

The top of the poster features two coffee branches with leaves and cherries on the left and right. In the center, above the title, are four coffee beans: two whole and two cut in half to show the internal structure. The background is a solid dark brown with a large, light brown circle behind the title. At the bottom, there are two more coffee branches and stylized light brown hills.

SUSTAINABLE GROUNDS

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TEAM MEMBERS



Bronwyn Hyland
Marketing & Finance



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Organizational Leadership &
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Kate Petkov
Marketing



Mila Edwards
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MAIN PROBLEM

- The main problem that our project is looking to address is the significant amount of waste through plastic cups and non-recyclable packaging in the beverage industry.
- To learn the ways in which more sustainable practices would increase potential sales and influence college students to sway towards more sustainable brands.





WHY SUSTAINABILITY?

- Most stores do not know the extent of waste that they produce on a daily basis, therefore we wanted to see if students are even aware of the amount of waste that occurs.
- We tend to see that college students are less likely to choose an eco-friendly option. Therefore we wanted to learn the reason behind this.

RESEARCH OBJECTIVES

- We wanted to gain an understanding of student's awareness and knowledge of sustainable practices in coffee shops
- Learn ways in which coffee shops can adopt more sustainable practices.
- Understand college student's opinions on sustainability.
- Understand the effect that sustainability would have on college student's preferences when it comes to purchasing a cup of coffee.





FOCUS GROUP DEMOGRAPHICS

1. Actively enrolled students at the University of Miami.
2. The group consisted of six males and three females, with ages ranging from nineteen to twenty-two.
3. There were seven seniors and two freshmen, all with varying majors.
4. Majors included two participants in finance, two in communications, and one in each of the following: business analytics, public relations, management/marketing, psychology and industrial engineering.

KEY FINDINGS OF FOCUS GROUP

1. Most students are aware of sustainability but prioritize ease and affordability
2. Sustainable options (reusable cups, organic products) are often too expensive
 - a. Many feel their individual actions have minimal environmental impact, lowering motivation to spend more
3. Messaging like “You saved X gallons of water” makes students feel their actions matter
4. Students were open to “green memberships” but preferred simple, non-subscription models
5. Incentives like loyalty programs, free food items, and rewards boost participation



A photograph of a person's hands pouring milk from a small black pitcher into a black mug. The person is wearing a dark apron over a grey shirt. The background is blurred. The image is decorated with white line-art illustrations of coffee beans and leaves. One illustration of a coffee branch with leaves and berries is in the top left. Two individual coffee beans are in the top right. Two more coffee beans are in the bottom left. The overall color scheme is warm, with browns and oranges.

SAMPLING PROCEDURE & SIZE

- Selected students from different academic schools within the University of Miami (ex: Herbert Business School, School of Communications, and Nursing School)
- We used Stratified sampling method by selecting samples from each school randomly. This allowed us to ensure representation from different academic majors.
- Total Sample Size was 87.

QUESTIONARE

1. What is your current academic major?
2. How important is sustainability to you in your daily life?
3. On average, how often do you visit coffee shops?
4. Do you believe sustainable practices in coffee shops (e.g., reusable cups, sustainable packaging) are more expensive than conventional practices?
5. How often do you think about the environmental impact of the waste produced by your coffee shop choices (e.g., plastic cups, straws)?



SURVEY

DEMOGRAPHICS

1. Must be students actively enrolled in the University of Miami.
2. Categorized age range from 18-27
3. Year in school: Undergraduate and Graduate students
4. Gender: Male or Female
5. Major/Academic school
6. Sustainably conscious consumers
7. Consumers who are not environmentally conscious





HYPOTHESIS

1. There is an association between students' major and their likelihood of participating in sustainability initiatives at coffee shops.
2. Students' frequency of coffee shop visits is positively correlated with their likelihood of participating in sustainability programs (rewards for using reusable cups).
3. The perceived cost of sustainable options is negatively correlated with students' willingness to choose eco-friendly practices in coffee shops.
4. There is a negative relationship between students' perceived inconvenience of using reusable cups and their participation in sustainability programs.



HYPOTHESIS CONTINUED

5. Students' awareness of the environmental impact of waste is positively correlated with their preference for sustainable coffee shops.
6. The presence of marketing or visual reminders about sustainability in coffee shops is positively correlated with students' likelihood of choosing sustainable options.
7. There is a positive correlation between students' satisfaction with sustainability incentives (discounts, free items) and their long-term commitment to sustainable practices in coffee shops.
8. Students' environmental consciousness and awareness of sustainability initiatives predict their likelihood of using reusable cups at coffee shops.



HYPOTHESIS 1

HYPOTHESIS: THERE IS AN ASSOCIATION BETWEEN STUDENTS' MAJOR AND THEIR LIKELIHOOD OF PARTICIPATING IN SUSTAINABILITY INITIATIVES AT COFFEE SHOPS.

SURVEY QUESTIONS:

- 1. WHAT IS YOUR CURRENT ACADEMIC MAJOR?
- 2. HOW IMPORTANT IS SUSTAINABILITY TO YOU IN YOUR DAILY LIFE?

FINDINGS: NO STATISTICALLY SIGNIFICANT DIFFERENCE BETWEEN MAJORS

IMPLICATION:

- SUSTAINABILITY CAMPAIGNS SHOULD BE BROADLY TARGETED RATHER THAN FOCUSED ON SPECIFIC MAJORS.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.819 ^a	52	.300
Likelihood Ratio	38.463	52	.919
N of Valid Cases	85		

a. 66 cells (94.3%) have expected count less than 5. The minimum expected count is .05.





HYPOTHESIS 2

HYPOTHESIS: STUDENTS’ FREQUENCY OF COFFEE SHOP VISITS IS POSITIVELY CORRELATED WITH THEIR LIKELIHOOD OF PARTICIPATING IN SUSTAINABILITY PROGRAMS (REWARDS FOR USING REUSABLE CUPS).

SURVEY QUESTIONS:

- 1.HOW OFTEN DO YOU VISIT COFFEE SHOPS?
- 2.HOW LIKELY ARE YOU TO USE SUSTAINABLE OPTIONS?

FINDINGS: WEAK BUT POSITIVE CORRELATION

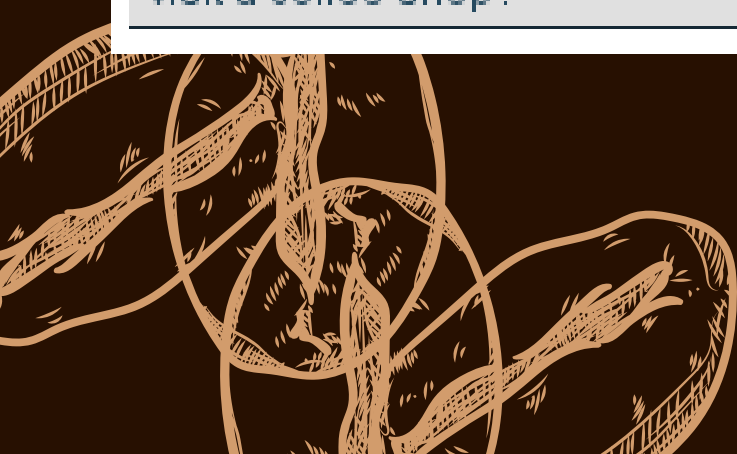
- FREQUENT COFFEE DRINKERS WERE MORE LIKELY TO PARTICIPATE IN SUSTAINABILITY EFFORTS

IMPLICATION

- COFFEE SHOPS SHOULD TARGET REGULARS WITH LOYALTY REWARDS OR PUNCH CARDS FOR SUSTAINABLE CHOICES

Correlations

		On average, how often do you visit coffee shops (ex: Peet's Coffee)?	How likely are you to engage with sustainability programs (e.g., reusable cups, recycling) when you visit a coffee shop?
On average, how often do you visit coffee shops (ex: Peet's Coffee)?	Pearson Correlation	1	-.118
	Sig. (2-tailed)		.282
	N	85	85
How likely are you to engage with sustainability programs (e.g., reusable cups, recycling) when you visit a coffee shop?	Pearson Correlation	-.118	1
	Sig. (2-tailed)	.282	
	N	85	85





HYPOTHESIS 3

HYPOTHESIS: THE PERCEIVED COST OF SUSTAINABLE OPTIONS IS NEGATIVELY CORRELATED WITH STUDENTS’ WILLINGNESS TO CHOOSE ECO-FRIENDLY PRACTICES IN COFFEE SHOPS

SURVEY QUESTIONS:

- 1.HOW MUCH MORE WOULD YOU BE WILLING TO PAY FOR ECO-FRIENDLY OPTIONS (E.G., USING REUSABLE CUPS OR SUSTAINABLE PACKAGING)?
- 2.DO YOU BELIEVE SUSTAINABLE PRACTICES IN COFFEE SHOPS ARE MORE EXPENSIVE THAN CONVENTIONAL PRACTICES

FINDINGS:

- CONTRARY TO THE HYPOTHESIS, THE CORRELATION IS POSITIVE: THOSE WHO BELIEVE SUSTAINABLE OPTIONS ARE MORE EXPENSIVE ARE ALSO MORE WILLING TO PAY FOR THEM
- THIS SUGGESTS THAT STUDENTS WHO ACKNOWLEDGE THE HIGHER COST MAY ALSO BE MORE ENVIRONMENTALLY COMMITTED OR WILLING TO INVEST IN THEIR VALUES.

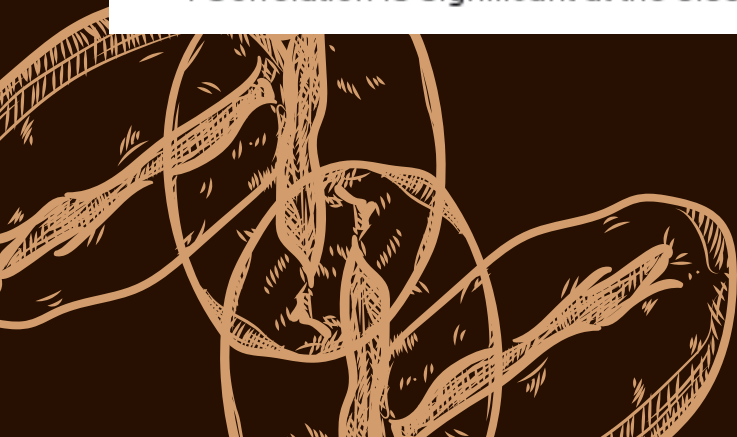
IMPLICATION

- COST ISN’T NECESSARILY A DETERRENT FOR ALL STUDENTS—SOME ARE WILLING TO PAY MORE IF THE SUSTAINABILITY MESSAGE IS STRONG.
- POSITION ECO-FRIENDLY PURCHASES AS A CONTRIBUTION TO A CAUSE, NOT JUST A PRODUCT

Correlations

			How much more would you be willing to pay for eco-friendly options (e.g., using reusable cups or sustainable packaging)?	Do you believe sustainable practices in coffee shops (e.g., reusable cups, sustainable packaging) are more expensive than conventional practices?
Spearman's rho	How much more would you be willing to pay for eco-friendly options (e.g., using reusable cups or sustainable packaging)?	Correlation Coefficient	1.000	.277*
		Sig. (2-tailed)	.	.010
		N	85	85
	Do you believe sustainable practices in coffee shops (e.g., reusable cups, sustainable packaging) are more expensive than conventional practices?	Correlation Coefficient	.277*	1.000
		Sig. (2-tailed)	.010	.
		N	85	85

*. Correlation is significant at the 0.05 level (2-tailed).



HYPOTHESIS 4

HYPOTHESIS: THERE IS A NEGATIVE RELATIONSHIP BETWEEN STUDENTS' PERCEIVED INCONVENIENCE OF USING REUSABLE CUPS AND THEIR PARTICIPATION IN SUSTAINABILITY PROGRAMS.

SURVEY QUESTIONS:

1. HOW CONVENIENT DO YOU FIND IT TO BRING A REUSABLE CUP TO A COFFEE SHOP?
2. WOULD YOU BE MORE LIKELY TO USE A REUSABLE CUP IF IT WAS EASIER TO CLEAN OR IF YOUR COFFEE SHOP OFFERED A CUP-CLEANING SERVICE?

FINDINGS:

- POSITIVE RELATIONSHIP BUT NOT STATISTICALLY SIGNIFICANT
- STUDENTS WHO FIND REUSABLE CUPS MORE CONVENIENT ARE MORE LIKELY TO USE THEM, BUT THE RESULT WASN'T STATISTICALLY STRONG ENOUGH TO CONFIRM THIS

IMPLICATION:

- ALTHOUGH NOT SIGNIFICANT, RESULTS SUGGEST A TREND: IMPROVING CONVENIENCE (CUP-CLEANING STATIONS) COULD HELP INCREASE PARTICIPATION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.188 ^a	.035	.024	.731

a. Predictors: (Constant), How convenient do you find it to bring a reusable cup to a coffee shop?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.083	.320		3.384	.001
	How convenient do you find it to bring a reusable cup to a coffee shop?	.215	.123	.188	1.744	.085

a. Dependent Variable: Would you be more likely to use a reusable cup if it eas easier to clean or your coffee shop offered a cup-cleaning service?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.625	1	1.625	3.042	.085 ^b
	Residual	44.328	83	.534		
	Total	45.953	84			

a. Dependent Variable: Would you be more likely to use a reusable cup if it eas easier to clean or your coffee shop offered a cup-cleaning service?

b. Predictors: (Constant), How convenient do you find it to bring a reusable cup to a coffee shop?



HYPOTHESIS 5

HYPOTHESIS: STUDENTS’ AWARENESS OF THE ENVIRONMENTAL IMPACT OF WASTE IS POSITIVELY CORRELATED WITH THEIR PREFERENCE FOR SUSTAINABLE COFFEE SHOPS.

SURVEY QUESTIONS:

- 1.HOW OFTEN DO YOU THINK ABOUT THE ENVIRONMENTAL IMPACT OF THE WASTE PRODUCED BY YOUR COFFEE SHOP CHOICES (E.G., PLASTIC CUPS, STRAWS)?
- 2.HOW LIKELY ARE YOU TO CHOOSE A COFFEE SHOP THAT PROMOTES SUSTAINABILITY (E.G., ECO-FRIENDLY PACKAGING, REUSABLE CUP DISCOUNTS) OVER ONE THAT DOES NOT?

FINDINGS:

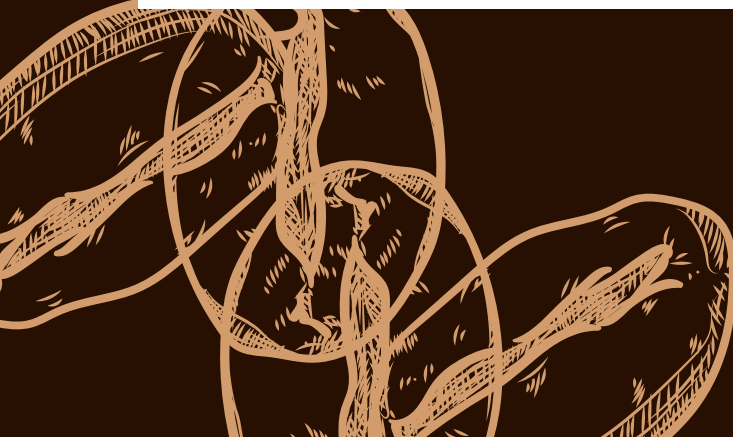
- MODERATE NEGATIVE CORRELATION
- AS STUDENTS THINK MORE ABOUT WASTE, THEY ARE LESS LIKELY TO SAY THEY’D CHOOSE A SUSTAINABLE COFFEE SHOP

IMPLICATION:

- AWARENESS ALONE DOESN’T GUARANTEE ACTION
- STUDENTS MAY UNDERSTAND SUSTAINABILITY’S IMPORTANCE, BUT THEIR CHOICES ARE STILL DRIVEN BY OTHER FACTORS (COST, CONVENIENCE, TASTE)

Correlations			
		How often do you think about the environmental impact of the waste produced by your coffee shop choices (e.g., plastic cups, straws)?	How likely are you to choose a coffee shop that promotes sustainability (e.g., eco-friendly packaging, reusable cup discounts) over one that does not?
How often do you think about the environmental impact of the waste produced by your coffee shop choices (e.g., plastic cups, straws)?	Pearson Correlation	1	-.389**
	Sig. (2-tailed)		<.001
	N	85	85
How likely are you to choose a coffee shop that promotes sustainability (e.g., eco-friendly packaging, reusable cup discounts) over one that does not?	Pearson Correlation	-.389**	1
	Sig. (2-tailed)	<.001	
	N	85	85

** . Correlation is significant at the 0.01 level (2-tailed).





HYPOTHESIS 6

HYPOTHESIS: THE PRESENCE OF MARKETING OR VISUAL REMINDERS ABOUT SUSTAINABILITY IN COFFEE SHOPS IS POSITIVELY CORRELATED WITH STUDENTS’ LIKELIHOOD OF CHOOSING SUSTAINABLE OPTIONS.

SURVEY QUESTIONS:

- 1.HOW OFTEN DO YOU NOTICE SUSTAINABILITY-RELATED MESSAGES (E.G., RECYCLING REMINDERS, ECO-FRIENDLY SIGNAGE) AT COFFEE SHOPS?
- 2.DO YOU THINK VISUAL REMINDERS (E.G., ON CUPS OR POSTERS) INFLUENCE YOUR CHOICE TO USE SUSTAINABLE PRACTICES AT COFFEE SHOPS?

FINDINGS: STRONG CORRELATION

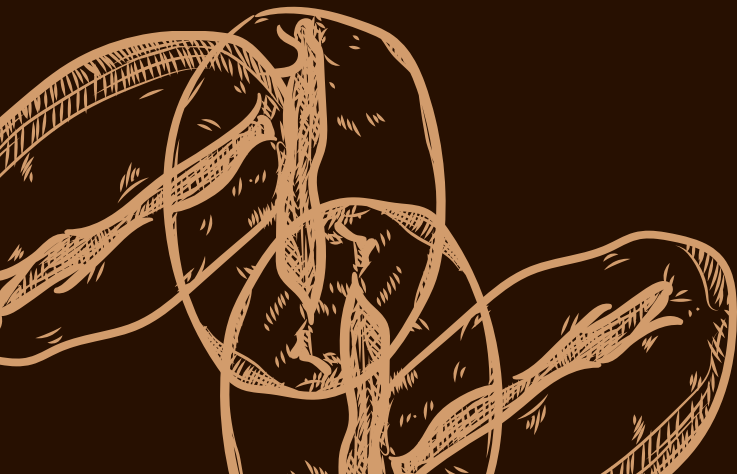
- SUSTAINABILITY MESSAGING IN COFFEE SHOPS INCREASES STUDENTS' LIKELIHOOD OF CHOOSING SUSTAINABLE OPTIONS

IMPLICATION

- STRATEGIC SUSTAINABILITY MESSAGING SHOULD BE IMPLEMENTED IN STORES TO PROMOTE ECO-FRIENDLY CHOICES

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.677 ^a	6	<.001
Likelihood Ratio	28.045	6	<.001
Linear-by-Linear Association	20.744	1	<.001
N of Valid Cases	85		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.88.





HYPOTHESIS 7

HYPOTHESIS: THERE IS A POSITIVE CORRELATION BETWEEN STUDENTS' SATISFACTION WITH SUSTAINABILITY INCENTIVES (DISCOUNTS, FREE ITEMS) AND THEIR LONG-TERM COMMITMENT TO SUSTAINABLE PRACTICES IN COFFEE

Correlations

		If coffee shops offered more incentives for sustainable behaviors (e.g., discounts, free food items), would you be more likely to adopt sustainable practices?	How likely are you to continue practicing sustainability in coffee shops if you receive long-term rewards (e.g., ongoing discounts for using reusable cups)?
Spearman's rho	If coffee shops offered more incentives for sustainable behaviors (e.g., discounts, free food items), would you be more likely to adopt sustainable practices?	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	84
	How likely are you to continue practicing sustainability in coffee shops if you receive long-term rewards (e.g., ongoing discounts for using reusable cups)?	Correlation Coefficient	-.526**
		Sig. (2-tailed)	<.001
		N	84

** . Correlation is significant at the 0.01 level (2-tailed).

SURVEY QUESTIONS:

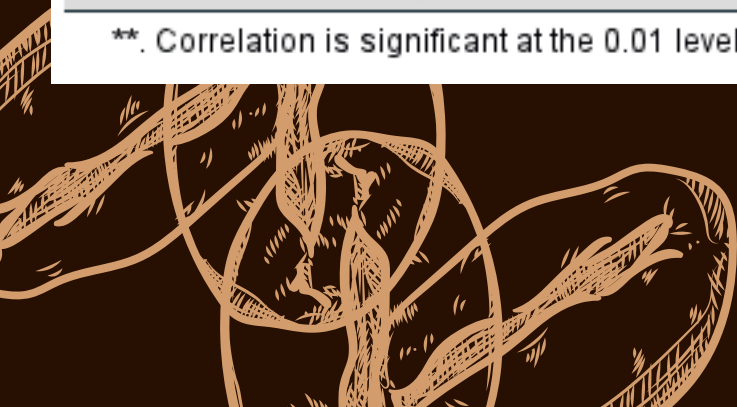
1. IF COFFEE SHOPS OFFERED MORE INCENTIVES FOR SUSTAINABLE BEHAVIORS (E.G., DISCOUNTS, FREE FOOD ITEMS), WOULD YOU BE MORE LIKELY TO ADOPT SUSTAINABLE PRACTICES?
2. HOW LIKELY ARE YOU TO CONTINUE PRACTICING SUSTAINABILITY IN COFFEE SHOPS IF YOU RECEIVE LONG-TERM REWARDS (E.G., ONGOING DISCOUNTS FOR USING REUSABLE CUPS)?

FINDINGS: SIGNIFICANT NEGATIVE CORRELATION.

- THERE IS A MEANINGFUL AND SIGNIFICANT RELATIONSHIP BETWEEN STUDENT INTEREST IN INCENTIVES AND THEIR LIKELIHOOD OF MAINTAINING SUSTAINABLE HABITS, BUT THE WORDING OR SCALING MAY HAVE FLIPPED THE DIRECTION OF THE CORRELATION

IMPLICATION

- REWARD-BASED SYSTEMS MATTER: DISCOUNTS, FREEBIES, OR PUNCH CARDS CAN DRIVE REPEAT SUSTAINABLE BEHAVIORS.
- USE ONGOING REINFORCEMENT TO BUILD SUSTAINABILITY INTO STUDENTS' COFFEE ROUTINES.



HYPOTHESIS 8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.392 ^a	.154	.143	1.129

a. Predictors: (Constant), How concerned are you about the environmental impact of your daily habits (e.g., waste, plastic usage)?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.202	.342		12.300	<.001
	How concerned are you about the environmental impact of your daily habits (e.g., waste, plastic usage)?	-.440	.113	-.392	-3.880	<.001

a. Dependent Variable: How likely are you to use a reusable cup when purchasing coffee at a coffee shop?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.173	1	19.173	15.052	<.001 ^b
	Residual	105.721	83	1.274		
	Total	124.894	84			

a. Dependent Variable: How likely are you to use a reusable cup when purchasing coffee at a coffee shop?

b. Predictors: (Constant), How concerned are you about the environmental impact of your daily habits (e.g., waste, plastic usage)?

HYPOTHESIS: STUDENTS' ENVIRONMENTAL CONSCIOUSNESS AND AWARENESS OF SUSTAINABILITY INITIATIVES PREDICT THEIR LIKELIHOOD OF USING REUSABLE CUPS AT COFFEE SHOPS.

SURVEY QUESTIONS:

1. HOW CONCERNED ARE YOU ABOUT THE ENVIRONMENTAL IMPACT OF YOUR DAILY HABITS (E.G., WASTE, PLASTIC USAGE)?
2. HOW LIKELY ARE YOU TO USE A REUSABLE CUP WHEN PURCHASING COFFEE AT A COFFEE SHOP?

FINDINGS: SIGNIFICANT NEGATIVE RELATIONSHIP

- EVEN WHEN STUDENTS ARE CONCERNED ABOUT THE ENVIRONMENTAL IMPACTS OF THEIR DAILY HABITS, THEY ARE STILL NOT LIKELY TO USE REUSABLE CUPS

IMPLICATION:

- STUDENTS CARE, BUT DON'T ALWAYS ACT
- AWARENESS ≠ BEHAVIOR
- BARRIERS: CONVENIENCE, HABITS
- NEED: INCENTIVES, EASE, VISUAL PROMPTS



MAIN FINDINGS

Statistics

		How much more would you be willing to pay for eco-friendly options (e.g., using reusable cups or sustainable packaging)?	How often do you think about the environmental impact of the waste produced by your coffee shop choices (e.g., plastic cups, straws)?	How likely are you to use a reusable cup when purchasing coffee at a coffee shop?
N	Valid	85	85	85
	Missing	2	2	2
Mean		2.09	2.54	2.96
Std. Deviation		.881	.920	1.219

	Variable	Percent
Major	Business	48
	Engineering	3
	Arts	17
	Social Sciences	8
	Health Sciences	5
	Other (please specify)	16
Age	18-20	33
	21-23	51
	24-26	9
	27+	5
Gender	Male	29
	Female	66
	Non-binary / third gender	3



The background of the slide features a warm-toned photograph of a person's hands pouring milk from a black pitcher into a black mug. The person is wearing a dark apron over a light-colored shirt. The image is decorated with several golden-brown line art illustrations: a coffee branch with leaves and berries in the top left, two coffee beans in the top right, and two more coffee beans in the bottom left. The title 'MAIN FINDINGS THROUGH SPSS' is written in large, bold, white capital letters on the right side of the image.

MAIN FINDINGS THROUGH SPSS

- STUDENTS' MAJOR HAS NO SIGNIFICANT EFFECT ON SUSTAINABILITY PARTICIPATION
- SUSTAINABILITY MESSAGING AND MARKETING EFFORTS IN COFFEE SHOPS INCREASES STUDENTS' SUSTAINABLE CHOICES
- COSTS AREN'T SEEN AS A MAJOR DETERRENT WHEN IT COMES TO PAYING MORE FOR SUSTAINABLE PRODUCTS
- ENVIRONMENTAL AWARENESS DRIVES SUSTAINABLE CHOICES
- EDUCATION AND VISIBILITY ARE CRITICAL DRIVERS FOR SUSTAINABLE BEHAVIOR ADOPTION
- INCENTIVES BOOST SUSTAINABLE HABITS

SUSTAINABLE PRACTICE EXAMPLE

VIDEO



RECOMMENDATIONS

1. Green Incentives

- a. Provide discounts for using reusable cups and make reusable items more accessible

2. Student Engagement

- a. Recruit student volunteers or interns to help promote and manage sustainability initiatives

3. Customer Rewards

- a. Use punch cards or app-based trackers, share leaderboards or weekly winners

RECOMMENDATIONS CONTINUED...

1. Increase Brand Loyalty

- a. Develop a clear tagline that aligns with the brand's sustainable practices

2. Specific Target Audience

- a. Use survey demographics to determine which students were most intrigued by the sustainable practices and tailor your message to them

3. Refine Packaging

- a. Determine which sustainable product features are most important to consumers; fit packaging to customer's preferences.



MARKETING STRATEGIES



Environmental Impact Messaging

- Take a marketing approach with a catchy punchline
- Include infographics on cups, napkins, or menus
- **Use Visual Reminders**
 - Post signage or digital displays
 - Install recycling guides or waste sorting visuals
- **Run Sustainability Awareness Campaigns**
 - Collaborate with campus organizations or sustainability clubs
 - Include challenges, freebies, or giveaways





THANK YOU

Any questions?

