bar making up 35% of the sample. This research concludes that more students would prefer to use a Ravencard at the snack bar.

71 students reported that they would prefer to use cash at the bar making up 44.4% of the sample. 89 students reported that they would not prefer to use cash at the snackbar making up
55.6% of the sample. This research concluded that more students do not prefer to use cash at the snack bar.

79 students reported that they would prefer to use a debit/credit card at the snack bar making up 49.4% of the sample. 81 students reported that they would not prefer to use a debit/credit card at the snack bar making up 50.6% of the sample. Our research concluded that more students do not prefer to use a debit/credit card at the snack bar.

**Question 5**

Out of 160 respondents, 12 students would never patronize a snack bar making up 7.5% of the sample. 20 students would patronize a snack bar between the hours of 6-10a.m. making up 12.5% of the sample. 25 students would patronize a snack bar between the hours of 10a.m.-3p.m. making up 15.6% of the sample. 80 students would patronize a snack bar between the hours of 2-8p.m. making up 50% of the sample. 23 students would patronize a snack bar between the hours of 8-11p.m. making up 14.4% of the sample. Our research concluded that students would patronize a snack bar the most between the hours of 2-8p.m.

**Question 6**

Out of 160 respondents, 98 students say yes to having powers-bars at the snack bar making up 61.3% of the sample. 62 students say no to having power-bars at the snack bar making up 38.8% of the sample.

99 students said yes to having protein shakes at the snack bar making up 61.9% of the sample. 61 students said no to having protein shakes at the snack bar making up 38.1% of the sample.
72 students said yes to having pre-workout shakes at the snack bar making up 45% of the sample. 88 students said no to having pre-workout shakes at the snack bar making up 55% of the sample.

80 students said yes to having post-workout shakes at the snack bar making up 50% of the sample. 80 students said no to having post-workout shakes at the snack bar making up 50% of the sample.

35 students said yes to having weight-loss products at the snack bar making up 21.9% of the sample. 125 students said no to having weight-loss products at the snack bar making up 78.1% of the sample.

89 students said yes to having fruit at the snack bar making up 55.6% of the sample. 71 students said no to having fruit at the snack bar making up 44.4% of the sample.

64 students said yes to having energy drinks at the snack bar making up 40% of the sample. 96 students said no to having energy drinks at the snack bar making up 60% of the sample.

**Question 7**

Out of 160 respondents, 25 students said powerbars are the most important supplement making up 15.6% of the sample. 62 students said that protein shakes are the most important supplement making up 38.8% of the sample. 11 students said that pre-workout shakes are the most important supplement making up 6.9% of the sample. 24 students said that post-workout shake are the most important supplement making up 15% of the sample. 5 students said that weight loss products are the most important supplement making up 3.1% of the sample. 28 students said that fruit is the most important supplement making up 17.5% of the sample. 5 students said that energy drinks are the most important supplement making up 30.1% of the sample.
sample. According to our research students find protein shakes to be the most important supplement for the snack bar.

**Question 8**

Out of 160 respondents, 47 students said they currently buy their nutritional products at GNC making up 29.4% of the sample. 52 students said they currently buy their nutritional products at Wal-Mart making up 32.5% of the sample. 54 students said they currently buy their nutritional products at grocery stores making up 33.8% of the sample. 7 students said they currently buy their nutritional products from somewhere other than GNC, Wal-Mart and grocery stores making up 4.4% of the sample. According to our research more students buy their nutritional products from grocery stores rather than anywhere else.

**Question 9**

Out of 160 respondents, 80 students are female making up 50% of the sample. 80 students are male making up 50% of the sample.

**Question 10**

Out of 160 respondents, 40 students are freshmen making up 25% of the sample. 40 students are sophomores making up 25% of the sample. 40 students are juniors making up 25% of the sample. Lastly, 40 students are seniors making up 25% of the sample.

**Question 11**

Out of 160 respondents, 60 students said yes to being an athlete making up 37.5% of the sample. 100 students said no to being an athlete making up 62.5% of the sample.

**Cross Tabulation 1**

The researchers established that it is easy to assume student-athletes would utilize a snack bar at the bubble, but were curious regarding the interest of non-athlete students. This
cross tabulation examined responses regarding number of times a respondent would be interested in patronizing the snack bar in a week’s time and whether or not that student is an athlete.

59% of non-athletes answered they would attend the snack bar between one and two times in a week, and 20% chose three to four visits. If these numbers are combined, it determines that the majority of non-student-athletes, 79%, would patronize the snack bar between one and four times per week.

**Cross Tabulation 2**

The researchers looked to establish a high-end estimate for the number of sales in a week for the most popular product among students. For this cross tabulation the product with the highest response rate, which was protein shakes, was matched up against the number of times the respondent was likely to visit in a week’s time.

37% of respondents interested in purchasing protein shakes at the snack bar claimed they would be likely to do so between three and five times in one week. Calculating their responses the average low end of sales would end at approximately 111 shakes in a week (37 X 3) and the high end would be 185 (37 X 5).

**Discussion**

Nutrition is a high priority for many students on college campuses. When compared to students polled in a University of North Carolina (UNC) study, “the most frequently used supplement overall were energy drinks” (*Froiland, Koszewski, Hingst & Kopecky, 2004*). The results from the Nutritional Snack Bar Survey conducted at FPU adversely show that 60% of students polled would not consider energy drinks a favorable purchase from a snack bar. According to the UNC study, many want pre-workout nutritional supplements such as creatine.
However, according to our study, post-workout nutrition is more important to students than pre-workout nutrition.

**Conclusions**

In conclusion with the first research objective stating the types of products that students would be interested in purchasing at a nutritional snack bar, the researchers concluded that popular products would be protein shakes (61.9%), Powerbars (61.3%), fruit (55.6%), and post-workout shakes (50%).

Referring to our second research objective, it was concluded that there is a demand for a snack bar in the bubble. The results show that 89.4% of all students surveyed would take advantage of a snack bar, while only 10.6% would not.

The third research objective, discussing the most productive hours of operation, shows that 80 students (50% of the sample) would patronize a snack bar the most between the hours of 2-8pm.

In conclusion with the fourth research objective, 104 students (65%) reported that they would prefer to use a RavenCard at the snack bar. Next, 49.4% would want to use a debit/credit card. Lastly, 44.4% would use cash.

When looking at the last research objective for competition, 33.8% surveyed currently buy nutritional products from grocery stores, 32.5% from WalMart, 29.4% from GNC, and 4.4% of students purchase products from other places.

**Recommendations**

As the marketing research class at Franklin Pierce University surveying a nutrition snack bar at the Northfields Activity Center we propose recommendations to Cindy Yarmin and staff to incorporate a nutritional snack bar based on our studies. It would be of benefit to students that a
nutritionist is on site to offer proper advice. This suggestion will also benefit the new courses offered by allowing interns at this location to better their learning. We suggest a wide selection of brands to be offered at the snack bar. Due to current economic conditions, many students do not have disposable income to spend on supplements. Therefore, we suggest a rewards program at the discretion of the manager of the snack bar.

References


Appendix A

**NUTRITIONAL SNACK BAR SURVEY**

We are a team of Franklin Pierce University marketing research students conducting research related to demand for a workout nutrition snack and drink bar located at Franklin Pierce University at the Bubble. Your individual responses will be kept confidential and all data taken from the survey will be reported as aggregate data only. Thank you for your time.

1. How many times a week do you frequent the Bubble to work out?
   - Never (1)
   - One-Two (2)
   - Three-Five (3)
   - Six-Eight (4)
   - Nine or more (5)

2. Rate how important post-workout nutrition is for you:
   - Very Important (1)
   - Important (2)
   - No opinion (3)
   - Unimportant (4)

3. How often do you think you would take advantage of a snack bar at the bubble for snacks, pre-workouts, and/or post-workouts per week?
   - Never (1)
   - One-Two times per week (2)
   - Three-Four times per week (3)
   - Five-Seven times per week (4)
   - Seven or more times per week (5)

4. Which payment option would you prefer to use at a snack bar located in the bubble? Check all that apply.
   - RavenCard (0)(1)
   - Cash (0)(1)
   - Debit/Credit Card (0)(1)
5. Between which hours would you most likely patronize the snack bar?
   _____ Never (1) ____6-10am (2) ____10am-3pm (3) ____3-8pm (4) ____8-11pm (5)

6. Which of the following products would you be interested in purchasing at a nutritional snack bar? Check all that apply.
   ___ Powerbars (0, 1)
   ___ Protein Shakes (0, 1)
   ___ Pre-workout shakes (0, 1)
   ___ Post-workout shakes (0, 1)
   ___ Weight loss products (0, 1)
   ___ Fruit (0, 1)
   ___ Energy Drinks (0, 1)

7. What is the most important supplement? Check only one.
   ___ Powerbars (1)
   ___ Protein Shakes (2)
   ___ Pre-workout shakes (3)
   ___ Post-workout shakes (4)
   ___ Weight loss products (5)
   ___ Fruit (6)
   ___ Energy Drinks (7)

Appendix A

8. Where do currently buy your nutritional products from? Check the one you use most.
   ___ GNC (1)
   ___ Wal-Mart (2)
____Grocery stores (3)

____ Other (4) (please list: ________________)

9. What is your gender?  ___Male (1)  ___Female (2)

10. What is your class standing?

     ___Freshman (1)   ___Sophomore (2)   ___Junior (3)   ___Senior (4)

11. Are you an NCAA Student-Athlete:  ___Yes (1)     ___No (2)

Appendix B

How many times a week do you frequent the Bubble?

<table>
<thead>
<tr>
<th>Frequent at Bubble</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>1%</td>
</tr>
<tr>
<td>One-Two</td>
<td>15%</td>
</tr>
<tr>
<td>Three-Five</td>
<td>27%</td>
</tr>
<tr>
<td>Six-Eight</td>
<td>34%</td>
</tr>
<tr>
<td>Nine or more</td>
<td>23%</td>
</tr>
</tbody>
</table>

Appendix C

Rate how important post workout nutrition is to you.
Appendix D
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?

<table>
<thead>
<tr>
<th>Use of snack bar per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
</tr>
<tr>
<td>One-Two</td>
</tr>
<tr>
<td>Three-Four</td>
</tr>
<tr>
<td>Five-Seven</td>
</tr>
<tr>
<td>Eight or more</td>
</tr>
</tbody>
</table>

27% | 16% | 10% | 46% |

Appendix E

Which payment option would you prefer to use at a snack bar located in the Bubble?
Appendix E
Between which hours would you most likely patronize a snack bar?

![Pie chart showing the percentage of patrons by time of day: 50% between 3-8pm, 16% at 8-11pm, 14% between 10am-3pm, 13% between 6-10am, and 7% who never patronize the snack bar.]

Appendix G
Which of the following products would you be interested in purchasing at a nutritional snack bar? Check all that apply

**Protein Shakes**

- Yes: 62%
- No: 38%
Appendix G
Post-workout shakes

50% Yes
50% No

Pre-workout shakes

55% Yes
45% No
Appendix H

What is the most important supplement? Check only one.

**Most important supplement**

- **Powerbars**: 39%
- **Protein Shakes**: 16%
- **Pre-workout shakes**: 17%
- **Post-workouts shakes**: 15%
- **Weight loss products**: 7%
- **Fruit**: 3%
- **Energy drinks**: 3%
Appendix I

Where do you currently buy your nutritional products from? Check the one you use most.

### Nutritional sources

- **GNC**: 29%
- **Walmart**: 33%
- Grocery stores: 34%
- Other: 4%
Appendix J

What is your gender?

**Gender**

- 50% Male
- 50% Female
Appendix K

What is your class standing?

Class Standing

- Freshman: 25%
- Sophomore: 25%
- Junior: 25%
- Senior: 25%
Appendix L

Are you an NCAA student athlete?

**NCAA Student-Athlete**

- Yes: 37%
- No: 63%
Appendix M

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 |
| | No | 59 | 20 | 79 |
| 1-2 | Yes | 14 | 14 | 28 |
| | No | 59 | 20 | 79 |
| 3-4 | Yes | 23 | 7 | 30 |
| | No | 20 | 59 | 80 |
| 5-7 | Yes | 19 | 7 | 26 |
| | No | 20 | 59 | 80 |
| 8+ | Yes | 1 | 0 | 1 |
| | No | 0 | 0 | 0 |
| Total | Yes | 60 | 100 | 160 |
Appendix N

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>
</tr>
</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>
</tr>
<tr>
<td>3-5</td>
<td>37</td>
</tr>
<tr>
<td>6-8</td>
<td>24</td>
</tr>
<tr>
<td>9+</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
</tr>
</tbody>
</table>