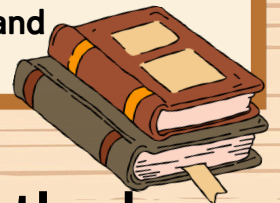


# 段考週「咖」事多-

## 探討高中生段考週對於中壢區路易莎和星巴克的套餐活動購買行為研究




This study explores the motivation of high school students in Zhongluo District to consume coffee under the examination week (high-pressure environment), analyzes how the promotional packages of Louisa and Starbucks affect students' willingness to buy, and summarizes the key factors affecting decision-making.



### Research motivation

### Research method

 Respond to high-pressure functional needs: Students need to improve concentration and reduce fatigue through caffeine during the examination.

 Application of mixed research method: quantitative analysis of 142 valid samples in combination with literature discussion and online questionnaires.

### Data analysis and behavior



Brand preference



79 People



Starbucks

33 People



Louisa

31 People



other

The top three consumption motivations

74 People



Taste preferences

74 People



The price is cheap

41 People



The effect of inviting



Purchase frequency (almost not buy)



Non-section examination week : 61%

Consumption amount (\$0)

Non-section examination week : 57%



Exam week : 53%

Exam week : 49%

