Feline Friends

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Executive Summary

The purpose of this document is to provide background, processes, results, and discussion related to the marketing research efforts of our team. After consulting with ███████ who is the owner of ██████████████ we were able to recognize areas of the company that could be improved upon. These issues were related to maintain interest in the cat café prior to their opening date, which to this point has not been decided yet. After determining our problem statements and finding out the exact methods of raising awareness for the company , we conducted market research to test the various methods through a survey to obtain potential avenues to improve the outreach tactics of ████████████

We conducted exploratory and descriptive research as part of our overall efforts, which led to findings that we are excited to be able to share with the client. In addition to the data collection from literature reviews and learning more about the cat café industry as a whole, a large part of finding our research results came from analysis of our Qualtrics online survey, we gathered over 200 responses to which we ran various SPSS analysis to make sense of the data. We were able to determine what outreach methods work the best among the response sample, the different aspects of the company that people value the most, and the different types of partnerships different organizations are willing to make with ████████████ This will allow ████████████ to keep interest as high as possible prior to opening while also looking into some partnerships for the future once the company is operational.

Background

Our company ███████████ is in a unique situation compared to most other companies that are used for this project, since our partner company is not open currently nor do they have an expected opening date currently. So as of now financial and staffing details are projections based on industry standards. ███████████ is currently set to be located at ██ ███████████. in ██████ ██. Which puts it just outside of what's known as campus town for the University of Illinois, which could potentially lead to transportation issues among customers.

███████████ is a cat café business that acts as a more comforting shelter for the cats to stay in until they get adopted. This way the cats can live with less overall stress while also getting the social interaction that will allow them to be prepared to live in homes once they are adopted. On top of having the cats there to gain social interaction, they also compliment the café itself by creating an environment for the customers that is very inviting for them by using the cats to create a very home like atmosphere within the café.

███████████ offers more than just cats to create the comforting environment, they will have board games to be rented out by customers, as well as having food and drinks served to complement the environment that the cats will create. So overall the company is based on being a cat first café with the various other amenities being a bonus, to foster a community that is both comforting for the cats and inviting for potential customers to come and spend time with the cats.

Research Question

Our client's decision problem is that there is currently no designated opening date of the cat café, and the café is inconveniently located off campus. Additionally, there is a need to sustain the current interest in the business until the eventual opening date.

Our research question to reflect this problem is: "Which strategies (e.g., RSO partnerships, pre-launch promotions, and cold emailing) can ██████████████ implement to build brand awareness, sustain community interest before opening to attract a large, loyal client base?"

Research Design

Exploratory Research

Exploratory research is where ideas and insights are discovered. It is comprised of literature research, in depth interviews, focus groups, and/or case analyses. Possible methods of exploratory research includes Literature Review, In-Depth Interview, Focus Group, ZMET, Video Capture, Unstructured Observation, Ethnography, and Netnography. The selected methods used in this study are Literature Review and ZMET. Literature review will be conducted on two main subject areas: promotional strategies for local businesses and cat cafes in general. These will serve as secondary research to support our study. We aim to explore which approaches of promotional strategy connects with local audiences more effectively; by approaches, we will consider appeals to logic/emotion, word choice, calls to action, mediums, and overall design. Research conducted on existing cat cafes will provide more insight on the aspects of cat cafes'

consumers gravitate toward the most. Aspects could include certain cat-related events, a sense of connection to the community, menu options, etc. By focusing on these two main areas, our primary research can serve as a link between them and yield productive applications to our client's business. The main challenge to keep in mind for this stage of research is connecting with the campus community even though the brick-and-mortar location is off campus, as students are not able to interact with █████████████ as frequently as other on campus business once the location opens.

Descriptive Research

Descriptive research systematically describes a phenomenon, aiming to provide insights into patterns and preferences. Possible methods of descriptive research include gathering data from a larger sample to identify trends in travel preferences as well as observational studies, which is examining behaviors and preferences in real-world settings. The selected method in this study is a survey. Surveys will be distributed to a larger sample of students through cold emailing to see which posts or calls to action are preferred. The main variable that will be tested upon in our research, based on the survey, is the willingness for a subject to bring a friend to █ █████████

Causal Research

Casual research tests the cause-and-effect relationship between different variables. For instance, casual research would answer if variable x caused variable y. Possible methods of causal research include Lab & Field Experiments, Test Market, and A/B Testing. The experiment that we would design would test what the most effective form of outreach is. Our hypothesis would be "cold emailing is a more effective outreach strategy than social media or RSO

partnerships". Our sample size would be students aged 18-22 that live on the ████ campus. The independent variable would be the form of outreach (cold emailing, social media, and RSO partnerships). These variables will be tested on our demographic via curation of a survey. Within the survey, the main questions being posed would focus on motivation to visit, willingness to support ████████████ before it opens, and interest in different event ideas. Then, these variables will be compared across our three main mediums to see which yields the highest engagement.

Data Collection

Secondary Data
Topic 1 – Reasons for Increased Cat Café Demand

Article 1: The purr-fect cup of coffee: An inside look at why cat cafes are on the rise

This article discusses the reasoning for the steady increase in cat cafés after Covid. One of the big reasons is that more Americans own pets now than ever, and searches on Yelp for "adopt a cat" are up by almost 500% since 2019. People want to spend time with the adoptable kittens before they bring them home. Additionally, among college students, cat cafés offer a place for them to hang out with the cats as oftentimes they have harder times keeping pets. Young people from school will go in when they have a bad day and then feel better.

Article 2: Cat Cafes: What are the Reasons behind their Popularity?

This article talks about the popular reasons that people like to visit cat cafés! It helps people to feel less lonely, less stressed, increase adoption considerations, and more. Another factor that this article addresses is the fact that some people may not be able to have cats in their

home due to health or other circumstances. This avenue of cat cafés helps those people satisfy their desire to see and interact with cats, although they might not own one. Besides having a great impact on humans, this idea of cat cafés helps the cats also bring out their personality.

Article 3: Understanding the Appeal of Cat Cafes: A Global Trend

This article talks about the different appeals of cat cafes and how the demand for them has increased in recent years. One section talks about the mental health benefits of being able to relax with a feline friend when someone is stressed out from their everyday activities. They also talk about the benefits cat cafes have on cats from being able to socialize with a variety of people prior to adoption. Finally, the explain the origin of cat cafes in Asia and how it has slowly spread to other parts of the world.

Topic 2 – Methods of Outreach to Potential Consumers

Article 1: Social Media Marketing vs. Email Marketing: Pros & Cons

This article discusses whether email marketing or social media marketing is more effective. With email marketing, the average email open rate is between 15-25% and the average click-through rate is 2.5%. In social media marketing such as Facebook ads, the average click-through rate is 0.07%-0.9%. Reasons for this are that oftentimes email marketing is more targeted and customers are typically already subscribed. Additionally, in terms or ROI, email marketing generates $36 for every $1 spent whereas social media generates $2.80 for every $1 spent.

Article 2: How Effective Are Flyers in the 2020s?

This article discusses the persevering performance of physical flyers in the thriving

digital age. The main take away the source provides is how it is immensely useful to have a mixture of physical and digital marketing channels in order to maximize campaign effectiveness. The article also offered insight from studies conducted by the Direct Marketing Association (DMA); the DMA found that 45% of individuals keep flyers for future use, 79% glance, pass by, or keep flyers they receive, and 89% of consumers remember receiving a flyer. Thus, flyers serve as a powerful reference tool and are strong at capturing attention and being memorable.

Article 3: 7 successful customer outreach strategies and benefits

This article is about the best ways to reach new customers and the benefits of doing so, which would directly apply to our research because we are trying to find the best way to grow ███ ██████████ brand. The Article talks about various strategies some of which being things like consistent and meaningful communication, segmenting the audiences to best market to them specifically. This will lead to things like increased revenue and brand awareness which is crucial for a new business finding it's place in the market.

Topic 3 – Types of Events Popular in the College Demographic

Article 1: The Impact of Campus Events on Student Success

This article gives insight on how campus-led events can enhance the college experience and contribute to student retention. The main relevance of this literature for our particular research is how well-run events can foster a sense of community, which is one of our main areas of focus. This article also reinforces the notion of how entertainment and recreational events reduces stress and wellbeing, which can be supplementary positive effects of events hosted by our client.

Article 2: 68 College Event Ideas That Will Boost Student Engagement

This article explores ideas for college-centered events in order to not only generate turnout but also "leave a lasting impression" ("68 College Event Ideas", 2024). Two distinct event types are evident that are applicable to a cat café: cat-focused, and task-focused yet supplemented by the cats. Cat focused events would have the cats at the center of the activity. A few examples of events mentioned in the source where this applies are photo booths and student film festivals. A cat-focused photo booth event would give eventgoers the chance to take memorable photos with the cats. A film festival when framed as a cat-focused activity would allow the cats to be the subject of the films; a further suggestion to this event idea would be to create ads for ██ ██████████ using the cats or cat-centered content in which would be viewed in a festival style. The film festival event could also simply be centered on cat-focused subject matter without needing the cate café's cats to be involved in the filming. Another example posed in this source that would be applicable to a task-focused event would be a music or acoustic night, where event goers could bring their stringed acoustic instruments to have an intimate musical evening.

Article 3: Cats don't like human music — play them this instead

To support the latter idea of the previous source, the journal of Applied Animal Behavior Science published a study relating to how cats react to music. The study found that the cats were not interested in the "human" songs tested in the study, which were "Air on a G String" by Bach and "Elegie" by Fauré. However, the cats did show a significant interest in music that aligns with how cats communicate. The theoretical framework that investigated feline communication was hypothesized by University of Wisconsin psychologists Megan Savage and Charles Snowdon.

They theorized that "in order for music to be effective with other species, it must be in the frequency range and with similar tempos to those used in natural communication by each species" (Sciuletti, 2015). The cat-centric music that was chosen for the study was "Cozmo's Air", "Rusty's Ballad", and "Spook's Ditty." Although this music would be more difficult to choose given these specific criteria, this event idea could still bring cat-centric consumers together.

Article 4: Getting More Students Involved

This last article is a survey that finds the positive effect that organizational involvement has on college students and highlights the benefits of companies like ███████████████ can see from partnering with student organizations because of the impact that it will have on the students themselves. A partnership with an organization would benefit the students greatly which could lead them to becoming a loyal customer after the event which would help ███████████████ grow their brand from these partnerships that are very attainable because the company is so close to a college campus.

Primary Data

Qualitative Data (ZMET)

The Zaltman Metaphor Elicitation Technique is a qualitative research technique that utilizes visual images and sensory ones to increase the understanding of companies. It reflects a person's thoughts/feelings towards a brand/business. From images collected, we can further deduct a theme. When our group did the ZMET, we found three common themes of: Cute/Comfy, Community, and Nostalgia. We felt the idea of a cat cafe, specifically ███ ████████████ gave us those feelings as a cafe is normally a cozy environment to chat or study. Additionally, there was a sense of community as it is located within the ███████████ area that allows the local community to come to the cafe as well. We associated the following words with the theme of Comfy/Cute: cozy, relaxing, warm, happy. We also thought that the theme of Community was represented by gathering, bonding, open, strength, fun. Lastly the theme of Nostalgia was represented by the words: games, kid, fun, and reminisce. Even RSO communities apart from campus can utilize this space and its activities to build their community stronger. Lastly, we felt the cafe was nostalgic as they have a small board game area that allows people to play games just like we once did as kids.

Quantitative Data (Qualtrics Survey)

Our Qualtrics Survey Consisted of 244 respondents. Out of the respondents 70% were female, 41.5% were between the ages of 18-34, 94.3% were white, and 60% of the respondents made of $70,000 a year. The survey was designed to be conducted by random students and residents of the ███████████ area. We began with by sending our survey to friends and RSO group chats and later expanded to direct clientele through posting on ███████ ████ Instagram and Facebook. Our survey consisted of 27 questions that gauged the interest of various outreach methods. The survey would consist of questions on which types of posts or calls to action are preferred. Additionally, the survey asked which parts of the cat café are most desirable as well as information on the participants use of social media.

The Qualtrics survey will provide us data that we can use both univariate and multivariate analysis. With both analysis techniques we will use respective methods to interpret the data. Within univariate analysis we will use descriptive statistics and frequency while for multivariate analysis: the Chi-Square test, Pearson Correlation, T-test, and Regression analysis will be used to interpret data. We will create these tests from our proposed hypotheses.

Data Analysis

The Qualtrics survey will provide us data that we can use both univariate and multivariate analysis. With both analysis techniques we will use respective methods to interpret the data. Within univariate analysis we will use descriptive statistics and frequency while for multivariate analysis: the Chi-Square test, Pearson Correlation, T-test, and Regression analysis will be used to interpret data. We will create these tests from our proposed hypotheses.
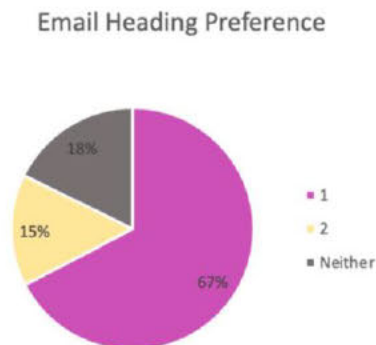
Univariate Analysis - Frequency

Image 1   Image 2
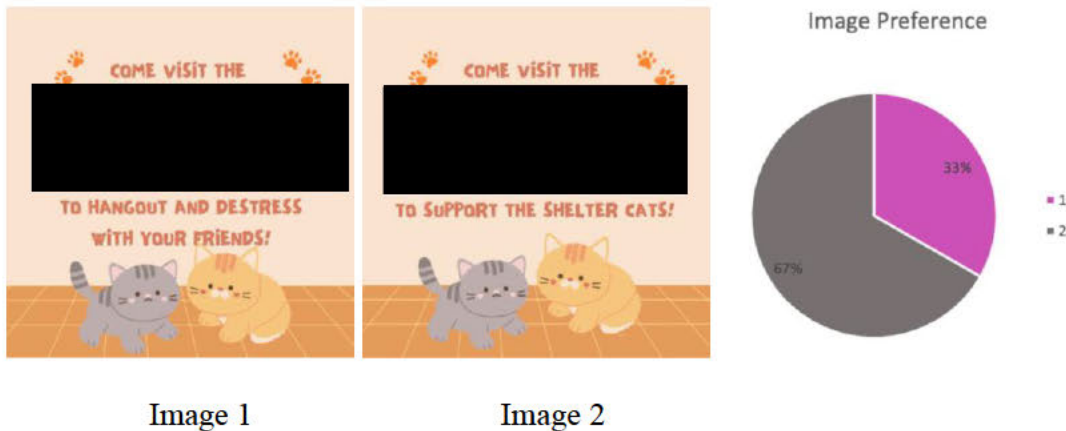
Email Heading 1: "Come visit ███████████ to make a cat's day!"

Email Heading 2: "Come visit ████████████ and make memories with your friends!"

Univariate Analysis – Descriptive

As seen in the survey, a score of 1 translates to extremely likely, while a score of 5 translates to extremely unlikely.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Willingness_Bring	181	1	5	1.31	0.612
Willingness_Recommend	181	1	3	1.41	0.595
Experience_Ranking_Cat	181	1	6	1.53	1.199
Experience_Ranking_Food	181	1	6	4.07	1.315
Experience_Ranking_Drinks	181	1	6	3.78	1.241
Experience_Ranking_Board_Games	181	1	6	3.96	1.543
Experience_Ranking_Friends	181	1	6	3.15	1.325
Experience_Ranking_Events	181	1	6	4.5	1.565
RSO_Partner	61	1	5	2.31	1.133
Interest_RSO_Event	181	1	5	2.97	1.442
Willingness_to_Pay	181	0	50	$12.76	10.62
Instagram_Effectiveness	181	1	5	2.33	1.169
Most_Used_Socials_Instagram	181	0	4	1.75	1.011
Most_Used_Socials_TikTok	181	0	4	2.63	1.354
Most_Used_Socials_Facebook	181	0	4	2.11	1.282
Most_Used_Socials_Reddit	181	0	4	2.73	1.138
Image_1_ConnectedTSP	82	1	4	2.05	0.83
Image_1_Supporting	82	1	5	1.62	0.87
Image_1_ConnectedComm	82	1	5	1.98	0.875
Image_1_Motivated	81	1	5	1.69	0.889
Image_1_Values	82	1	5	1.8	0.867
Image_2_ConnectedTSP	98	1	4	1.89	0.731
Image_2_Supporting	98	1	5	1.46	0.827
Image_2_ConnectedComm	98	1	5	1.76	0.838
Image_2_Motivated	98	1	5	1.52	0.789
Image_2_Values	98	1	5	1.35	0.748
Willingness_Travel	181	1	5	2.78	0.89

Univariate Analysis – Crosstab (Chi-Square)

A cross tabulation shows the relationship between two categories of data. The heatmaps show the relevant areas of the tables to consider.

Chi-Square Tests:
p = 0.0818

Experience_Ranking_Cat	Ranked #1	Average	Ranked #2	Ranked #3	Ranked #4	Ranked #5	Ranked #6
Image_Preference							
1	52	5	10	4	3	3	5
2	82	5	5	2	3	1	1

Because p = 0.0818 > 0.05, this cross tabulation between Experience_Ranking_Cat and Image_Preference is not statistically significant.

p = 0.2193

Experience_Ranking_Friends	Ranked #1	Ranked #2	Ranked #3	Average	Ranked #4	Ranked #5	Ranked #6
Image_Preference							
1	9	24	21	5	11	11	1
2	5	30	17	5	19	16	7

Because p = 0.2193 > 0.05, this cross tabulation between Experience_Ranking_Friends and Image_Preference is not statistically significant.

p = 0.9720

Experience_Ranking_Events	Ranked #1	Ranked #2	Ranked #3	Ranked #4	Average	Ranked #5	Ranked #6
Image_Preference							
1	2	10	10	8	5	10	37
2	2	15	15	11	5	13	38

Because p = 0.9720 > 0.05, this cross tabulation between Experience_Ranking_Events and Image_Preference is not statistically significant.

p = 0.0001

Age	18-24	25-34	Average	35-44	45-54	55-64	65-74
Most_Used_Socials_Instagram							
Don't Use	8	2	1	0	1	1	1
Ranked #1	33	11	0	16	2	0	2
Ranked #2	26	12	2	8	11	7	4
Ranked #3	2	6	2	2	3	3	1
Ranked #4	0	8	0	1	4	0	1

There is a statistically significant relationship between Age and Most_Used_Socials_Instagram since p = 0.0001 < 0.05. From the highlighted values, Instagram is more frequently used by the younger age groups.

p = 0.0011

Age	18-24	25-34	Average	35-44	45-54	55-64	65-74
Most_Used_Socials_ TikTok							
Don't Use	8	2	1	0	1	1	1
Ranked #1	23	9	1	1	0	0	0
Ranked #2	15	3	0	2	2	2	1
Ranked #3	10	10	0	7	7	2	4
Ranked #4	13	15	3	17	11	6	3

p = 0.0000

Age	18-24	25-34	Average	35-44	45-54	55-64	65-74
Most_Used_Socials_ Facebook							
Don't Use	8	2	1	0	1	1	1
Ranked #1	3	12	3	8	18	10	6
Ranked #2	5	13	1	14	1	0	2
Ranked #3	22	8	0	3	1	0	0
Ranked #4	31	4	0	2	0	0	0

p = 0.0000

Visited_Instagram	0	1
Awareness_Method		
Other	6	11
Word of Mouth	16	22
The News	2	7
Instagram	0	11
Facebook	44	17
TikTok	1	0
Reddit	0	2

Chi-Square Test:
p = 0.0000

Experience_Ranking_ Friends	Ranked #1	Ranked #2	Ranked #3	Average	Ranked #4	Ranked #5	Ranked #6
Experience_Ranking_ Board_Games							
Ranked #1	0	7	3	0	1	0	0
Ranked #2	1	0	14	0	10	3	0
Ranked #3	3	15	0	0	7	1	2
Average	0	0	0	10	0	0	0
Ranked #4	4	13	6	0	0	10	1
Ranked #5	3	9	4	0	9	0	5
Ranked #6	3	10	11	0	3	13	0

Chi-Square Test:
p = 0.0000

Awareness_Company	No	Yes
RSO_Registered		
No	7	111
Average	0	1
Yes	35	27

Chi-Square Test:
p = 0.0004

Awareness_Method	Other	Word of Mouth	The News	Instagram	Facebook	TikTok	Reddit
RSO_Registered							
No	13	20	8	10	59	0	1
Average	0	1	0	0	0	0	0
Yes	4	17	1	1	2	1	1

Chi-Square Test:
p = 0.0001

Instagram_Effectiveness	Extremely Effective	Very Effective	Average	Moderately Effective	Slightly Effective	Not Effective
Visited_Instagram						
No	21	24	9	35	9	12
Yes	33	21	0	14	2	1

Chi-Square Test:
p = 0.0022

Most_Used_Socials_Instagram	Don't Use	Ranked #1	Ranked #2	Ranked #3	Ranked #4
Visited_Instagram					
No	10	29	44	13	14
Yes	4	35	26	6	0

Chi-Square Test:
p = 0.0000

Visited_Instagram	No	Yes
Awareness_Company		
No	41	1
Yes	69	70

Chi-Square Test:
p = 0.5217

Awareness_Company	No	Yes
Motivation_Email		
No	3	17
Yes	39	122

Because p = 0. 5217> 0.05, this cross tabulation between Awareness_Company and Motivation_Email is not statistically significant.

Chi-Square Test:
p = 0.0053

Familiar_Email	Always	Most of the time	About half of the time	Sometimes	Never
Motivation_Email					
No	0	1	3	7	9
Yes	6	20	43	72	20

Note: It is still relevant to consider the results that are not statistically significant, as they determine strategies that are *not* useful, which is just as important as determining strategies that are useful.

Univariate Analysis – Pearson Correlation

Scatterplot of Interest_RSO_Event vs. RSO_Partner

Scatterplot of Willingness_Recommend vs. Instagram_Effectiveness
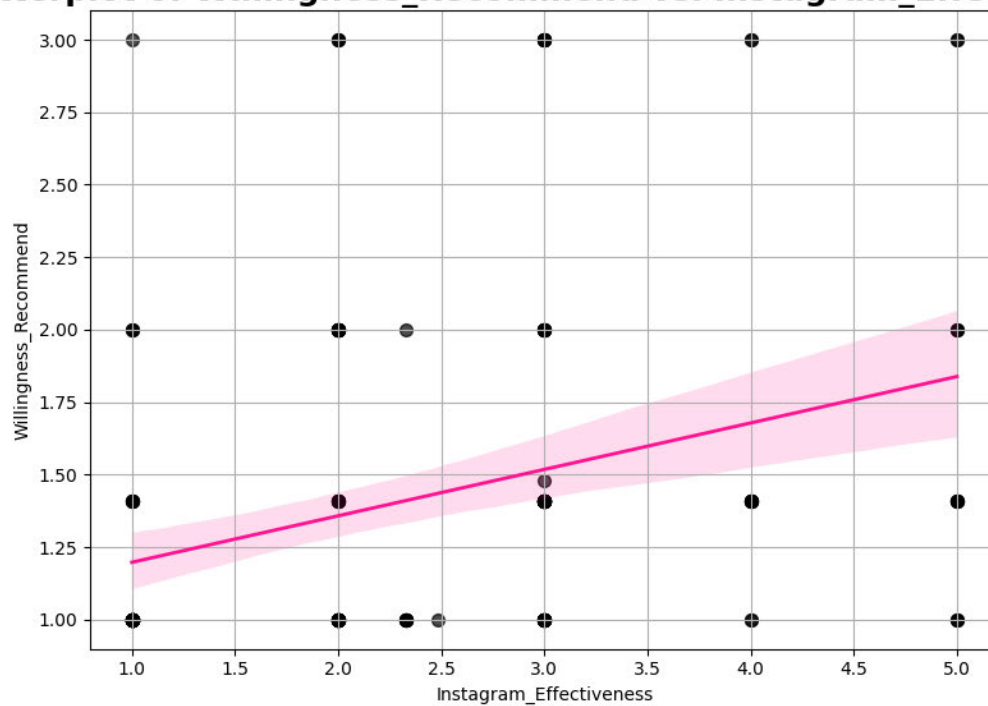
Scatterplot of Willingness_to_Pay vs. Interest_RSO_Event
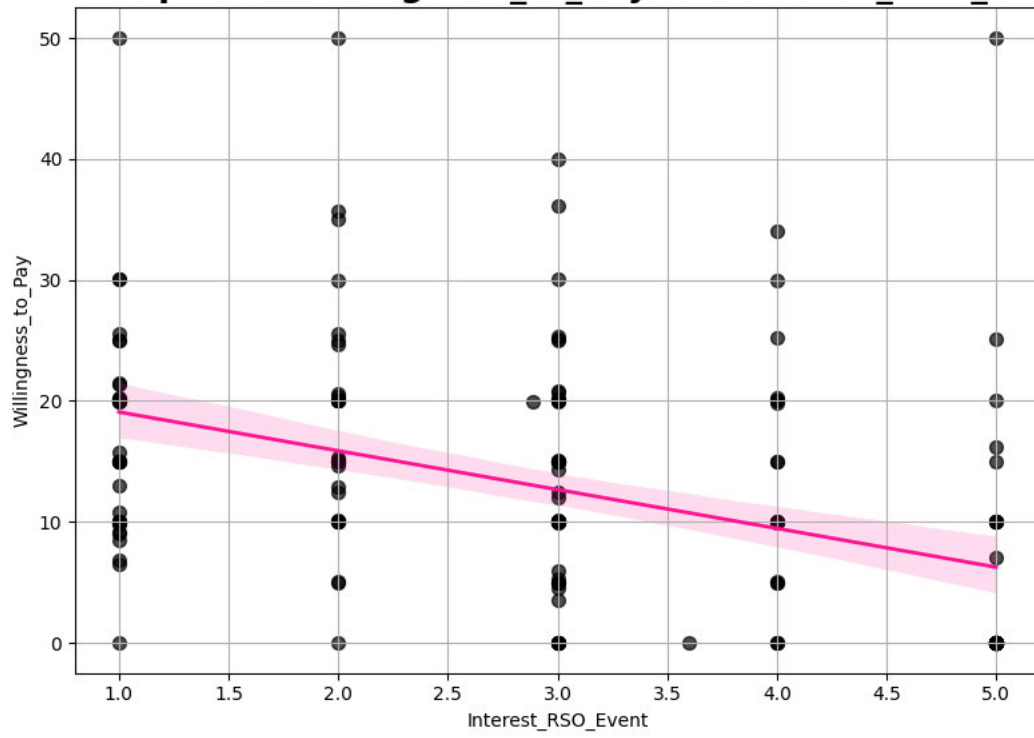
Univariate Analysis – Independent Samples T-Test

Mean Willingness_to_Pay by Gender

Mean Willingness_to_Pay by Income

Mean Willingness_to_Pay by Age

Mean Willingness_to_Pay by Willingness_Travel

Mean Age by Willingness_Travel

Mean Income by Willingness_Travel

Mean Interest_RSO_Event by RSO_Partner

Mean Visited_Instagram by Instagram_Effectiveness

Mean Motivation_Email by Familiar_Email
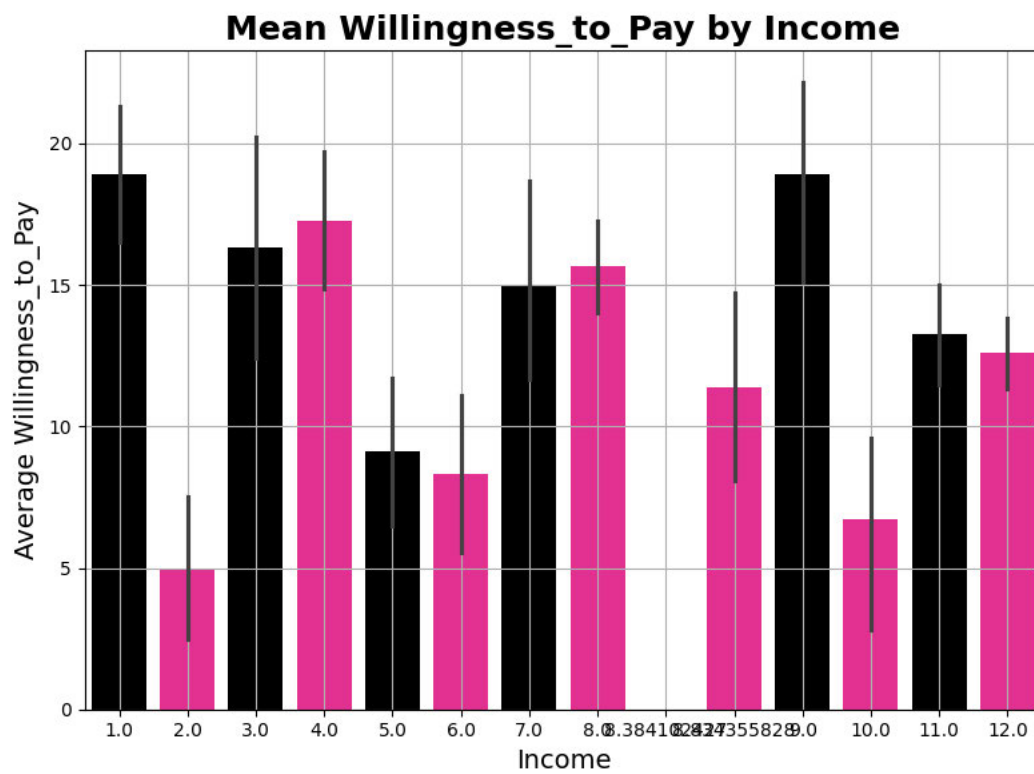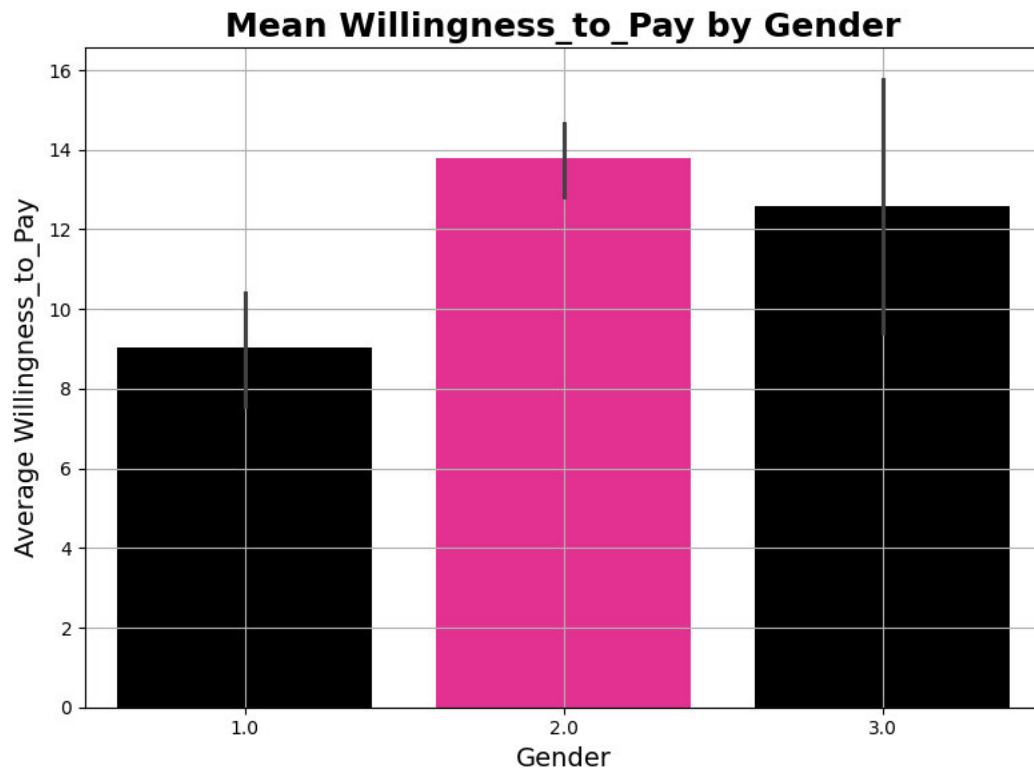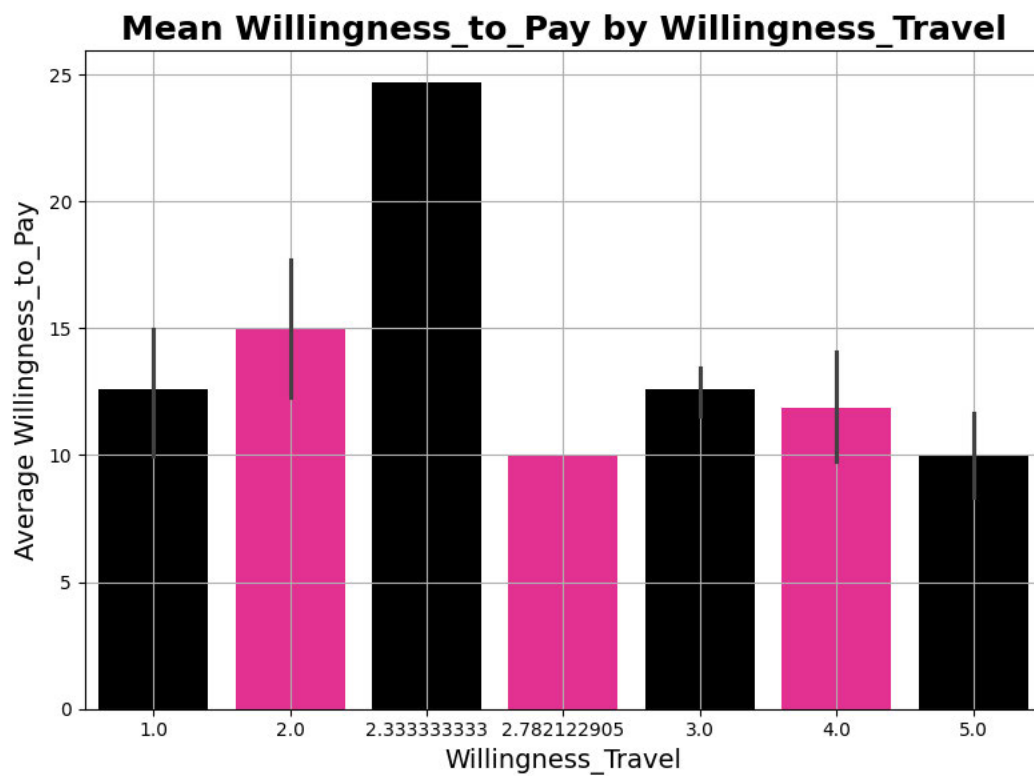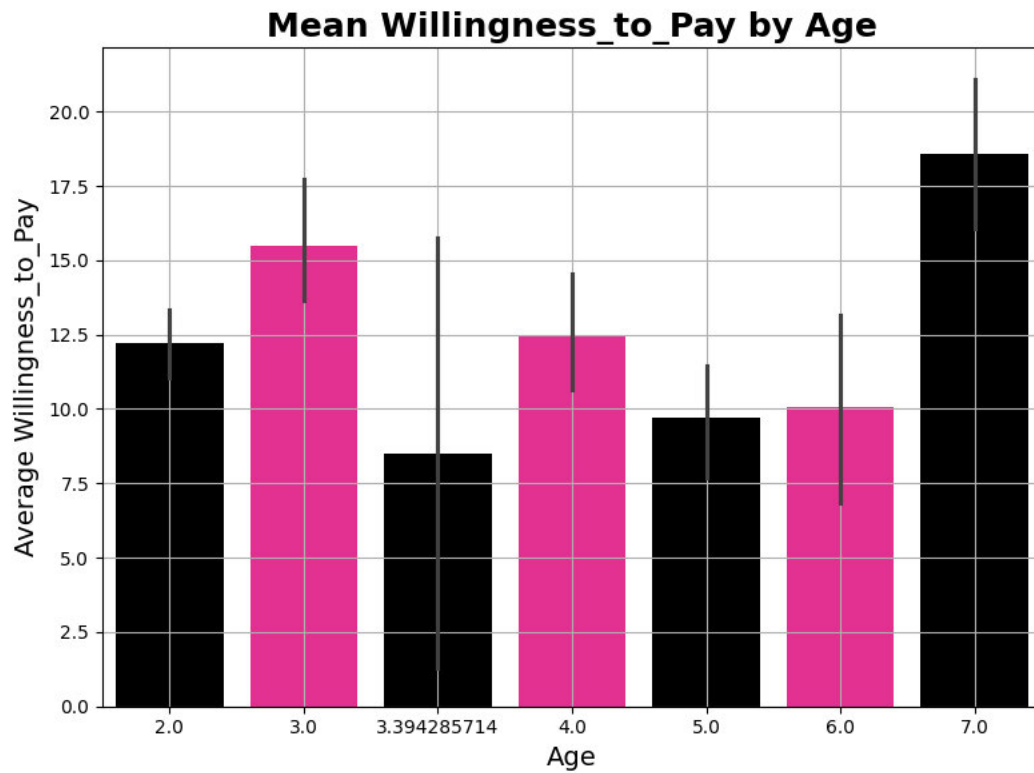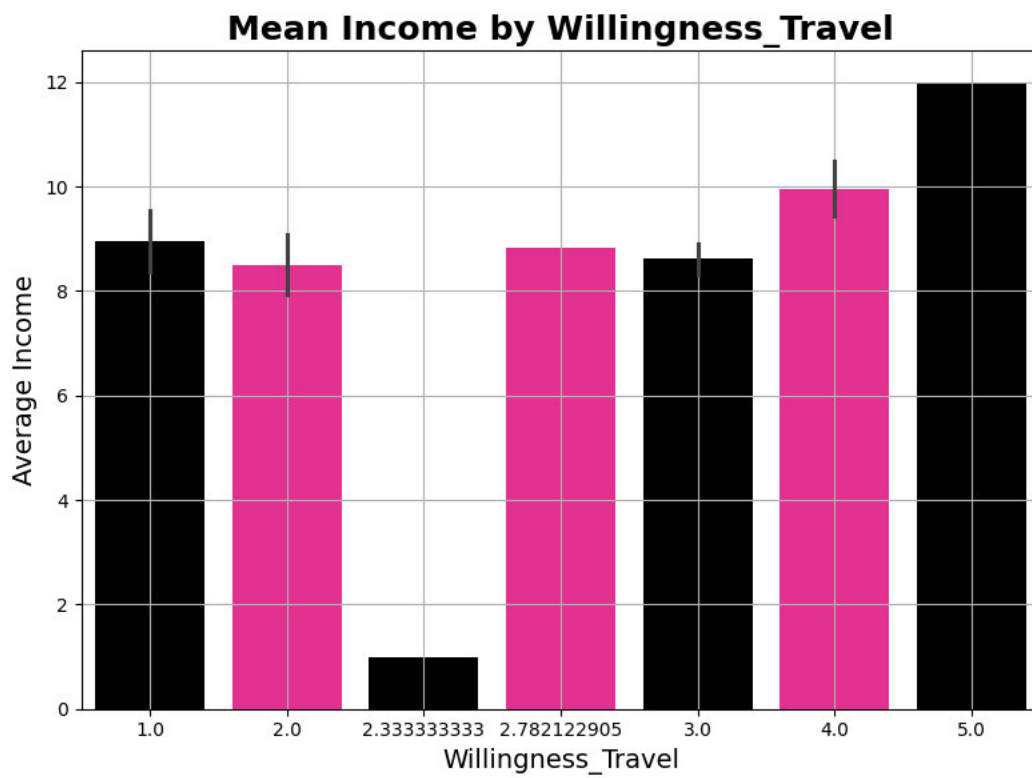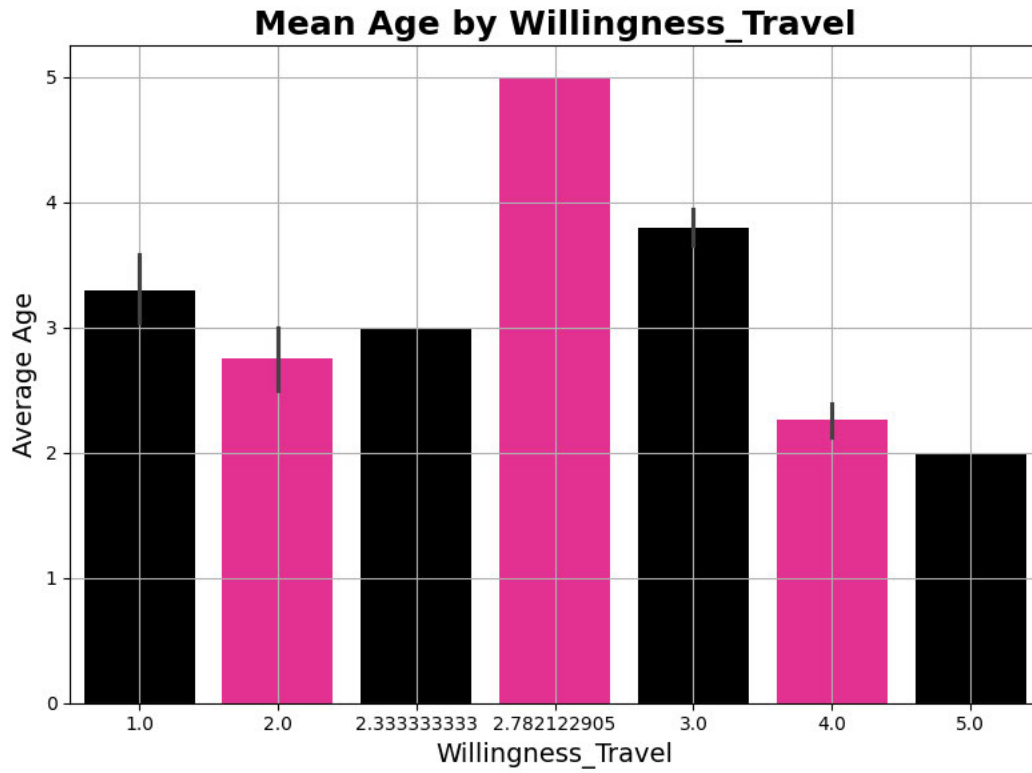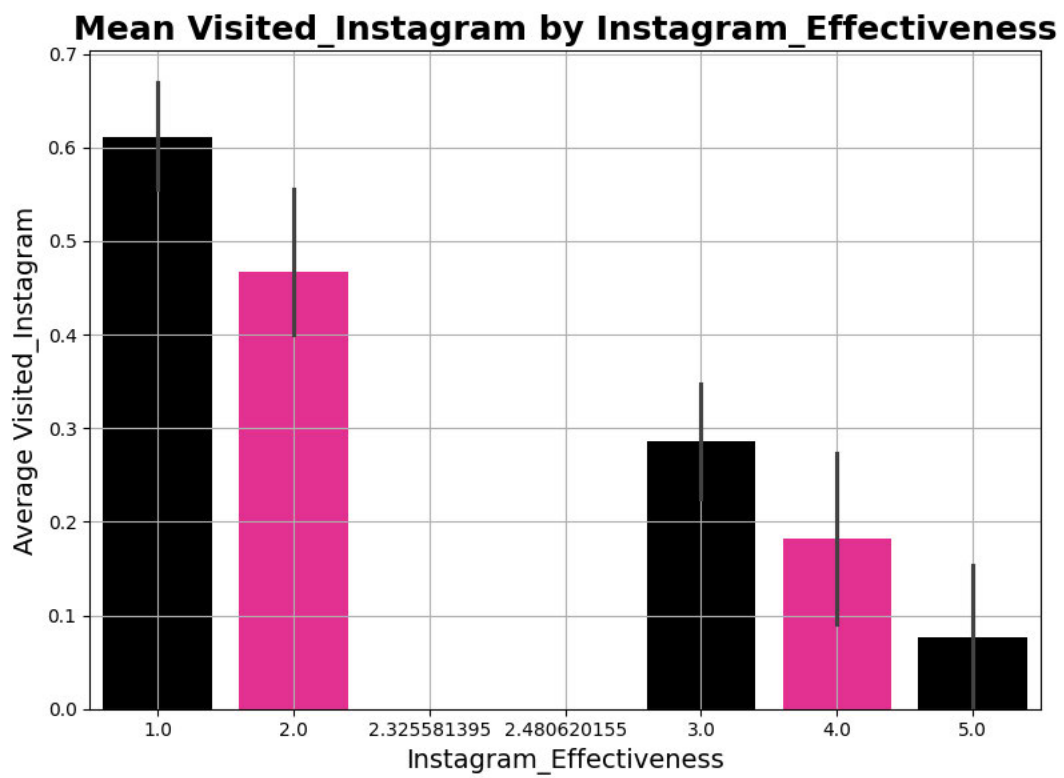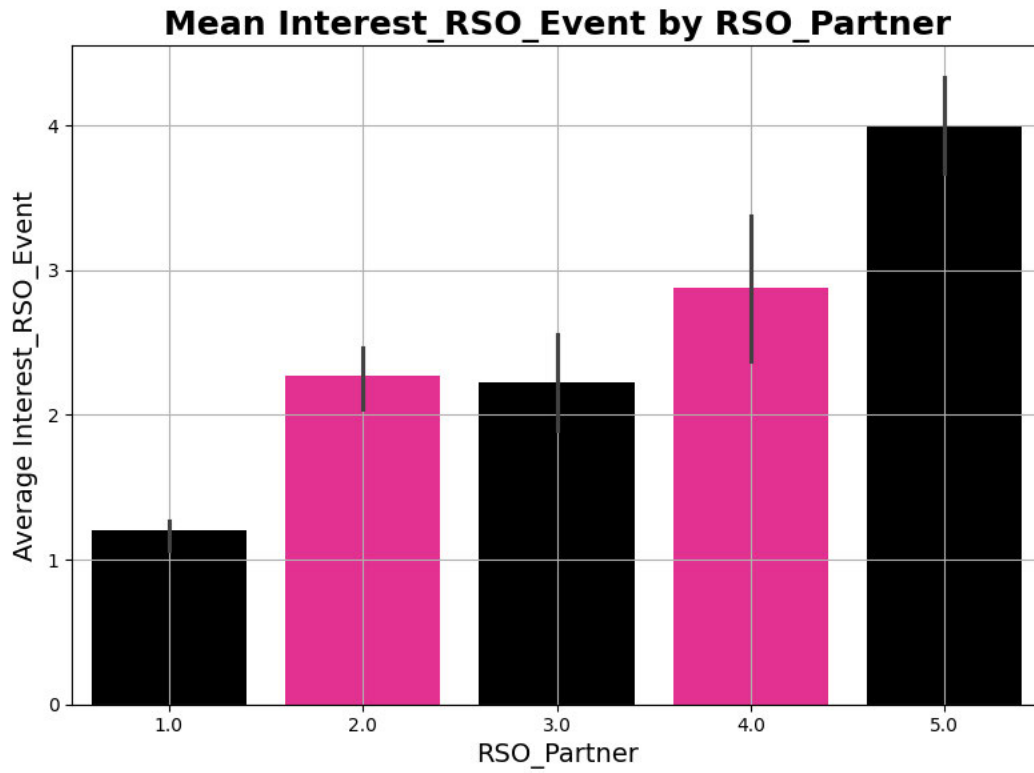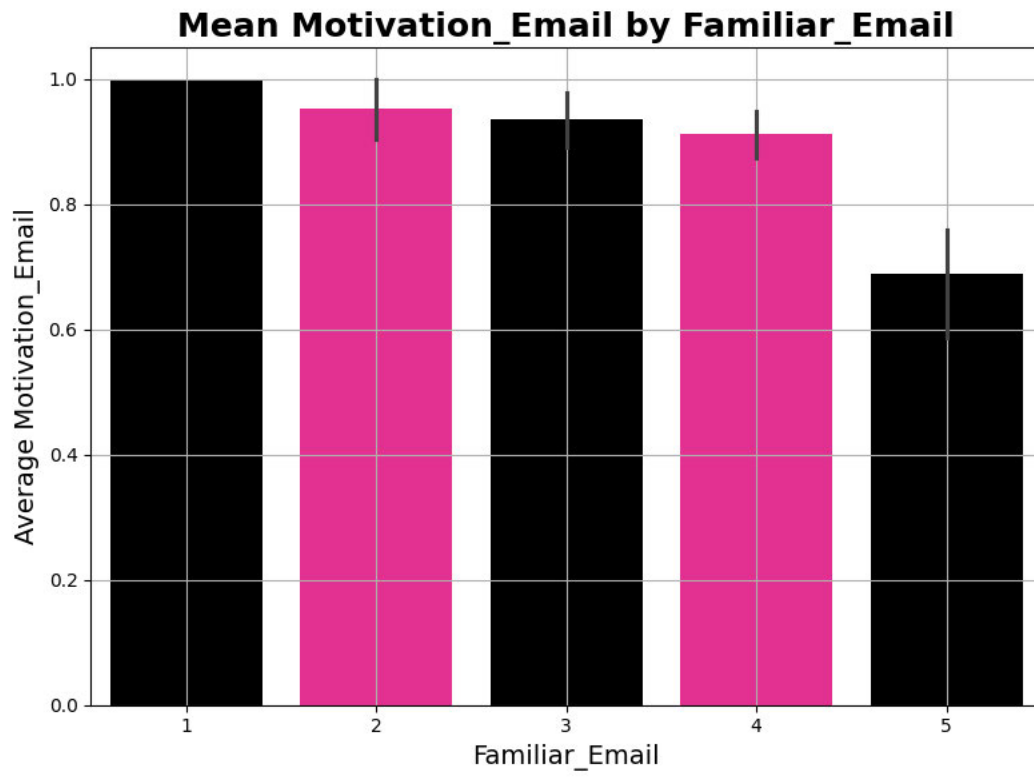
Univariate Analysis – Regression

The first hypothesis test regards image 2 and the subject's willingness to bring a friend to

███████████████ Specifically, it was hypothesized that image 2 would garner friendship as a

value, which would increase the likeliness to bring a friend. This thought process came about due

to the fact that image 2's experimental variable was that it was focused on friends. The only

significant factor that motivated the dependent variable of willingness to bring a friend was

feeling as though one was supporting a local business, with the p-value being $0.014 < 0.05$.

```
                         OLS Regression Results
==============================================================================
Dep. Variable:     Willingness_Bring   R-squared:                       0.260
Model:                          OLS    Adj. R-squared:                  0.220
Method:               Least Squares    F-statistic:                     6.474
Date:              Fri, 09 May 2025    Prob (F-statistic):           3.36e-05
Time:                      04:02:35    Log-Likelihood:                -81.349
No. Observations:                98    AIC:                             174.7
Df Residuals:                    92    BIC:                             190.2
Df Model:                         5
Covariance Type:          nonrobust
==============================================================================
                          coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const                   0.8667      0.171      5.070      0.000       0.527       1.206
Image_2_ConnectedTSP   -0.1625      0.099     -1.647      0.103      -0.358       0.033
Image_2_Supporting      0.2656      0.106      2.507      0.014       0.055       0.476
Image_2_ConnectedComm  -0.0295      0.097     -0.305      0.761      -0.221       0.162
Image_2_Motivated       0.2765      0.125      2.213      0.029       0.028       0.525
Image_2_Values         -0.0101      0.117     -0.086      0.932      -0.243       0.223
==============================================================================
Omnibus:                       89.491   Durbin-Watson:                   2.206
Prob(Omnibus):                  0.000   Jarque-Bera (JB):             1079.750
Skew:                           2.818   Prob(JB):                     3.43e-235
Kurtosis:                      18.254   Cond. No.                         12.5
==============================================================================
```

The second hypothesis test was also measuring the willingness for the participant to bring a friend but based off of Instagram usage. Specifically, it was hypothesized that a subject would be more willing to bring a friend to ███████████ if they thought ███████████ Instagram was effective with the caveat that the subject used Instagram frequently as well as visited the Instagram before. The significant independent variable in this test was Instagram effectiveness with a p-value of $0.000 < 0.05$.

```
                          OLS Regression Results
==============================================================================
Dep. Variable:     Willingness_Bring   R-squared:                       0.076
Model:                          OLS    Adj. R-squared:                  0.060
Method:               Least Squares    F-statistic:                     4.834
Date:              Fri, 09 May 2025    Prob (F-statistic):            0.00294
Time:                      04:02:35    Log-Likelihood:                -160.44
No. Observations:               181    AIC:                             328.9
Df Residuals:                   177    BIC:                             341.7
Df Model:                         3
Covariance Type:           nonrobust
==============================================================================
                             coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const                      1.0298      0.149      6.924      0.000       0.736       1.323
Visited_Instagram          0.0810      0.098      0.824      0.411      -0.113       0.275
Instagram_Effectiveness    0.1463      0.040      3.632      0.000       0.067       0.226
Most_Used_Socials_Instagram -0.0502    0.045     -1.118      0.265      -0.139       0.038
==============================================================================
Omnibus:                    173.054   Durbin-Watson:                   2.133
Prob(Omnibus):                0.000   Jarque-Bera (JB):             2933.331
Skew:                         3.687   Prob(JB):                         0.00
Kurtosis:                    21.291   Cond. No.                         12.4
==============================================================================
```

Conclusion & Recommendations

Conclusion

The data analysis showed promise towards interest in ████████████ in general as well as the different marketing methods. While the data collected for the emailing approaches was not as strong, all of the insights are valuable. Additionally, the statistically insignificant tests were included to provide further insight on which tactics or targeting methods were not worth pursuing, which is just as important as finding the tactics that are worth pursuing. Our research findings also support that cat cafes garner a strong community for many reasons. Even though ████████████ is not open yet, it is evident from data collection methods to the final analysis stages that there is a community backing this local business, and they are receptive to various spre-opening marketing approaches.

Recommendations

Based on our primary and secondary data, we have four recommendations for ██ ████████████ to implement. The first being to keep woman and non-binary audiences in mind for content creation and outreach. Since most of the people who filled out our survey were of these groups, we want ████████████ to cater their events or marketing to them. Secondly, reach out to RSO's for partnership. Being so close to a university campus, using RSO's to branch out their brand further is helpful to increase their reach. It also can provide valuable experience for animal-based RSO's as well. Thirdly, prioritize Instagram for content creation. Knowing that most of the people who filled out the survey were of 18-30 range it is important to utilize the platforms that they most frequent. Lastly, we suggest that they sell tickets to some RSO's to generate useful funds in certain events. By limiting the quantity of people within the cafe, it

lessens the chance of the cat's stress and increase social media reach as members could post about being at the cafe.

Limitations

When looking at the results of a survey, it's important to also think about what might have gone wrong or what could have been better. These issues are called "limitations." Below are the main problems we faced in this survey and why they matter.

1. Low Retention Rate: One major problem was that a lot of people didn't finish the survey. While 244 people started it, only 181 finished it in a way that we could use their answers. That means more than 60 people dropped out before completing the whole survey.

This is important because when many people quit partway through, we lose a lot of helpful information. Also, we don't know why they stopped. Maybe the survey was too long, confusing, or boring. Maybe it didn't work well on their device. Whatever the reason, when many people don't complete the survey, it can make our results less reliable.

2. Missing "Other" Responses: In many questions, people had the option to choose "Other". Unfortunately, in this survey, we didn't include those "Other" answers in the final analysis. That means we may have missed out on unique or important feedback. Also, when you leave out part of the data you may miss voices that don't fit the usual categories. This can be a problem when trying to understand everyone's opinion fairly.

3. Problems With Ranking Questions on Mobile Devices: Two questions in the survey asked people to rank their preferences by dragging and dropping items into order. While this can be a good way to learn what people like the most, it didn't work well on phones. The ranking feature was hard to use on smaller screens, and many people skipped these questions or didn't finish them. This matters because a lot of people take surveys on their phones. If the tools don't work

well on mobile devices, then people get frustrated and leave the survey or give rushed answers. In the end, this limits the usefulness of those questions. We can't tell how people truly feel if the technology gets in the way.

4. Research Design Not Centered Around A Dependent Variable: Another important issue was the way the survey was designed. The survey did not focus on a clear dependent variable, or the main thing we wanted to measure. Since we were trying to understand whether people would visit a place or try a new service, we should have asked them directly about that. But that specific question—willingness to visit—was missing as ████████████ is not open yet. It also means we might be guessing or making assumptions instead of clearly understanding the results.

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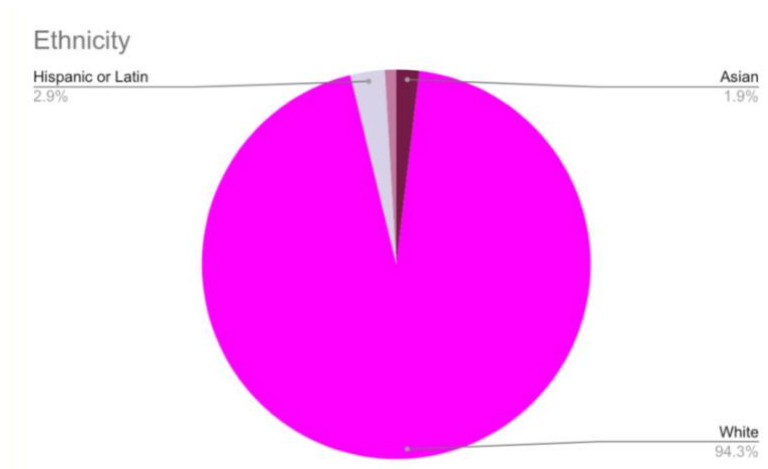
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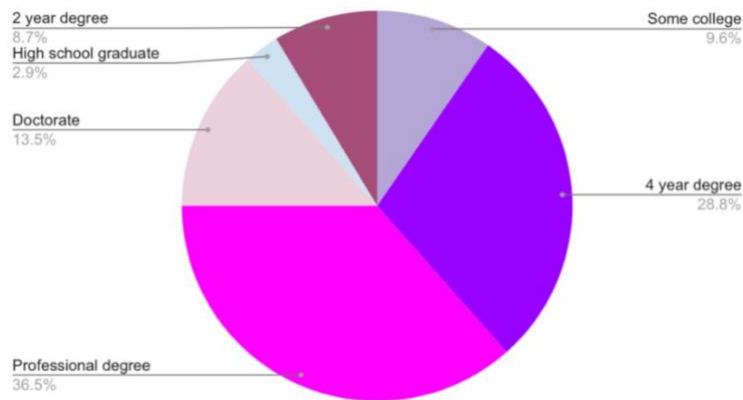
Appendix

Appendix 1 – Demographic Data | Age
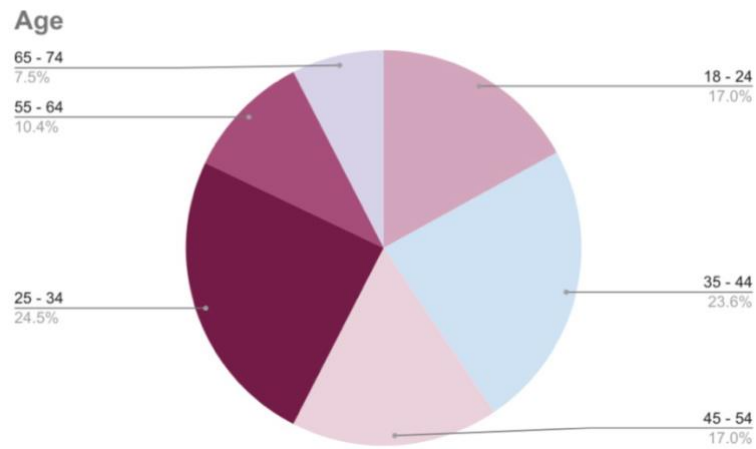
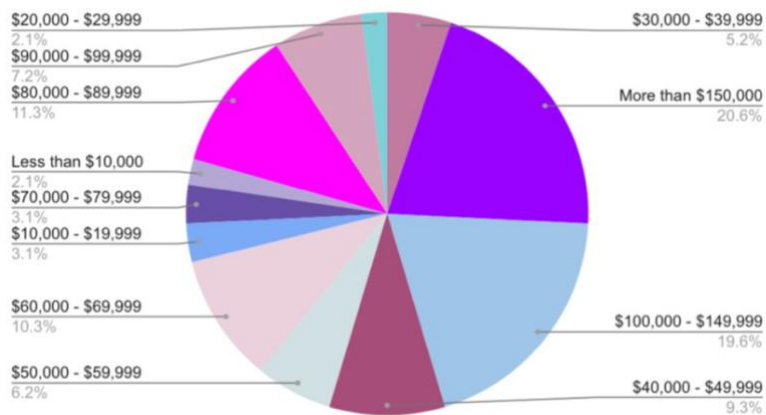## Appendix 2 – Demographic Data | Ethnicity

Appendix 3 – Demographic Data | Higher Education

Highest Education

- Some college — 9.6%
- 4 year degree — 28.8%
- Professional degree — 36.5%
- Doctorate — 13.5%
- High school graduate — 2.9%
- 2 year degree — 8.7%

Appendix 3 – Demographic Data | Family Income

Family Income

- \$30,000 - \$39,999 — 5.2%
- More than \$150,000 — 20.6%
- \$100,000 - \$149,999 — 19.6%
- \$40,000 - \$49,999 — 9.3%
- \$50,000 - \$59,999 — 6.2%
- \$60,000 - \$69,999 — 10.3%
- \$10,000 - \$19,999 — 3.1%
- \$70,000 - \$79,999 — 3.1%
- Less than \$10,000 — 2.1%
- \$80,000 - \$89,999 — 11.3%
- \$90,000 - \$99,999 — 7.2%
- \$20,000 - \$29,999 — 2.1%

Appendix 4: Survey

████████████████████ Survey D7

Q0 Hello! We are students conducting a survey for our Marketing Research Class at the University of Illinois at ███████████████ The purpose of this survey is to gain insight for ███████████████ the

new cat cafe that is opening close to campus. This survey will take approximately **5 minutes** to complete. Your responses will remain strictly confidential and anonymous. Thank you for participating in our survey!

Q1 Q1. Have you heard of ▮▮▮▮▮▮▮▮▮▮▮

○ Yes (1)

○ No (2)

Skip To: Q5 If Q1. Have you heard of ▮▮▮▮▮▮▮▮ *= No*

Q2 Q2. Where did you first hear about ▮▮▮▮▮▮

○ Word of Mouth (2)

○ The News (ex. the Daily Illini) (3)

○ Instagram (6)

○ Facebook (7)

○ TikTok (8)

○ Reddit (9)

○ Other (10) _____

Q3 Q3. How likely are you to bring a friend to ██████████

○ Extremely likely (23)

○ Somewhat likely (22)

○ Neither likely nor unlikely (21)

○ Somewhat unlikely (20)

○ Extremely unlikely (19)

Q4 Q4. How likely are you to recommend ██████████ to a friend?

○ Extremely likely (11)

○ Somewhat likely (12)

○ Neither likely nor unlikely (13)

○ Somewhat unlikely (14)

○ Extremely unlikely (15)

Q5 Q5. Please rank these aspects of ██████████ (1 = Most Appealing; 6 = Least Appealing)

_____ Cats (1)
_____ Food (2)
_____ Drinks (3)
_____ Board Games (4)
_____ Place to Spend Time with Friends (5)
_____ Events like Cat Yoga (6)

Q6 Q6. Are you involved in at least 1 Registered Student Organization (Club)?

○ Yes (1)

○ No (2)

Q7 Q7. Which clubs are you involved with? Please list up to 3.

_____

_____

_____

_____

_____

Q8 Q8. How likely do you think your club would be to partner with ▮▮▮▮▮▮▮▮ for an event if given the opportunity?

○ Extremely likely (11)

○ Somewhat likely (12)

○ Neither likely nor unlikely (13)

○ Somewhat unlikely (14)

○ Extremely unlikely (15)

Q9 Q9. How interested are you in attending a club-partnered event with ████████████

○ Extremely interested (15)

○ Very interested (14)

○ Moderately interested (13)

○ Slightly interested (12)

○ Not interested at all (11)

Q10 Q10. How much are you willing to pay to participate in a club-partnered event with ████████████ (**food not provided**)? Examples of events could include cat yoga, painting, making cat toys to donate, etc.

	0	5	10	15	20	25	30	35	40	45	50

(In USD) ()	▬▬▬▬▬▬▬▬▮▬▬▬▬▬▬▬

Page Break
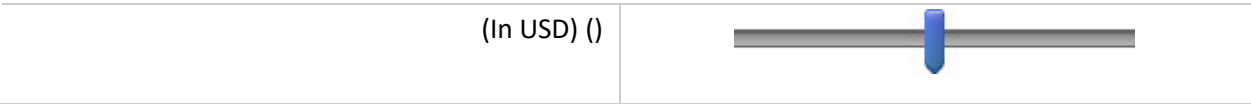
Q11 Have you ever visited ████████████ Instagram?

○ Yes (1)

○ No (2)

Q0 Please take a look at ████████████ Instagram, and let us know what you think.

Q0 Even though you have visited ████████████ Instagram before, please take another look to see the most current feed.

Q12 Q12. How effective are ████████████ Instagram posts in making you interested in visiting?

○ Extremely effective (25)

○ Very effective (24)

○ Moderately effective (23)

○ Slightly effective (22)

○ Not effective at all (21)

Q13 Q13. Please order which social media platforms you use the most (1 = Most; 4 = Least)

_____ Instagram (1)
_____ TikTok (2)
_____ Facebook (3)
_____ Reddit (4)

Q0

Q14 Q14. Please look at the above images. Which image do you prefer?

○ Image 1: Hangout and Destress with Your Friends! (1)

○ Image 2: Support the Shelter Cats! (2)

Q0 Image 1:

Q15 Q15. To what extent do you agree with the following statements about Image 1 (above)?

	Strongly agree (6)	Somewhat agree (7)	Neither agree nor disagree (8)	Somewhat disagree (9)	Strongly disagree (10)
I feel more connected to ▓▓▓▓ (1)	○	○	○	○	○
I feel like I am supporting a local business (2)	○	○	○	○	○
I feel more connected to the community (3)	○	○	○	○	○
I feel motivated to visit (4)	○	○	○	○	○
I feel like this image aligns with my values (5)	○	○	○	○	○

Q0 Image 2:

Q16 Q16. To what extent do you agree with the following statements about Image 2 (above)?

	Strongly agree (6)	Somewhat agree (7)	Neither agree nor disagree (8)	Somewhat disagree (9)	Strongly disagree (10)
I feel more connected to ███████ ██ (1)	○	○	○	○	○
I feel like I am supporting a local business (2)	○	○	○	○	○
I feel more connected to the community (3)	○	○	○	○	○
I feel motivated to visit (4)	○	○	○	○	○
I feel like this picture aligns with my values (5)	○	○	○	○	○

Page Break

Q17 Q17. Have you ever been motivated to go to an event you read about in an email?

○ Yes (1)

○ No (2)

Q18 Q18. How often do you open emails from organizations and businesses you are not familiar with?

○ Always (15)

○ Most of the time (14)

○ About half the time (13)

○ Sometimes (12)

○ Never (11)

Q19 Q19. Which of the following email headings would you be more likely to click on?

○ "Come visit ███████████ to make a cat's day!" (1)

○ "Come visit ███████████ and make memories with your friends!" (2)

○ Neither (4)

Q20 Q20. Do you typically unsubscribe from emails from organizations you are not familiar with?

○ Always (15)

○ Most of the time (14)

○ About half the time (13)

○ Sometimes (12)

○ Never (11)

Q21 Q21. Do you ever click on links from an email from an organization you are not familiar with?

○ Always (15)

○ Most of the time (14)

○ About half the time (13)

○ Sometimes (12)

○ Never (11)

Page Break

Q0 From **the Illini Union**, ██████████████ is approximately a **5** minute **car** ride, a **14** minute **bus** ride, and a **25** minute **walk** north of campus.

Q21 How does the information above impact your willingness to travel to ██████████████

○ Much stronger (30)

○ Slightly stronger (29)

○ No change (28)

○ Slightly weaker (27)

○ Much weaker (26)

Page Break ──────────────────────────────────────

Q21 Q21. What is your age?

○ Under 18 (11)

○ 18 - 24 (12)

○ 25 - 34 (13)

○ 35 - 44 (14)

○ 45 - 54 (15)

○ 55 - 64 (16)

○ 65 - 74 (17)

○ 75 - 84 (18)

○ 85 or older (19)

Q24 Q24. What is your gender?

○ Male (9)

○ Female (10)

○ Non-binary / third gender (11)

○ Prefer not to say (12)

Q25 Q25. What ethnicity are you?

○ White (9)

○ Black or African American (10)

○ American Indian or Alaska Native (11)

○ Asian (12)

○ South Asian (16)

○ Native Hawaiian or Pacific Islander (13)

○ Middle Eastern (15)

○ Hispanic or Latin (17)

○ Other (18) _____

Q26 Q26. What is your education level you are seeking?

○ Less than high school (9)

○ High school graduate (10)

○ Some college (11)

○ 2 year degree (12)

○ 4 year degree (13)

○ Professional degree (14)

○ Doctorate (15)

Q27 Q27. What is your family's annual income level?

○ Less than $10,000 (9)

○ $10,000 - $19,999 (10)

○ $20,000 - $29,999 (11)

○ $30,000 - $39,999 (12)

○ $40,000 - $49,999 (13)

○ $50,000 - $59,999 (14)

○ $60,000 - $69,999 (15)

○ $70,000 - $79,999 (16)

○ $80,000 - $89,999 (17)

○ $90,000 - $99,999 (18)

○ $100,000 - $149,999 (19)

○ More than $150,000 (20)

End of Block: Default Question Block

Appendix 5 – Codebook

Variable Name	Scale Type	Q #	Decription	Response Options
ID			Questionnaire identification number	
Awareness_Company	Nominal	1	Heard about ▇ ▇▇▇ (▇	Yes = 1 No = 0

Awareness_Method	Nominal	2	Method of discovering ▇	Word of Mouth = 1 The News = 2 Instagram = 3 Facebook = 4 TikTok = 5 Reddit = 6 Other = 7
Willingness_Bring	Interval	3	Likeliness of bringing friend	Extremely Likely = 1 Likely = 2 Neutral = 3 Unlikely = 4 Extremely Unlikely = 5
Willingness_Recommend	Interval	4	Likeliness of recommending STP to a friend	Extremely Likely = 1 Likely = 2 Neutral = 3 Unlikely = 4 Extremely Unlikely = 5
Experience_Ranking_Cat	Ordinal	5a	Rank aspects of STP that are appealing (Cats)	Rank 1 = 1 Rank 2 = 2 Rank 3 = 3 Rank 4 = 4 Rank 5 = 5 Rank 6 = 6
Experience_Ranking_Food	Ordinal	5b	Rank aspects of STP that are appealing (Food)	Rank 1 = 1 Rank 2 = 2 Rank 3 = 3

				Rank 4 = 4
				Rank 5 = 5
				Rank 6 = 6
Experience_Ranking_Drinks	Ordinal	5c	Rank aspects of STP that are appealing (Drinks)	Rank 1 = 1
				Rank 2 = 2
				Rank 3 = 3
				Rank 4 = 4
				Rank 5 = 5
				Rank 6 = 6
Experience_Ranking_Board_Games	Ordinal	5d	Rank aspects of STP that are appealing (Board Games)	Rank 1 = 1
				Rank 2 = 2
				Rank 3 = 3
				Rank 4 = 4
				Rank 5 = 5
				Rank 6 = 6
Experience_Ranking_Friends	Ordinal	5e	Rank aspects of STP that are appealing (Place to Spend Time with Friends)	Rank 1 = 1
				Rank 2 = 2
				Rank 3 = 3
				Rank 4 = 4
				Rank 5 = 5
				Rank 6 = 6
Experience_Ranking_Events	Ordinal	5f	Rank aspects of STP that are appealing (Events like Cat Yoga)	Rank 1 = 1
				Rank 2 = 2
				Rank 3 = 3
				Rank 4 = 4
				Rank 5 = 5
				Rank 6 = 6
RSO_Regsistered	Nominal	6	Involvement in at least 1 RSO	Yes = 1
				No = 0

RSO_List_SocGood	Nominal	7a	Listing involved clubs	Social Good = 1
				Social Fraternity = 0
				Professional Fraternity = 0
				Music/Arts = 0
				Fitness/Sports = 0
				Professional Development = 0
				Entertainment = 0
RSO_List_SF	Nominal	7b	Listing involved clubs	Social Good = 0
				Social Fraternity = 1
				Professional Fraternity = 0
				Music/Arts = 0
				Fitness/Sports = 0
				Professional Development = 0
				Entertainment = 0
RSO_List_PF	Nominal	7c	Listing involved clubs	Social Good = 0
				Social Fraternity = 0
				Professional Fraternity = 1
				Music/Arts = 0
				Fitness/Sports = 0
				Professional Development = 0
				Entertainment = 0
RSO_List_MA	Nominal	7d	Listing involved clubs	Social Good = 0
				Social Fraternity = 0

				Professional Fraternity = 0
				Music/Arts = 1
				Fitness/Sports = 0
				Professional Development = 0
				Entertainment = 0
RSO_List_FS	Nominal	7e	Listing involved clubs	Social Good = 0
				Social Fraternity = 0
				Professional Fraternity = 0
				Music/Arts = 0
				Fitness/Sports = 1
				Professional Development = 0
				Entertainment = 0
RSO_List_ProfDev	Nominal	7f	Listing involved clubs	Social Good = 0
				Social Fraternity = 0
				Professional Fraternity = 0
				Music/Arts = 0
				Fitness/Sports = 0
				Professional Development = 1
				Entertainment = 0
RSO_List_Entertainment	Nominal	7g	Listing involved clubs	Social Good = 0
				Social Fraternity = 0
				Professional Fraternity = 0
				Music/Arts = 0

				Fitness/Sports = 0
				Professional Development = 0
				Entertainment = 1
RSO_Partner	Interval	8	Likeliness of partnering with STP	Extremely Likely = 1 Likely = 2 Neutral = 3 Unlikely = 4 Extremely Unlikely = 5
Interst_RSO_Event	Interval	9	Gauging interest in subject attending ▇▇ partnered event	Extremely Likely = 1 Likely = 2 Neutral = 3 Unlikely = 4 Extremely Unlikely = 5
Willingness_to_Pay	Ratio	10	Willingness to pay for attending ▇▇ partnered event	Their inputted number
Visited_Instagram	Nominal	11	If they ever visited ▇▇ Instagram	Yes = 1 No = 0
Instagram_Effectiveness	Interval	12	Efficacy of Instagram post	Extremely Effective = 1 Very Effective = 2 Moderately Effective = 3 Slightly Effective = 4 Not Effective = 5

Most_Used_Socials_Instagram Most_Used_Socials_TikTok Most_Used_Socials_Facebook Most_Used_Socials_Reddit	Ordinal	13	Rank of subject's most used social media	Instagram: Rank 1 = 1 Rank 2 = 2 Rank 3 = 3 Rank 4 = 4 Don't Use = 0 TikTok: Rank 1 = 1 Rank 2 = 2 Rank 3 = 3 Rank 4 = 4 Don't Use = 0 Facebook Rank 1 = 1 Rank 2 = 2 Rank 3 = 3 Rank 4 = 4 Don't Use = 0 Reddit Rank 1 = 1 Rank 2 = 2 Rank 3 = 3 Rank 4 = 4 Don't Use = 0
Image_Preference	Nominal	14	Image preference	Image 1 = 1

				Image 2 = 2
Image_1_Connected▇	Interval	15a	Degree of agreeing with feeling connected to ▇	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_1_Supporting	Interval	15b	Degree of agreeing with feeling supportive	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_1_ConnectedComm	Interval	15c	Degree of agreeing with feeling connected to community	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_1_Motivated	Interval	15d	Degree of agreeing with feeling motivated to visit	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_1_Values	Interval	15e	Degree of agreeing with feeling aligned with values	Strongly Agree = 1 Agree = 2

				Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_2_Connected█	Interval	16a	Degree of agreeing with feeling connected to █	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_2_Supporting	Interval	16b	Degree of agreeing with feeling supportive	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_2_ConnectedComm	Interval	16c	Degree of agreeing with feeling connected to community	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Image_2_Motivated	Interval	16d	Degree of agreeing with feeling motivated to visit	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5

Image_2_Values	Interval	16e	Degree of agreeing with feeling aligned with values	Strongly Agree = 1 Agree = 2 Neither disagree nor agree = 3 Disagree = 4 Strongly Disagree = 5
Motivation_Email	Nominal	17	Motivation to attend emailed event	Yes = 1 No = 0
Familiar_Email	Interval	18	Frequency of opening unfamiliar club emails	Always = 1 Most of the time = 2 About half the time = 3 Sometimes = 4 Never = 5
Email_Headings	Nominal	19	Preference of email headings	"Got any weekend plans? Come visit ▬▬▬ to make a cat's day!" = 1 "Got any weekend plans? Come visit ▬▬▬ and make memories with your friends!" = 2 Neither = 3
Unsubscribe_Emails	Interval	20	Unsubscribe from club email lists	Always = 1 Most of the time = 2 About half the time = 3 Sometimes = 4 Never = 5

Email_Links	Interval	21	Click links from unfamiliar clubs	Always = 1 Most of the time = 2 About half the time = 3 Sometimes = 4 Never = 5
Willingness_Travel	Interval	22	Willingness to travel to ▮	Much stronger = 1 Slightly stronger = 2 No change = 3 Slightly weaker = 4 Much weaker = 5
Age	Ordinal	23	Subject's age	Under 18 = 1 18-24 = 2 25-34 = 3 35-44 = 4 45-54 = 5 55-64 = 6 65-74 = 7 75-84 = 8 85 or older = 9
Gender	Nominal	24	Subject's gender	Male = 1 Female = 2 Non-binary/third gender = 3 Prefer not to say = 4
Ethnicity	Nominal	25	Subject's ethnicity	White = 1 Black or African American = 2

				American Indian or Alaskan Native = 3
				Asian = 4
				South Asian = 5
				Native Hawaiian or Pacific Islander = 6
				Middle Eastern = 7
				Hispanic or Latin = 8
				Other = 9
Education	Ordinal	26	Education level sought	Less than high school = 1
				High school graduate = 2
				Some college = 3
				2-year degree = 4
				4-year degree = 5
				Professional degree = 6
				Doctorate = 6
Income	Ordinal	27	Family's income level	Less than $10,000 = 1
				$10,000-19,999 = 2
				$20,000-$29,999 = 3
				$30,000-$39,999 = 4
				$40,000-$49,000 = 5
				$50,000-$59,000 = 6
				$60,000-$69,000 = 7

			$70,000-$79,000 = 8
			$80,000-$89,000 = 9
			$90,000-$99,000 = 10
			$100,000-$149,999 = 11
			More than $150,000 = 12