

Call For Participants



Company-owned vs.
independent coffee shops -
Consumer choices



5 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

University of Leeds

The purpose of this study is to investigate how company owned (e.g. Starbucks, Costa Coffee, etc.) and independent coffee shops can attract customers. To identify the characteristics of the customers that visit the different types of coffee shops and what governs their decisions, a focus group was conducted and an online survey was designed.

Find out more online

Poster printed on 27/04/2024

Study expires on 22/12/2018

More info

by scanning the QR code
or visiting the URL

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