

BOOMCHICKAPOP

single serve popcorn bags

Market Mind

MARK 360

Professor Long

Section 001



Introducing Market Mind

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Organization

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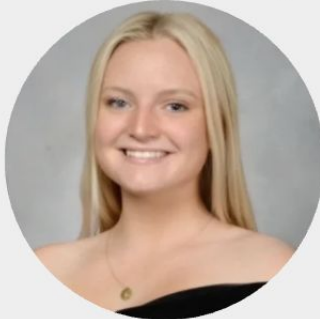
Observer

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**Moderator
Presenter**

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Note Taker

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**Communication
Presenter**

Kelly McGinn



**Time Keeper
Presenter**

Background Context



BOOMCHICKAPOP is a popcorn snack that emphasizes its use of clean ingredients while maintaining a bold flavor.

Two flavors, Sweet & Salty Kettle Corn and Sea Salt Popcorn, are offered in the UTK POD Markets.

Primary Target Market:
Health-conscious consumers, specifically women aged 25-49.

BOOMCHICKAPOP's Business Challenge

**We need to reach sales growth
of 10% year-over-year in
college campus convenience
stores (UTK Pod Markets).**

Objectives

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BOOMCHICKAPOP business challenge: is reaching sales growth of 10% year-over-year in college campus convenience stores (Pod Markets).

Assess students' price sensitivity toward "better-for-you" and ready-to-eat snacks.

Understand the top three priorities when purchasing a snack item in the POD Market

(ex: convenience, healthiness, affordability, cleanliness)

Determine most frequently purchased snack items in order to identify the main sources of competition

Examine how bag size influences purchasing decisions

(ex: prefer smaller, larger, or standard-size options)

Measure brand awareness of BOOMCHICKAPOP among UTK students

Hypotheses

Hypotheses

BOOMCHICKAPOP business challenge: is reaching sales growth of 10% year-over-year in college campus convenience stores (Pod Markets).

Students are more likely to purchase BOOMCHICKAPOP when it is sold in smaller portable packs

Placement near the checkout area would increase impulse purchases.

Shelf placement and location will impact the likelihood of a student purchasing it.

Improving social media presence & targeting college students would increase brand awareness and purchase intent.

Students are more likely to purchase when searching for a healthy snack as opposed to a tasty snack

Research Process Overview

Quantitative Data

Qualtrics Survey

83 responses: 27% freshman, 7% sophomore, 8% junior, and 58% senior.

30% on campus housing, 68% off campus housing, 1% commuter.



Structured to gather data regarding student perceptions of the POD market, BOOMCHICKAPOP, and overall snack purchasing experiences.

Qualitative Data

Focus Group

7 respondents: 4 female senior students and 3 male senior students.

Conducted via Zoom.



Designed to produce authentic insight into student consumer behavior, thoughts, and habits in order to challenge or confirm our hypothesis and reach research objectives.

Secondary Data

- UBC Undergraduate Research: Consumer preference for smaller package size to prioritize convenience.
- Shanghai University: Impulse purchase studies and the minimal checkout aisle to purchase conversion rates.
- IOP Conference: Positive effects of outreach and segmentation on social media.
- American Marketing Association: Consumers physical relationship to product location , chest height preference.
- National Library of Medicine: College student preference regarding convenience vs. health.

Quantitative Findings

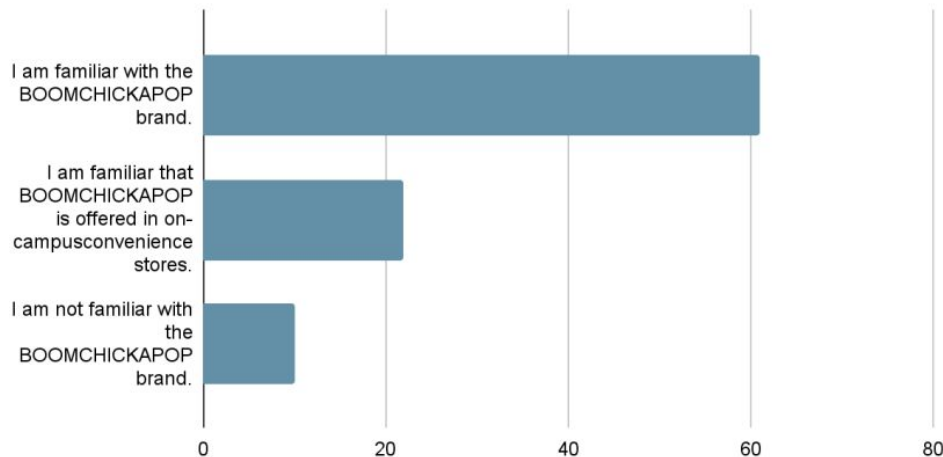
Only 39% of brand-familiar students know BOOMCHICKAPOP is sold in POD Markets.

Out of 61 students who recognize the brand, only 22 were aware it's available on campus.

This reveals a major awareness gap.

Students recognize the brand but don't notice its presence in POD Markets, limiting sales potential even among likely buyers.

Are you familiar with the BOOMCHICKAPOP brand and their offerings in on-campus convenience stores?



Quantitative Findings

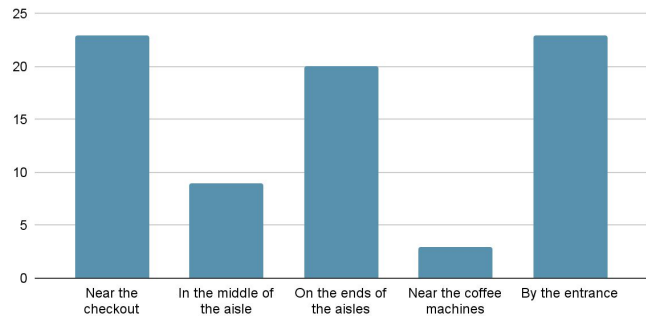
Students notice snacks the most in high-traffic entry and checkout zones.

In our survey, **29%** selected “near the checkout,” **29%** selected “by the entrance,” and **26%** selected “end of aisle” as the locations that grab their attention the most.

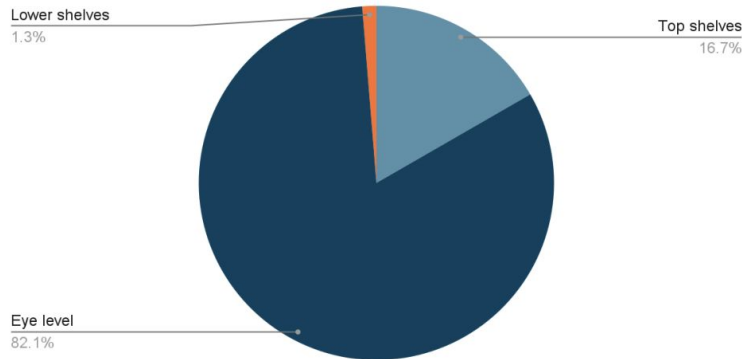
Visibility drives attention.

This reinforces the importance of placing BOOMCHICKAPOPOP in high-visibility, easy-to-grab impulse locations to increase purchase likelihood.

Where do you feel snacks are most likely to grab your attention in on-campus convenience stores?



When you're walking down an aisle in on-campus convenience stores, which shelf level do you notice products on the most?

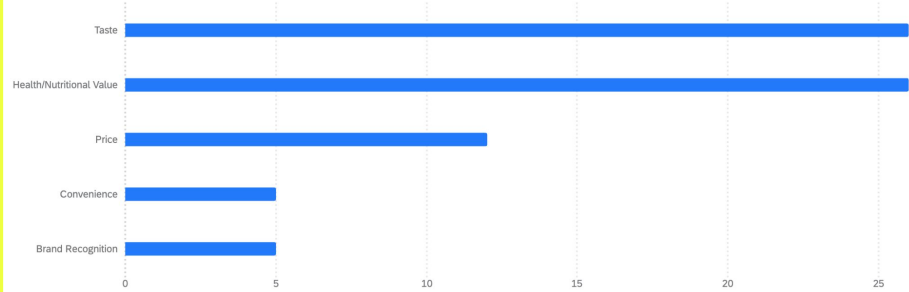


Qualitative Findings

Health and convenience are the dominant drivers of snack choice.
During the focus group, **5 out of 7** students named health and convenience as the most important factors in their purchase decision.

This reinforces our quantitative findings.
In our survey, **35% of students** identified health as their top priority when choosing a snack, confirming a strong preference for options that feel “better-for-you” and won’t make them feel sluggish.

Q9: Which of the following is the most important factor in your decision to pur... 74 ⓘ >



a. Laddering Probe: → Why are the factors that you stated important to your decision? → Why does that matter to you personally?

Chloe - when she eats something healthy she feels more energized

Connor doesn't want to feel sluggish if he's buying something

Abby agrees with chloe

Ayden said he feels better about buying something healthy

Abby said she studies after

Blakely always in library after POD, same with grant, and chloe

Blakely, Chloe, ayden say trust and credibility matter

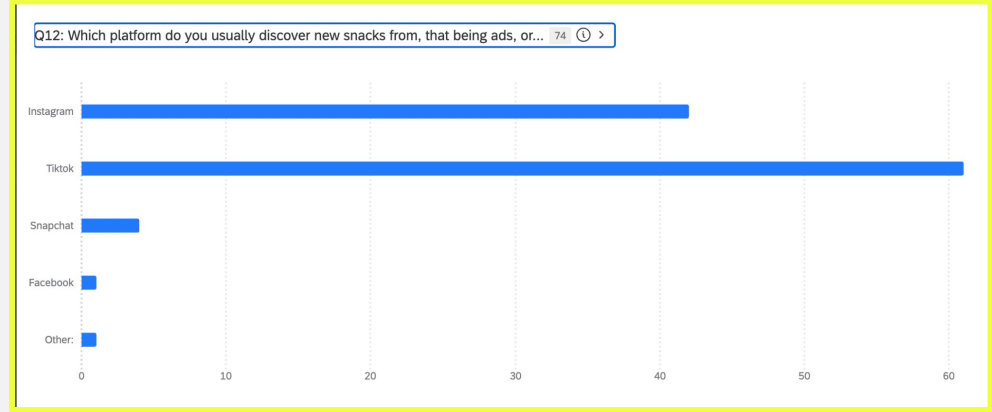
Qualitative Findings

Students primarily discover new snacks through TikTok and Instagram.

Our survey found that **56%** of students discover new snacks on TikTok and **39%** through Instagram, making these 2 dominant platforms for snack discovery.

Social media content directly influences purchase intent.

All 7 focus group participants agreed that TikTok and Instagram ads impact their likelihood to try a snack. Students emphasized that engaging, authentic, and creator-style content is most persuasive.



Concept Exploration:

1. If BOOMCHICKAPOP started doing more ads on TikTok/ Instagram, would that affect your interest and your likelihood to purchase?

Everyone raised their hand

- a. What kind of social-media content would catch your attention or make you trust the brand?

Grant said when you cant tell its an ad at the start

Ayden said young people advocating to the product

Chloe and abby say taste reviews

Blakely said her favorite influencers

What this data means:

Insights

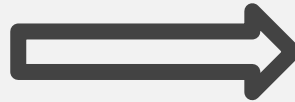
Students recognize BOOMCHICKAPOP as a “healthy popcorn,” but few realize it’s sold in POD Markets.

Gen Z consumers discover new snacks through social media, with the most influential platforms being the Tik Tok and Instagram platforms.



Implications

BOOMCHICKAPOP needs stronger on-campus visibility. Branded signage, UT-specific displays, and in-store touch points should highlight that the product is available in POD Markets.



Advertising efforts must shift toward Gen Z focused content. Reallocating budget from traditional methods toward TikTok/Instagram content will increase reach and relevance.

Insights

Students notice snacks most in high-visibility areas such as the entrance and checkout. These locations naturally attract attention and drive spontaneous, impulse-driven decisions.

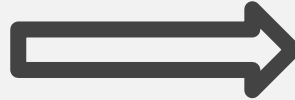
Students prioritize health when deciding amongst snack options, with convenience contributing to purchase decision.



Implications

Place BOOMCHICKAPOP in prime visibility zones.

Positioning displays, signage, and single-serve bags near the entrance and checkout will maximize awareness and increase impulse purchases.



Packaging must continue to communicate both health and convenience.

Single-serve bags should clearly reinforce BOOMCHICKAPOP's health-forward image while remaining portable.

Recommendations

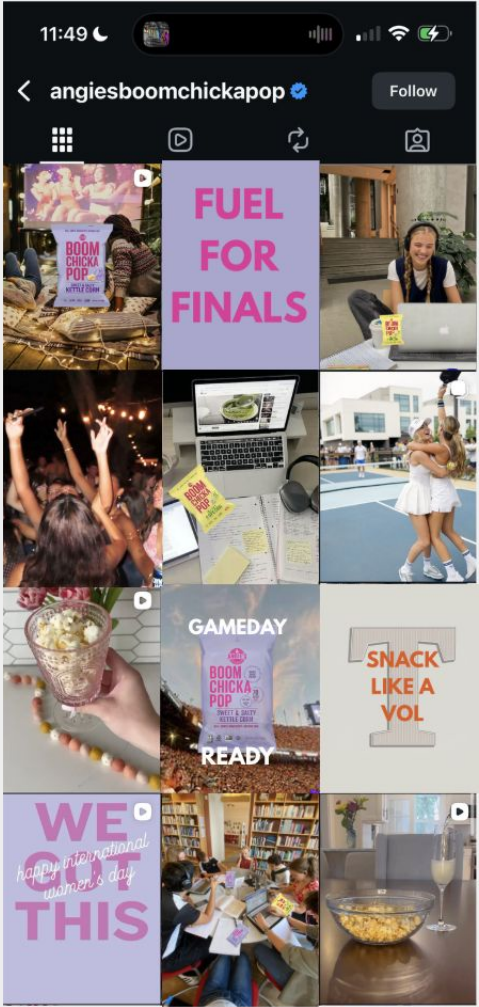
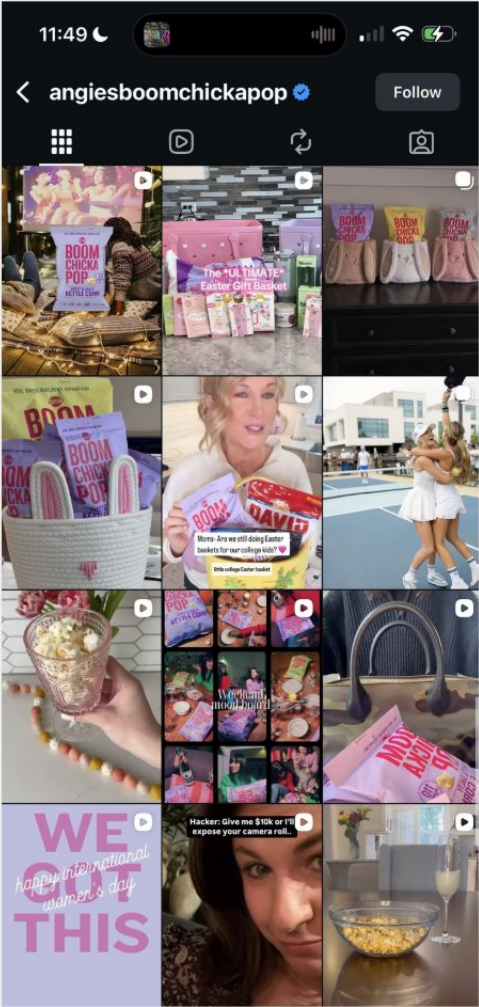
Recommendation #1 - Promotion

Remodel the BOOMCHICKAPOP Instagram page to visually appeal to college students.

Students perceive the current Instagram as targeting older women, not college students. Focus group members noted that the existing content feels “mom-focused,” creating a disconnect with Gen Z preferences.

Instagram is a key snack discovery platform for UTK students. 39% of surveyed students discover new snacks on Instagram, highlighting the need for BOOMCHICKAPOP to tailor content to this age group.

Aesthetic, trendy visuals increase likelihood to try a product. Focus group participants emphasized that clean, on-trend, college-oriented content makes them more interested in trying a snack they see online.



Recommendation #2 - Promotion

Invest more time and resources into BOOMCHICKAPOP TikTok presence.

- Only **1,437 followers**, with the most recent post from **August 2024**.
- With 1.8 billion TikTok users and the platform's strong influence on Gen Z purchasing behavior, BOOMCHICKAPOP is missing a major opportunity.

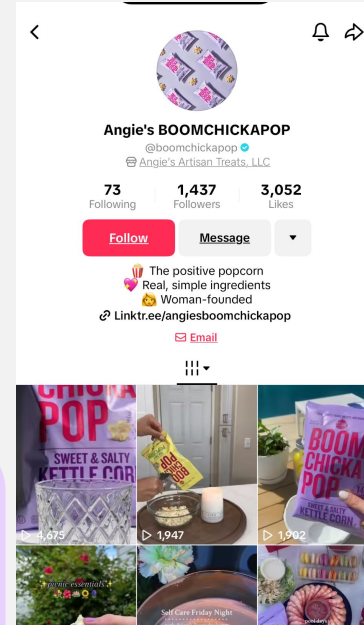
Current content is perceived as targeting older women, not college students.

Focus group participants said BOOMCHICKAPOP's social presence does not reflect Gen Z preferences or humor.

Funny and authentic content drives engagement.

Students shared that they are more likely to support brands that use humor, relatable scenarios, and creator-style videos rather than traditional ads.

TikTok is the #1 platform where students discover new snacks.
56% of surveyed students reported TikTok as their primary discovery platform, highlighting the need to invest in stronger content here.



Last Posted:
08/14/2024

Example of trendy content that uses Gen Z humor:



Recommendation #3 - Packaging/Placement

Collaborate with the University of Tennessee to promote BOOMCHICKAPOP to college students and raise awareness of the brand in UT Pod Markets.

Brand awareness is high, but store awareness is low.

While **66%** of students recognize BOOMCHICKAPOP, only **36%** know it's available in POD Markets, revealing a major visibility gap.

Packaging strongly influences purchase decisions.

Students shared that they would buy a snack solely because it "looks cute." Eye-catching, stylish packaging increases the likelihood of choosing BOOMCHICKAPOP over competitors.

Students want brands that feel connected to campus culture.

Many suggested that partnering directly with UTK would make the brand feel more relevant and visible in their everyday environment.

Bold, UT-branded packaging paired with prime placement will boost sales.

Positioning BOOMCHICKAPOP at eye-level near the front of the store, and introducing UT-themed limited editions, will increase visibility and drive impulse purchases.



Key Takeaways

Brand & Category Insight

Strong brand awareness, weak awareness of UTK offerings

Students want snacks that feel fun, healthy, and convenient.

Strategic Direction

Redesign socials to appeal to Gen Z

Focus on incorporating modern-day humor into branding

Build campus awareness through campus collabs and limited drops

Consumer Preferences

Trendy, Clean, and aesthetic packaging and branding matter.

UT-themed options get attention.

Expected Impact

Higher relevance on campus

Increased trial & loyalty from college students

Momentum toward 10% YOY growth goal

As much as we want Tennessee college students to meet us where we are, this research and strategy prove we're ready to meet them where they are.